

## Versioning Information

Version numbers for this document are tied to the following specific criteria.

### Design Alpha

Contains schematic drawings of custom routines and descriptions for each.

Contains schematic drawings and functionality requirements of all unique routines (as required):

- Overview
- List
- ESP
- EVIC
- Price/Value Position
- Rear Park Assist (300 Only)
- Cargo (Magnum Only)
- Hemi/300 Heritage
- Rear Wheel Drive
- Engines
- Styling

Standard Routines (as defined by Standard Routine Functionality.doc)

- Pretest
- Posttest
- Survey
- Help
- Resources
- Main Menu Intro Loop
- MP Window
- Comp Comp
- SUVPS Summary
- Walkaround
- What Is SUVPS

Global routines (as defined by Web Shell Functionality.doc)

- Main Menu
- Nav
- Exit

### Design Beta

Contains schematics and/or storyboards for all routines, including detailed functionality requirements for most routines.  
Scene numbers accurate and complete.  
Routine names finalized.  
Global features finalized.  
Audio and SFX requirements included.

### **Design Release Candidate**

Contains schematics/ storyboards/images of templates for all finalized routines, including complete, detailed functionality requirements for ALL routines.  
Audio and SFX requirements finalized.

## Notes

### Purpose and Audience

#### Dodge Magnum

---- Dodge Magnum Launch Web site provides retail sales professionals with the product information and selling strategies they need to be successful. The content on the Magnum Web site has been organized into specific segments addressing the features and benefits associated with Safety, Utility, Value, Performance and Styling – SUVPS. In addition to organizing the product information according to buyers' motivations, the course features a new Competitive Comparison modules that identifies the areas in which Dodge Magnum matches a competitor's features, has an advantage or faces a specific challenge. In each instance, the course provides clear and concise statements that retail sales professionals can use immediately with customers. DaimlerChrysler Academy has created a series of engaging activities to ensure the retail sales persons know Magnum's key features, what benefits they provide, and how to sell these key features to customers.

The Dodge Magnum Launch Web site is one component in a coordinated approach that also includes the Dodge Magnum live launch event and interactive web-based product information review which will be known as the Dodge Magnum Challenge These training initiatives complement each other and build a comprehensive understanding of the broad range of buying motives and how the Magnum's features address specific needs of the customer.

#### Chrysler 300 Series

---- Chrysler 300 Series Web Course provides retail sales professionals with the product information and selling strategies they need to be successful. DaimlerChrysler Academy has assembled a varied and comprehensive array of engaging activities to ensure the retail sales force has every opportunity to learn about the all-new Chrysler 300 Series.

### Learning Objectives

#### Dodge Magnum

Upon completion of the ---- Dodge Magnum Launch Web site, retail sales professionals will be able to:

- Present enthusiastically the outstanding performance benefits of the all-new Dodge Magnum
- Identify and promote persuasively the primary Safety, Utility, Value, Performance and Styling benefits to customers
- Confidently explain Dodge Magnum's advantages over key competitors

Each component of the Dodge Magnum Launch presents and supports the sales professionals' understanding of these principal learning objectives.

#### Chrysler 300 Series

Upon completion of the ---- Chrysler 300 Series Launch activities, sales professionals will be able to:

- Identify, explain and demonstrate key 300 Series features and benefits to customers using the SUVPS format
- Appreciate the evolution of the new 300 Series from its predecessor – and be able to share that appreciation with customers
- Understand the ---- Chrysler 300 Series marketing strategy
- Confidently explain the advantages of 300 Series over key competitors

Each component of the Chrysler 300 Series Launch presents and supports the sales professionals' understanding of these principal learning objectives.

### **Key Messages**

#### Dodge Magnum

- Outstanding driving experience (RWD, ESP, 5-link rear, world-class NVH, AWD option)
- Unmatched performance in segment (340 hp HEMI)
- Unmistakable bold styling that will grab people's attention
- Flexible cargo capabilities the customer needs (unique high-hinged tailgate, great towing capability)
- Complementary technology for customer's active lifestyle (ESP, navigation system, UConnect, adjustable pedals, tilt/telescoping steering wheel, self-sealing tires and Tire Pressure Monitoring System)

#### Chrysler 300 Series

- The Dawn of a New Era – the industry's return to rear-wheel drive with Chrysler's leadership
- This is the rear-wheel-drive car we couldn't make fifteen years ago – when rear-wheel drive was the standard configuration
- New automotive technology and new automotive thinking have created new possibilities for rear-wheel drive
- Redefining the Classic American Sedan
- Irresistible Force Meets Undeniable Grace

### **Measurable Success Indicators**

Pretest and Posttest are included.

- Pretest consists of 10 core questions
- Posttest consists of 10 Pretest questions plus 5 new questions drawn randomly from a pool of an additional 10 questions

Online report records the following:

- Individuals taking the launch training
- Dealerships taking the launch training
- Individuals completed the Posttest

- Dealerships completed the Posttest

Leaderboard tracks the performance of individuals completing the Posttest.

Course survey is also included.

### **Instructional Strategy**

Several instructional methods will be used throughout this course. The major points through interactive learning objects during which the user is engaged in a variety of educational activities.

### **Assumptions**

Chrysler 300 Series website goes live Feb 9, 2004.

Dodge Magnum website goes live Feb 16, 2004.

