

Interface Feature Specifications

PROJECT: On-line Ad
CLIENT: General Electric Appliances
DATE: Wednesday, March 06, 1996
VERSION: 3.1

Program Objectives:

- Focus on GE appliances “Profile” product line (highlight “Built-in Style” of appliances)
- Demonstrate that GE appliances can upgrade the whole look of a kitchen
- Sell GE Brand quality
- Increase brand loyalty through consumer education about appliances in general, and GE specifically
- Demonstrate GE’s commitment to quality, durability and innovative design
- Create repeat usage of program through depth of content and product information

Assumption: The user has selected the ad, which corresponds to their specific remodeling interest, from the remodeling CD-ROM title . They have entered the home show section; selected the appropriate advertising icon, and have double clicked the icon to launch the GE advertising program.

General Electric Intro Screen Series: [screens A01, A02]

Summary: Convey the brand name message with short 5-10 second sprite animation sequence to logo frame. Introduces main menu.

Logo sprite animation using traditional GE imagery. Tag line "We bring good things to life, reinforced by animated type. [Possible sound effects of jingle "We bring good things..." keyed to animated text on screen.]

Functionality: Auto play. Interruptable with a click to proceed immediately to main menu. Global "options" buttons available on all screens. User will be informed of additional available product lines by on screen disclaimer.

Visual: BACKGROUND countertop surface, sample from current product shots. GRAPHIC EFFECTS- GE logo wipe-on (possible cull from existing kiosk animation),[A01-A02].

Audio: BACKGROUND SOUND EFFECTS cyclic music or current jingle [supplied,

VOICE OVER cull from generic broadcast ad]

Options: On-screen link to pop-up global menu for entire title
two buttons:
"RETURN"
"OPTIONS"
Return will take you back to the editorial content, Options will bring up the following buttons:

- a) Volume
- a) Workbook
- b) Help
- c) Quit

Links: [A03, Globals via “options” button]

Main Menu Screen: [screen A03]

Summary: Metaphor of designer kitchen countertop. A navigation hub, it features three selectable kitchen photos in three color combinations with links to full screen photos of each. A secondary choice of direct screen links to information and outside sources are available by descriptive buttons and supportive text.

Functionality: Kitchen photos avail themselves as hot areas by rollover effect and links to expanded screens of each one [A05, A06, A07]. Additional on-screen controls include a billboard type button, which invites the user to visit the GE Connection screen [A04] for direct access to the GE Website via AOL intermediate screen [A10], to a Store Locator Screen [A09], and to an 1-800 information hot line. A separate button links to a descriptive screen of Endless Color [A08]. Global controls access Home Show, Help and Workbook
All buttons use "Roll-over" effect highlights

Visual: Metaphor of contemporary designer kitchen countertop. Kitchen photo buttons drop shadowed effect on top surface. Photos depict three color schemes:

- a) white appliances with white cabinets
- b) almond appliances with light oak cabinets
- c) black appliances with dark cabinets

Text prompts the user to select a color combination to view individual kitchen color scheme. GRAPHIC EFFECTS Roll-over each photo highlights hotspot availability. Selecting a photo links to a full screen version of each [A05, A06, A07]. GRAPHIC EFFECTS, SOUND EFFECTS response upon selection.

Billboard style button, over surface of countertop, invites the user to visit the GE Connection screen [A04] for direct access to the GE Website [A10], a Store Locator Screen [A09], and a 1-800 information hot line. An additional colorful button offers a route to a description screen of Endless Color [A08].

Options: On-screen link to pop-up global menu for entire title
two buttons:
"RETURN"
"OPTIONS"
Return will take you back to the editorial content, Options will bring up the following buttons:

- a) Volume
- a) Workbook
- b) Help
- c) Quit

Links: [A04, A05, A06, A07, A08, A09, A10, Globals]

Kitchen Level Screens: [screens A05, A06, A07]

Summary: Visualization aid for user. Intermediate stage to five individual product lines. Three similar screens provide view of colored appliances in color coordinated cabinet setting. Each screen displays all five appliances as selectable hotspots. Selection of appliance links to slide show.

Functionality: Each kitchen screen displays all five appliances: Dishwasher, Range, Refrigerator, Oven, and Microwave, as selectable hotspots with GRAPHIC EFFECTS rollover for each individual appliance.. Selection of appliance links to slideshow beginning with that appliance. SOUND EFFECTS upon product selection. Main button links back to main menu level of ad. Globals with standardized links.

Visual: Full screen photos of each of the following color coordination's: a) white appliances with white cabinets b) almond appliances with light oak cabinets c) black appliances with dark cabinets

GRAPHIC EFFECTS rollover and selection highlight for the following appliances: Dishwasher, Range, Refrigerator, Oven, Microwave.

Audio: SOUND EFFECTS feedback upon selection

Options: On-screen link to pop-up global menu for entire title
two buttons:
"RETURN"
"OPTIONS"
Return will take you back to the editorial content, Options will bring up the following buttons:

- a) Volume
- a) Workbook
- b) Help
- c) Quit

Links: [A03, A10-A25, Globals]

Product Slide Show Screens: [screens A10-A25]

Summary: Slideshow of product line specific screens. Provides individual photos and detailed information of appliances.