**Course Code**            *<enter code>*  
**Confirmation**        *<enter code>*  
**Code**  
**Debug Code**           *<enter code>*

**Contents**

**VERSIONING INFORMATION ..... 1**

**NOTES..... 3**

**GLOBAL FEATURES ..... 7**

**OVERVIEW..... 8**

**LIST..... 9**

**ESP ..... 11**

**PARK..... 13**

**EVIC ..... 14**

**CARGO ..... 16**

**PRICE ..... 18**

**TIMELINE..... 20**

**RWD..... 21**

**ENGINES ..... 23**

**STYLING ..... 25**

**AUTOSAVE ..... 26**

**EXIT CRITERIA..... 27**

**REVISION HISTORY**

Version	Date	Notes	Author
0.1	-----	Initial document	KLM
0.2	-----	Updates based on client review	KLM
0.3	-----	Updates based on internal review	KLM
0.4	-----	Updates based on client review	KLM
0.5	-----	Inclusion of client comments and ENGINES routine	KLM
0.6	-----	Changes from client – redesigned ESP	LL
0.7	-----	Updates to most routines based on team discussions	KLM

## Global Features

**Note that functionality for all routines that are global to Major Launches (300 Series. Magnum) and Mini-Launches (SRT-10, Dodge Caravan, PT Convertible, Town & Country), including shell functionality, are NOT included in this document.**

**Please refer to the ---- Launch Standard Routine Functionality document for more information.**

### Bookmarking

Scenes mark progress in either two or three states, selected from Not entered, Incomplete and Complete

1. Not entered is the default state and means that no items within this topic have been viewed or entered.
2. Incomplete is represented by a filled mark and means that the section has been entered but one or more topics have not been viewed to completion.
3. Complete is represented by a filled mark with a check and denotes that all content within the section has been viewed to completion.
4. Bookmarking status is maintained over multiple sessions excluding Not For Credit sessions.

### Buttons

All buttons and selectable items highlight on rollover, and the cursor changes to a hand.

### Next and Done Buttons

The routine remains on screen until the user selects the NEXT/DONE button to continue.

- NEXT/DONE button is disabled on scene entry.
  - DONE is not disabled if the routine has been completed previously.
  - DONE is enabled when all videos been viewed entirely.
- In For Credit Mode, NEXT/DONE button is not active/available until routine is bookmarked complete.

### Page Navigations

For routines that include more than one page, two directional arrows appear with "# of #" text included.

1. If the current page is the first in a series, the arrow pointing left is disabled.
2. If the current page is the last in a series, the arrow pointing right is disabled.
3. For pages between the first and last, both arrows are enabled.
4. Page numbers change as appropriate.


### Motion Design

All routines in this program build on with animated effects that facilitate instructional design where possible.

Breadcrumb animates at the beginning of the first routine of each topic.

### Tell Your Customer

"Tell Your Customer" information appears onscreen during routines as scripted; two or three different ones may appear per routine. This object is not selectable. A collection of all Tell Your Customer information appears in a PDF document in Resources.

SECTION	Overview	SCENE #	<scene number>
SUBSECTION		ROUTINE	OVERVIEW
	<p>Intro and Overview combined Design TBD</p> 		
<b>DESCRIPTION</b>	1.0 Animation that gives an overview of the key features of the vehicle		
<b>Interactive Elements</b>	1.0 N/A		
<b>Audio/Video</b>	1.0 Audio SFX and VO play timed to animation		
<b>Other</b>	1.0 User must watch the animation to completion to deem this routine complete 2.0 DONE button appears after animation is complete 3.0 Overview branches directly in to Loop until user selects another menu item.		
<b>Technical Notes</b>	1.0 Overview is limited to 1MB; no time limit as long as 1 MB maximum is considered.		



SECTION	Global	SCENE #	<scene number>										
SUBSECTION	Multipurpose window with list	ROUTINE	LIST										
	<div style="border: 1px solid black; padding: 10px;"> <p>List Routine</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 20px;"> </td><td>Feature Name</td></tr> <tr><td> </td><td>Feature Name</td></tr> <tr><td> </td><td>Feature Name</td></tr> <tr><td> </td><td>Feature Name</td></tr> <tr><td> </td><td>Feature Name</td></tr> </table> <div style="display: flex; align-items: center; margin-top: 10px;"> <div style="font-size: 0.8em;"> <ul style="list-style-type: none"> <li>Is the combination of ABS, ESP, and Yaw control for improved traction in all conditions.</li> </ul> </div> </div> <div style="text-align: center; margin-top: 10px;"> <p>RAM SRT-10</p> </div> <div style="border: 1px dashed gray; width: 150px; height: 100px; margin: 10px auto; text-align: center; vertical-align: middle;"> <p>PIC or Automatic Animation Area</p> </div> <div style="margin-top: 10px;"> <p>▲ Roll over red text for more</p> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <span>More Information</span> <span>Done</span> </div> </div> </div>				Feature Name		Feature Name		Feature Name		Feature Name		Feature Name
	Feature Name												
	Feature Name												
	Feature Name												
	Feature Name												
	Feature Name												
<b>DESCRIPTION</b>	1.0 List of additional features with text and graphic support												
<b>Interactive Elements</b>	<p>1.0 On default entry, no text appears in the feature description area.</p> <p>2.0 Selecting a feature causes still graphic of triggered animation <b>or looping images</b> to appear</p> <p style="padding-left: 20px;">2.1 Selecting PLAY when available plays animation</p> <p style="padding-left: 40px;">2.1.1 Once animation plays to completion, feature bookmarks complete and feature description text appears</p> <p style="padding-left: 20px;">2.2 If there is no triggered animation, feature description text appears</p> <p style="padding-left: 20px;">2.3 Graphic appears in the area to the right of the feature description area.</p> <p>3.0 Feature description area includes scroll bar as needed.</p> <p>4.0 User rolls over highlighted text in the feature description text to change the graphic. Graphic returns to default when mouse is rolled off highlighted text.</p> <p>5.0 Clicking MORE INFORMATION displays a PDF document in a new browser window.</p> <p style="padding-left: 20px;">5.1 MORE INFORMATION does not appear if a PDF is not available.</p> <p style="padding-left: 20px;">5.2 TELL YOUR CUSTOMER does not appear where not applicable.</p>												

<b>Audio/Video</b>	1.0 VO plays on scene entry as scripted.
<b>Other</b>	1.0 Triggered animation may appear with a limit of one animation per feature that appears on default 2.0 Informational text appears as scripted 3.0 As information is revealed, it is added as text to the "Tell Your Customer" area 4.0 User must bookmark all features for this routine to be deemed complete 5.0 DONE button becomes enabled upon completion
<b>Technical Notes</b>	1.0 Number of features in list needs to be limited to 5

<b>SECTION</b>	<b>Safety</b>	<b>SCENE #</b>	<b>&lt;scene number&gt;</b>
<b>SUBSECTION</b>	<b>Electronic Stability Control</b>	<b>ROUTINE</b>	<b>ESP</b>

ESP How do all these systems work together?

**The Control Systems Pyramid**  
FPO

ABS  
Anti-lock  
Brake System

ESP  
Electronic  
Stability  
Program

Traction  
Control

Peak  
Performance

Enhancement

Foundation

ESP How do all these systems work together?

**The Control Systems Pyramid**  
FPO

Get the details

3  
ESP  
Electronic  
Stability  
Program  
Peak Performance

2  
TC  
Traction  
Control  
Enhancement

1  
ABS  
Anti-lock  
Brake System  
Foundation

ESP How do all these systems work together?

**The Control Systems Pyramid**  
FPO

**ABS is the basic system of the three.**

- FPO text. FPO text. FPO text. text
- FPO text. FPO text. FPO text. text
- FPO text. FPO text. FPO text. text
- FPO text. FPO text. FPO text. text
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- FPO text. FPO text. FPO text. text

3  
ESP  
Electronic  
Stability  
Program  
Peak Performance

2  
TC  
Traction  
Control  
Enhancement

1  
ABS  
Anti-lock  
Brake System  
Foundation

See ESP in action

ESP How do all these systems work together?

**The Control Systems Pyramid**  
FPO

**Here from an ESP expert**

Mae West  
Technical Expert

- Topic 1 fpo
- Topic 2 fpo
- Topic 3 fpo

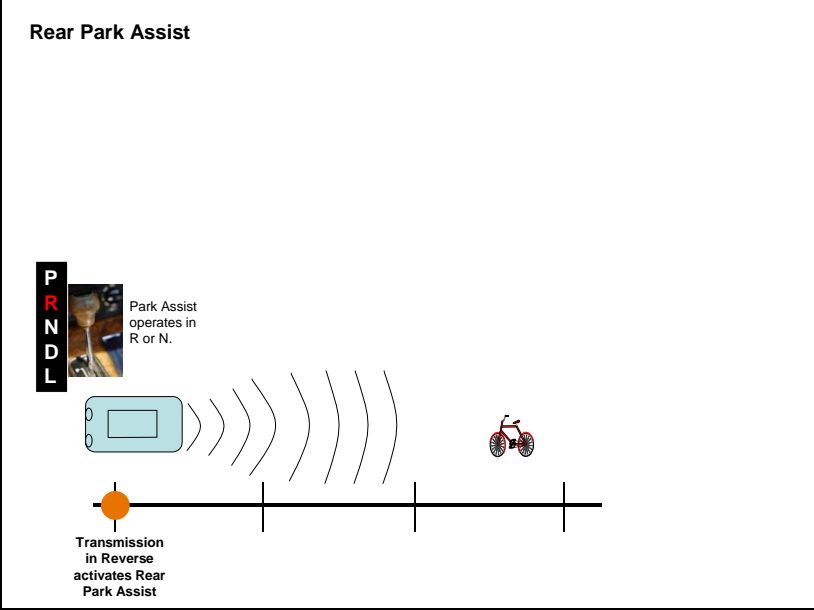
3  
ESP  
Electronic  
Stability  
Program  
Peak Performance