Functionality: Entry into slideshow is specific to previous hotspot (appliance) selected. Navigation is rotational through entire group using arrow buttons. "Back to Kitchen" links to previous kitchen selection area. "Main" button links back to Main menu level of ad. SOUND EFFECTS upon all selections. Button for "Buyers Guide" screen and "Print Information" are available in all screens. Globals remain in effect.

Visual: Images are quarter screen or smaller. Identifying headline identifies product name with supporting text. Arrow buttons allow user to view and study entire line, "Main" button, "Options" button, "Buyers Guide", "Print Information" become available throughout entire slideshow ensemble. GRAPHIC EFFECTS highlight stages for all buttons.

Audio: SOUND EFFECTS feedback upon button selection

Options: On-screen link to pop-up global menu for entire title
two buttons:
"RETURN"
"OPTIONS"
Return will take you back to the editorial content, Options will bring up the following buttons:

- a) Volume
- a) Workbook
- b) Help
- c) Quit

Other: Screen specific buttons not in Options menu

e) Go back one step

Links: [A03, A05, A06, A07, A10, Globals]

Buyers' Guide Screen: [screen A10]

Summary: Context sensitive text based buying tips. "What to look for in this appliance".

Functionality: Text window common to certain technical similarities among like appliances possible illustrations if memory allows. Navigation for return to Slideshow and Print Information necessary. Main and Globals.

Visual: Text on textured BACKGROUND, standardized product identifying headline, possible illustrations if memory allows, GRAPHIC EFFECTS highlight stage for "Slideshow" and "Print" buttons.

Audio: SOUND EFFECTS feedback upon selection

Options: On-screen link to pop-up global menu for entire title
two buttons:
"RETURN"
"OPTIONS"
Return will take you back to the editorial content, Options will bring up the following buttons:

a) Volume
a) Workbook
b) Help

c) Quit

Links: [A03, A11-A25, Globals]

Endless Color Screen: [screen A08]

Summary: Simple window explaining and depicting "Endless Color".

Functionality: A sidebar information issue. Button to main screen

Visual: GE and Endless Color logos, GRAPHIC EFFECTS highlight stage for "Main" button

Audio: SOUND EFFECTS feedback upon selection

Options: On-screen link to pop-up global menu for entire title
two buttons:
"RETURN"
"OPTIONS"
Return will take you back to the editorial content, Options will bring up the following buttons:

- a) Volume
- a) Workbook
- b) Help
- c) Quit

Links: [A03]

The GE Connection Screen: [screen A04]

Summary: Simple informational screen giving the user a 1-800 number for FAQ. A retail store locator link and a AOL / WWW GE homepage link from on-screen buttons.

Functionality: Entry from and to Main Page [A03]. Link to Store Locator screen [A09] and AOL/WWW GE Homepage transition screen [A40]

Visual: Common BACKGROUND, sprite animation GE logo or GE Connection, Store Locator button, GE Homepage button, GRAPHIC EFFECTS highlight stages for all buttons.

Audio: SOUND EFFECTS feedback upon button selection

Options: On-screen link to pop-up global menu for entire title
two buttons:
"RETURN"
"OPTIONS"
Return will take you back to the editorial content, Options will bring up the following buttons:

- a) Volume

- a) Workbook
- b) Help
- c) Quit

Links: [A03, A09, A40, Globals]

Store Locator Screen: [screen A09]

Summary: User can locate a dealership by selecting "Store Locator" button. The screen is a simple input device, with numeric entry field for 5-digit zip code. Response is limited to store name, address, and phone number. Sheet is printable for convenience.

Functionality: User enters 5-digit zip code in data field. Response is visible in empty fields titled "Nearest Store Location". Print button available. Main and Global buttons available.

Visual: GE logo and descriptive text. common BACKGROUND, standardized identifying "Store Locator" headline, GRAPHIC EFFECTS highlight stages for "Find" and "Print" buttons.

Audio: SOUND EFFECTS feedback upon selection

Options: On-screen link to pop-up global menu for entire title

- a) Volume
- a) Workbook
- b) Help [F13]
- c) Exit Homeshow

Links: [A03, A04, Globals]

AOL/GE Homepage Transition Screen: [screen A08]

Summary: Technical considerations undetermined

Functionality: TBD

Visual: TBD

Audio: TBD

Options: TBD

Links: [TBD]

Help Screen:

Purpose: Provide User with navigational assistance

Functionality: Accessible from Global "Options" button
(a) Help will be accessible from any where in the *program*
(b) "Quit" & "Close Help" buttons

Visual: Single overlaying screen displaying each type of button and/or selectable item, no more than 5-9 items. Descriptive text accompanies each item.

Audio: SOUND EFFECTS upon selection

Options: On-screen link to pop-up global menu for entire title
two buttons:
"RETURN"
"OPTIONS"
Return will take you back to the editorial content, Options will bring up the following buttons:

a) Volume
a) Workbook
b) Help
c) Quit

Links: [previous screen] [A03]

SYSTEM REQUIREMENTS:

PC 8mb RAM, 486 33SX, double speed drive, 256 colors x 640 x 480, Win 3.1 or higher

MAC 8mb RAM, 030, double speed drive, 256 colors x 640 x 480, system 6.7 or higher

V.3.1 Wednesday, March 06, 1996 Brendan Potash