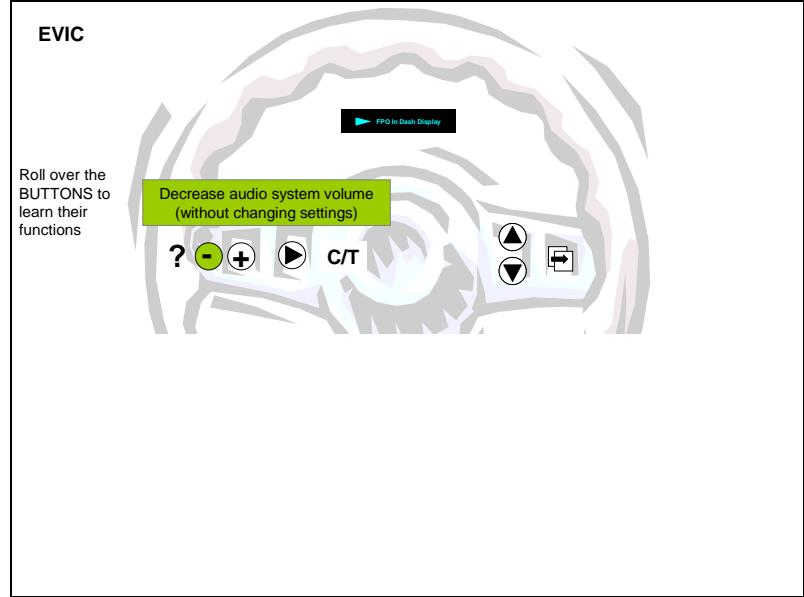
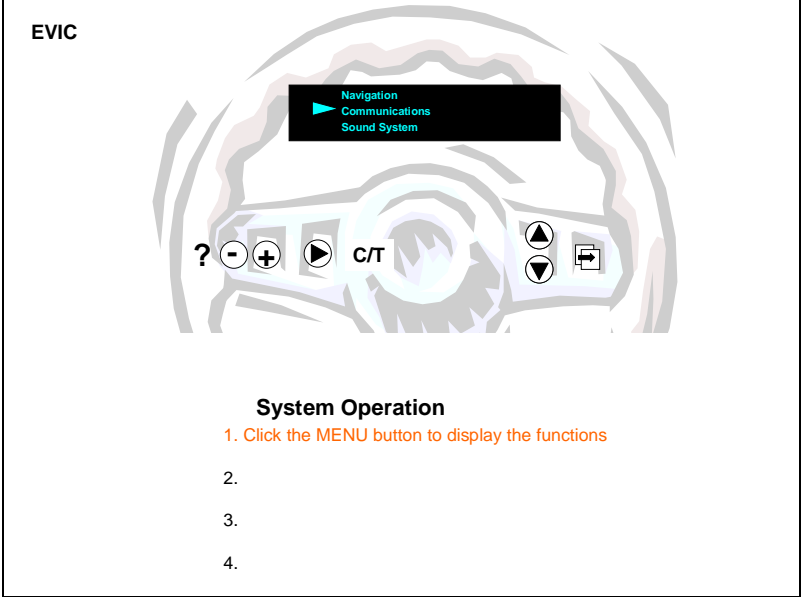
2  
TC  
Traction  
Control  
Enhancement

1  
ABS  
Anti-lock  
Brake System  
Foundation

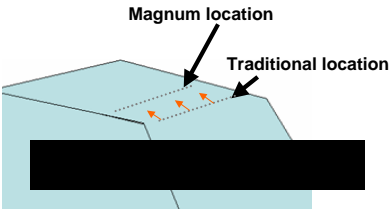
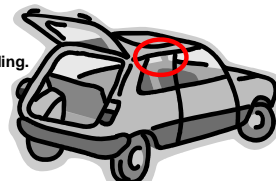

See ESP in action

<b>DESCRIPTION</b>	Animation automatically plays on load of routine. After animation is completed, user selects the different parts of the pyramid (as prompted) to view and hear a brief definition of each section. The pyramid remains on screen, acting as a submenu. For the ESP section, there will be several subtopics the user can select to hear an expert’s opinion on the subject. Selecting SEE ESP IN ACTION will play a short animation/video.
<b>Interactive Elements</b>	<ul style="list-style-type: none"> <li>1.0 Clicking an available section of the pyramid displays text onscreen next to the pyramid and plays scripted audio. <ul style="list-style-type: none"> <li>1.1 SEE ESP IN ACTION button also appears</li> </ul> </li> <li>2.0 Selecting SEE ESP IN ACTION causes video to play in delivery area, replacing any previously displayed content</li> <li>3.0 Selecting each of the subtopics under the ESP section causes related audio to play</li> </ul>
<b>Audio/Video</b>	<ul style="list-style-type: none"> <li>1.0 VO plays as scripted.</li> <li>2.0 Short video will be included for ESP section only, without controls.</li> </ul>
<b>Other</b>	<ul style="list-style-type: none"> <li>1.0 Animation plays automatically on entry to the routine</li> <li>2.0 ABS and TC Pyramid sections bookmark in two states.</li> <li>3.0 ESP Pyramid section bookmarks in three states; it’s considered complete once all subtopics are bookmarked complete <ul style="list-style-type: none"> <li>3.1 Subtopics bookmarks in two states</li> </ul> </li> <li>4.0 On Pyramid, bookmarks are numbered until completed, then number changes to checkmark.</li> <li>5.0 DONE button appears after all items have been bookmarked complete</li> </ul>
<b>Technical Notes</b>	1.0

SECTION	Safety	SCENE #	<scene number>
SUBSECTION	Rear Park Assist	ROUTINE	PARK
	<p><b>Rear Park Assist</b></p> 		
<b>DESCRIPTION</b>	<p>User selects each indicated area on the line to cause the vehicle to move to the selected position. Positions are selectable in linear order, i.e. vehicle is in first position on entry to the routine and user can only select the second position. Selecting a position causes vehicle to move to that position and text to appear and audio to play as scripted. An animation of wave lines loops throughout the routine.</p>		
<b>Interactive Elements</b>	<p>1.0 Selecting a position causes vehicle to move to the selected position.                      1.1 Once at the selected position, text and graphics appear as scripted and audio plays as scripted                      1.2 The next position then becomes selectable</p>		
<b>Audio/Video</b>	<p>1.0 Audio and SFX play timed to text and graphics</p>		
<b>Other</b>	<p>1.0 User must select the last position to deem this routine complete                      2.0 DONE button appears after last position has been selected</p>		
<b>Technical Notes</b>	<p>1.0</p>		

















SECTION	Utility	SCENE #	<scene number>
SUBSECTION	Electronic Vehicle Information Center	ROUTINE	EVIC
<p>EVIC</p>  <p>Roll over the <b>BUTTONS</b> to learn their functions</p>	<p>EVIC</p>  <p><b>System Operation</b></p> <ol style="list-style-type: none"> <li>1. Click the <b>MENU</b> button to display the functions</li> <li>2.</li> <li>3.</li> <li>4.</li> </ol>		
<b>DESCRIPTION</b>	1.0 Click and see overview of the EVIC system		
<b>Interactive Elements</b>	<p>1.0 <b>Rolling over buttons on the steering wheel reveals alt-tag text that explains the button's function</b></p> <p>2.0 Selecting <b>MENU when active</b> causes timed sequence to begin playing that explains each of the modes</p> <ol style="list-style-type: none"> <li>2.1 When each mode is discussed, the <b>appropriate</b> button animates as if being depressed, and the mode appears highlighted in the list</li> </ol> <p>3.0 At the end of the timed sequence, the next scripted button(s) flash</p> <ol style="list-style-type: none"> <li>3.1 Selecting the flashing buttons causes another timed sequence to begin playing explaining each of the options as scripted</li> </ol>		
<b>Audio/Video</b>	1.0 VO2 audio plays timed to animation		
<b>Other</b>	<p>1.0 <b>User is instructed to float over each button on the steering wheel on entry to this routine</b></p> <p>2.0 <b>After user has rolled over all buttons, the in-dash display enlarges so that it is readable</b></p> <p>3.0 <b>Instructional text appears in stages as scripted</b></p> <p>4.0 Buttons pulse when the user is instructed to select them</p> <p>5.0 Console display appears zoomed in over the steering wheel to show the different modes as they are discussed</p> <p>6.0 User must view all timed sequences to completion to deem this routine complete</p>		

	7.0 DONE button appears after all timed sequences have played to completion
<b>Technical Notes</b>	1.0

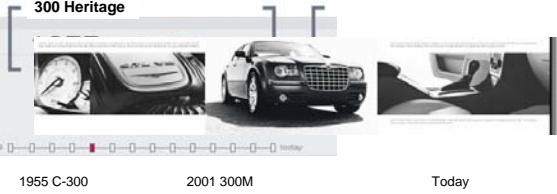
SECTION	Utility	SCENE #	<scene number>
SUBSECTION	Magnum Cargo	ROUTINE	CARGO
<p>Cargo</p> <p>What is Magnum's forward hinge design?</p>  <p>Magnum location</p> <p>Traditional location</p> <p>Explore the benefits</p>	<p>Cargo</p> <p>Give it a try</p> <p>What do you think are the benefits of a forward-hinge designed hatch?</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> FPO Roofline is out of your way when loading.</li> <li><input type="checkbox"/> PO easy loading.</li> <li><input type="checkbox"/> FPO better acoustics</li> <li><input type="checkbox"/> FPO less clearance needed for hatch</li> <li><input type="checkbox"/> FPO decreased road noise</li> </ul> <p>ANSWER</p> 	<p>No negative or positive sfx. Rather, the same sound effect plays. The sfx should suggest "revealing". A music hit would work well.</p>	
<p>figure 1</p>	<p>figure 2</p>		
<p>Cargo</p> <p>The benefits of a forward-hinge designed hatch.</p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> FPO Roofline is out of your way when loading.</li> <li><input checked="" type="checkbox"/> FPO easy loading.</li> <li><input checked="" type="checkbox"/> FPO less clearance needed for hatch</li> </ul> 	<p>Cargo selection detail</p> <p>No need to duck.</p> <p>Hatch animates open and closed</p> <p>No need to step back.</p> <p>Wide opening for easy loading.</p> <ul style="list-style-type: none"> <li>• Text callouts appear in various places so that they are easy to distinguish and more interesting to view.</li> <li>• The callouts state benefit in a different way than the bullets.</li> </ul> <p><b>NOTE: This isn't a scene for this routine; it shows the variations of the image that appears when you roll over the text in the previous scene.</b></p>		
<p>figure 3</p>	<p>figure 4</p>		
<p>DESCRIPTION</p>	<p>User is shown the difference between the traditional location of a hinge on the rear hatch and the Magnum's location. Then user answers a question about the benefits of a forward-hinge. When answers are displayed, user rolls over each of them to show a graphic of someone using the feature to his advantage when loading cargo.</p>		


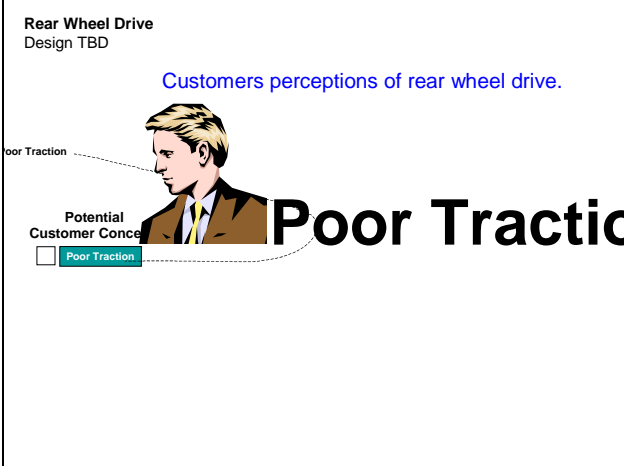
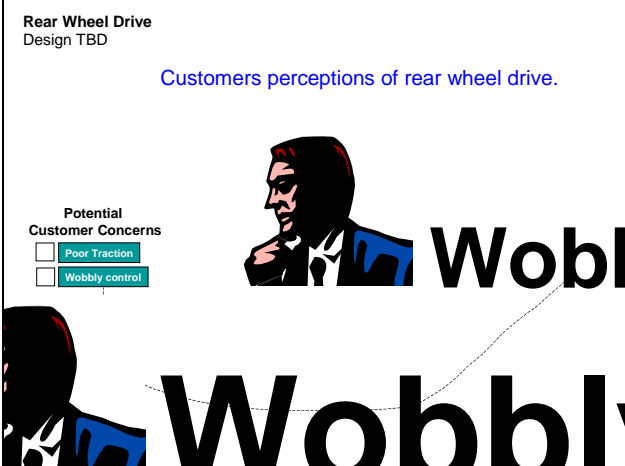
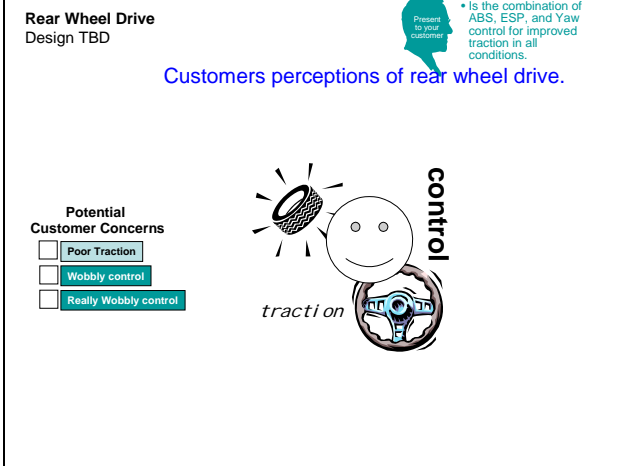


<p><b>Interactive Elements</b></p>	<p>1.0 In the first scene, animation loops to show location of hinge on rear hatch and user is instructed to select <b>EXPLORE THE BENEFITS</b></p> <p>1.1 Selecting <b>EXPLORE THE BENEFITS</b> branches to the second scene where user must answer a question</p> <p>2.0 User selects one or more responses to the question.</p> <p>2.1 Responses highlight when rolled over, and remain in highlight state when clicked.</p> <p>2.2 Clicking a selected response deselects that response.</p> <p>2.3 User can select or deselect any responses until they click the <b>ANSWER</b> button.</p> <p>3.0 User clicks <b>ANSWER</b> to receive feedback.</p> <p>3.1 Checkmarks appear next to the correct responses</p> <p>3.2 SFX plays.</p> <p>4.0 When correct answers have been revealed, scene pauses for a second, then the incorrect answers disappear.</p> <p>4.1 Text in each correct answer changes colour.</p> <p>4.2 User rolls over coloured text to change the graphic on screen, as indicated in figure 4.</p>
<p><b>Audio/Video</b></p>	<p>1.0 VO2 plays as scripted</p>
<p><b>Other</b></p>	<p>1.0 Routine is being developed for Magnum only</p> <p>2.0 While user is answering question, hatch door loops open and closed</p> <p>3.0 Instructional text appears on screen as scripted</p> <p>4.0 Routine is considered complete once user rolls over last required text answer to reveal associated graphic</p> <p>5.0 <b>DONE</b> button appears after last answer has been rolled over</p>
<p><b>Technical Notes</b></p>	<p>1.0</p>

SECTION	Value	SCENE #	<scene number>				
SUBSECTION	Price	ROUTINE	PRICE				
<p>Price/Value Position</p> <p><i>Give it a try</i></p> <p>How much would a customer expect to pay for the ---- Chrysler 300?</p>  <p><b>Chrysler 300</b></p> <p>\$ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/></p> <p><b>ANSWER</b></p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">               FPO Competitor              \$ XX,XXX         </div> <div style="text-align: center;">               FPO Competitor              \$ XX,XXX         </div> <div style="text-align: center;">               FPO Competitor              \$ XX,XXX         </div> <div style="text-align: center;">               FPO Competitor              \$ XX,XXX         </div> </div>	<p>Price/Value Position</p> <p><i>Give it a try</i></p> <p>How much would a customer expect to pay for the ---- Chrysler 300?</p>  <p><b>Chrysler 300</b></p> <p>\$ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/></p> <p><b>Value Priced</b></p> <p>That's correct!</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">               FPO Competitor              \$ XX,XXX         </div> <div style="text-align: center;">               FPO Competitor              \$ XX,XXX         </div> <div style="text-align: center;">               FPO Competitor              \$ XX,XXX         </div> <div style="text-align: center;">               FPO Competitor              \$ XX,XXX         </div> </div>						
<p>Price/Value Position</p> <p><i>Give it a try</i></p> <p>How much would a customer expect to pay for the ---- Chrysler 300?</p>  <p><b>Chrysler 300</b></p> <p>\$ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/></p> <p><b>Value Priced</b></p> <p><b>Explore the lineup</b></p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">               FPO Competitor              \$ XX,XXX         </div> <div style="text-align: center;">               FPO Competitor              \$ XX,XXX         </div> <div style="text-align: center;">               FPO Competitor              \$ XX,XXX         </div> <div style="text-align: center;">               FPO Competitor              \$ XX,XXX         </div> </div>	<p>Price/Value Position</p> <table border="1" style="width: 100%;"> <tr><td>Feature Name</td></tr> <tr><td>Feature Name</td></tr> <tr><td>Feature Name</td></tr> <tr><td>Feature Name</td></tr> <tr><td>Feature Name</td></tr> </table>  <p>• Is the combination of ABS, ESP, and Yaw control for improved traction in all conditions.</p> <div style="border: 1px dashed gray; padding: 10px; margin-top: 20px;"> <p>Feature Name</p> <ul style="list-style-type: none"> <li>• Description, Description, Description, Description, Description, Description</li> <li>• Description, Description, Description, Description, Description, Description</li> <li>• Description, Description, Description, Description, Description, Description</li> <li>• Description, Description, Description, Description, Description, Description, Description, Description, XXX Characters</li> </ul> </div> <p>▲ Roll over red text for more</p> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="border: 1px solid gray; padding: 5px;">More Information</div> <div style="border: 1px solid gray; padding: 5px;">Done</div> </div> <div style="border: 1px solid gray; padding: 20px; text-align: center; margin-top: 20px;"> <p>PIC or Automatic Animation Area</p> </div>	Feature Name	Feature Name	Feature Name	Feature Name	Feature Name	
Feature Name							
Feature Name							
Feature Name							
Feature Name							
Feature Name							

<b>DESCRIPTION</b>	Asks user to estimate the price of the vehicle compared to its competitors by entering it into a text field. Price/Value concept is then discussed in detail using a list routine.
<b>Interactive Elements</b>	<p>1.0 User types their response into the field provided.</p> <p>    1.1 Response must be in numbers only.</p> <p>2.0 User clicks ANSWER button to view the correct answer.</p> <p>    2.1 If incorrect, SFX plays and number in the price field changes to the correct price.</p> <p>    2.2 If correct, SFX plays and <b>YOU'RE CORRECT text appears for two seconds.</b></p> <p>    <b>2.3</b> The words "Value Priced" appear next to the price field.</p> <p>    <b>2.4</b> After two seconds, <b>YOU'RE CORRECT text is replaced with EXPLORE THE LINEUP button</b></p> <p>3.0 Selecting <b>EXPLORE THE LINEUP</b> branches to second part of routine</p> <p>    <b>3.1</b> Second part of routine behaves as described in LIST routine</p>
<b>Audio/Video</b>	<p>1.0 VO2 plays as scripted</p> <p>2.0 SFX play as scripted</p> <p>3.0 SFX for ANSWER button should be the same "reveal" sound played in other routines, not Correct and Incorrect SFX.</p>
<b>Other</b>	<p><b>1.0 Routine is complete when second part of routine is bookmarked complete (see LIST).</b></p> <p>2.0 DONE button appears after <b>second part of routine</b> is bookmarked complete</p>
<b>Technical Notes</b>	1.0

SECTION	Performance	SCENE #	<scene number>
SUBSECTION	Hemi Heritage Timeline	ROUTINE	TIMELINE
	<p>Heritage Design TBD</p> 		
<b>DESCRIPTION</b>	<p>1.0 Interactive timeline that causes animated transition to appear on every selection                  2.0 Buttons reveal text and graphics upon selection</p>		
<b>Interactive Elements</b>	<p>1.0 Selecting a button causes the timeline to jump to the relative point                  2.0 Transition happens with every selection</p>		
<b>Audio/Video</b>	<p>1.0 SFX play timed to selections</p>		
<b>Other</b>	<p>1.0 Content in Magnum will be based on HEMI heritage; content in 300 Series will be based on the Letter Series heritage                  2.0 User must bookmark all buttons to deem this routine complete                  3.0 DONE button appears after all buttons have been selected</p>		
<b>Technical Notes</b>	<p>1.0</p>		


SECTION	Performance	SCENE #	<scene number>
SUBSECTION	Rear Wheel Drive	ROUTINE	RWD
<p>Rear Wheel Drive Design TBD</p> <p>Customers perceptions of rear wheel drive.</p> <p>Poor Traction</p>  <p>Poor Traction</p>	<p>Rear Wheel Drive Design TBD</p> <p>Customers perceptions of rear wheel drive.</p> <p>Poor Traction</p>  <p>Potential Customer Concerns</p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Poor Traction</li> </ul> <p>Poor Traction</p>		
<p>Rear Wheel Drive Design TBD</p> <p>Customers perceptions of rear wheel drive.</p>  <p>Potential Customer Concerns</p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Poor Traction</li> <li><input checked="" type="checkbox"/> Wobbly control</li> </ul> <p>Wobbly control</p> <p>Wobbly control</p>	<p>Rear Wheel Drive Design TBD</p> <p>Customers perceptions of rear wheel drive.</p>  <p>Potential Customer Concerns</p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Poor Traction</li> <li><input checked="" type="checkbox"/> Wobbly control</li> <li><input checked="" type="checkbox"/> Really Wobbly control</li> </ul> <p>Really Wobbly control</p> <p>control</p> <p>traction</p> <p>Present to your customer</p> <p>• Is the combination of ABS, ESP, and Yaw control for improved traction in all conditions.</p>		
<b>DESCRIPTION</b>	<p>1.0 Animation with audio that causes buttons to appear on screen</p> <p>2.0 Buttons reveal text and graphics upon selection</p>		
<b>Interactive Elements</b>	<p>1.0 Buttons become selectable after animation has played to completion</p> <p>2.0 Selecting a button causes timed sequence with audio, text and graphics to appear</p> <p>3.0 Other buttons remain active when timed sequence is playing</p>		

<b>Audio/Video</b>	1.0 VO2 audio plays timed to initial animation
<b>Other</b>	1.0 On entry to the routine, animation plays with audio 1.1 Phrases from the audio animate on screen then land as buttons to form a list 2.0 As information is revealed, it is added as text to the "Tell Your Customer" area 3.0 User must bookmark all buttons to deem this routine complete 4.0 DONE button appears after all buttons have been selected
<b>Technical Notes</b>	1.0

SECTION	Performance	SCENE #	<scene number>
SUBSECTION	Engines	ROUTINE	ENGINES
<p><b>Engines</b></p> <p><input type="checkbox"/> 2.7L V6    <input type="checkbox"/> 3.5L V6    <input type="checkbox"/> Hemi</p> <p>• Description, Description, Description, Description, Description, Description, Description, Description                  • Description, Description, Description, Description, Description, Description, Description, Description                  • Description, Description, Description, Description, Description, Description, Description, Description                  • Description, Description, Description, Description, Description, Description, Description, Description</p>	<p><b>Engines</b></p> <p><input checked="" type="checkbox"/> 3.5L V6    <input type="checkbox"/> Hemi</p> <p>• Description, Description, Description, Description, Description, Description, Description, Description                  • Description, Description, Description, Description, Description, Description, Description, Description                  • Description, Description, Description, Description, Description, Description, Description, Description                  • Description, Description, Description, Description, Description, Description, Description, Description                  • Description, Description, Description, Description, Description, Description, Description, Description                  • Description, Description, Description, Description, Description, Description, Description, Description                  • Description, Description, Description, Description, Description, Description, Description, Description                  • Description, Description, Description, Description, Description, Description, Description, Description</p>		
<p><b>Engines</b></p> <p><input type="checkbox"/> Hemi</p> <p>1 of 2 ▶</p> <p>← Back</p>	<p><b>Engines</b></p> <p><b>Multiple Displacement</b></p> <p>8 Cylinders Firing</p> <p><input type="checkbox"/> Hemi</p> <p>◀ 2 of 2</p> <p>← Back</p>		
<b>DESCRIPTION</b>	Click and see routine that teaches user about the vehicle's available engines.		
<b>Interactive Elements</b>	1.0 Selecting the graphic of either the 2.7L engine or the 3.5L engine will cause text to appear below the images and audio to play 1.1 Text may require page turn if it does not fit within the allotted area		

	<p>2.0 Selecting the graphic of the 5.7L engine when available causes the scene to transition to the HEMI scene</p> <p>2.1 Text may require page turn if it does not fit within the allotted area</p> <p>2.2 On page turn, graphic may change to triggered animation</p> <p>2.3 Selecting BACK from the HEMI scene returns user to the original engines scene</p> <p>3.0 Rolling over flashing 8 or any part of associated graphic causes animation of four cylinders operating to loop and fuel economy graph to grow</p> <p>3.1 Rolling off graphic causes it to revert to default state</p>
<b>Audio/Video</b>	<p>1.0 SFX play timed to selections</p> <p>2.0 VO2 plays as scripted</p>
<b>Other</b>	<p>1.0 Only 2.7L and 3.5L engine are available on entry to the routine</p> <p>2.0 2.7L and 3.5L engines are bookmarked complete on selection</p> <p>2.1 User must bookmark 2.7L and 3.5L engines complete to cause 5.7L HEMI to become enabled</p> <p>3.0 5.7L HEMI is bookmarked complete when user rolls over graphic of engine</p> <p>4.0 As information is revealed, it is added as text to the "Tell Your Customer" area</p> <p>5.0 User must bookmark all engines for this routine to be deemed complete</p> <p>6.0 DONE button becomes enabled upon completion</p>
<b>Technical Notes</b>	<p>1.0</p>



SECTION	Styling	SCENE #	<scene number>
SUBSECTION	Design Cues	ROUTINE	STYLING
	<p>Styling Design TBD</p> <p>Present to your customer</p> <p>This car will make a strong statement about you.</p> 		
<b>DESCRIPTION</b>	1.0 Styling animation that highlights the design cues on the vehicle and provides information for the sales consultant on how to sell the vehicle		
<b>Interactive Elements</b>	1.0 N/A		
<b>Audio/Video</b>	1.0 Audio SFX and VO play timed to animation		
<b>Other</b>	1.0 As information is revealed, it is added as text to the "Tell Your Customer" area 2.0 User must watch the animation to completion to deem this routine complete 3.0 DONE button appears after animation is complete		
<b>Technical Notes</b>	1.0		

<b>SECTION</b>	<i>Global</i>	<b>SCENE #</b>	
<b>SUBSECTION</b>		<b>ROUTINE</b>	<b>AUTOSAVE</b>
<b>DESCRIPTION</b>	If a user launches the course in a subsequent session, the DCA link displays progress earned to the last successful exit of the course, or last auto-save interval if the auto-save data is more recent than the last course exit.		

## **Exit Criteria**

This document's exit criteria references the versioning information noted above and is subject to a peer review. Versioning information for phase details are:

### **Design Alpha**

Contains schematic drawings of custom routines and descriptions for each.

Contains schematic drawings and functionality requirements of all unique routines (as required):

- Overview/Loop
- List
- ESP
- Rear Park Assist
- EVIC
- Value Pricing
- Cargo
- Hemi Heritage
- Rear Wheel Drive
- Engines
- Styling

Global routines (not included here):

- Pretest
- Posttest
- Survey
- Main Menu
- Help
- Exit
- MP Window
- Comp Comp
- SUVPS Summary

### **Design Beta**

Contains schematics and/or storyboards for all routines, including detailed functionality requirements for most routines.

Scene numbers accurate and complete.

Routine names finalized.

Global features finalized.

Audio and SFX requirements included.

### **Design Release Candidate**

Contains schematics/ storyboards/images of templates for all finalized routines, including complete, detailed functionality requirements for ALL routines.

Audio and SFX requirements finalized.

**Peer Review – Design Alpha Completed By:**

**Name:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Date:** \_\_\_\_\_