Ford Owner Redesign
Sprint 1 Design Artifacts

Site Map
Wireframes
Functional Annotations
Design Comps (to come)

December 15, 2008

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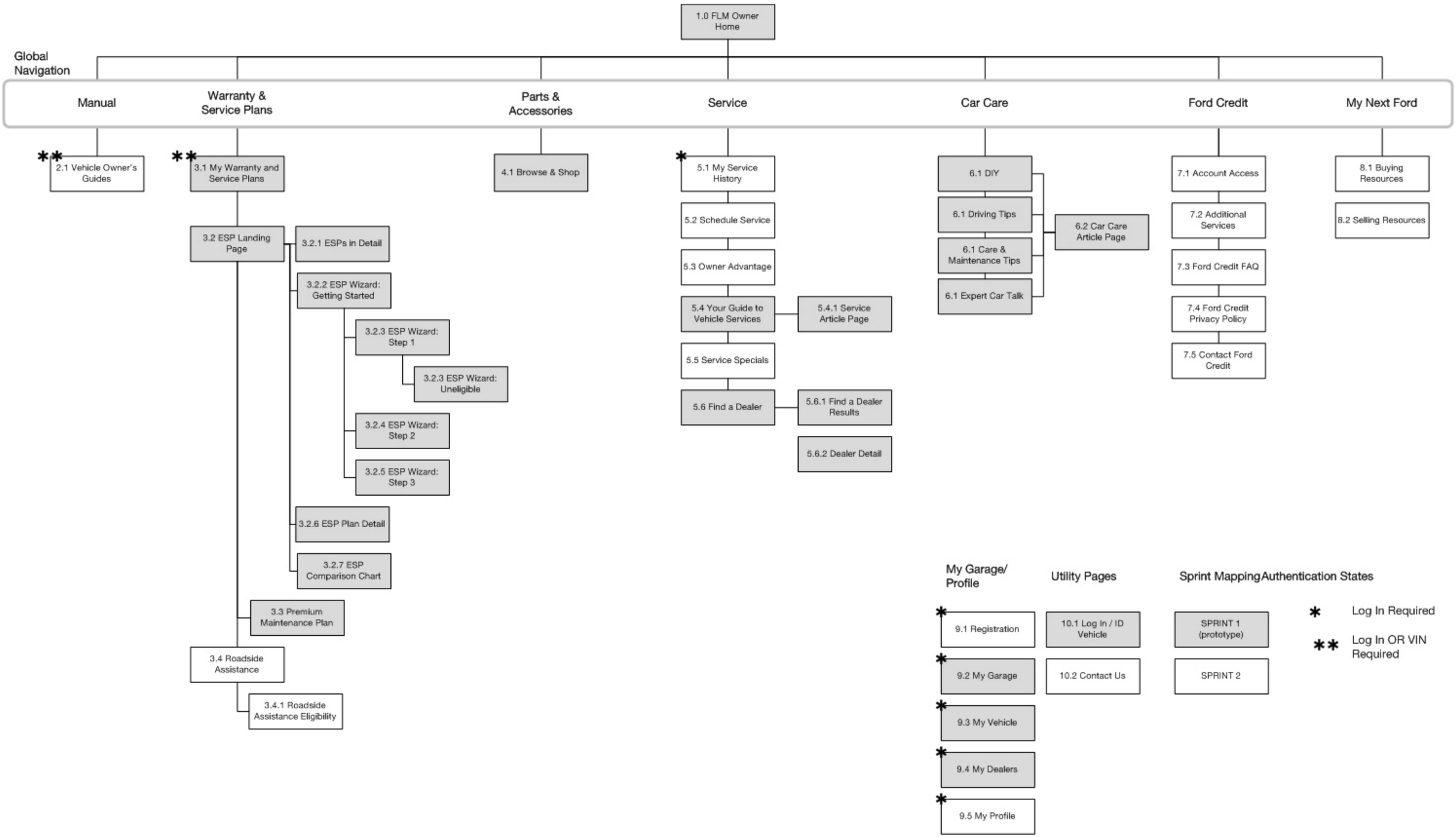
Beta Site Map



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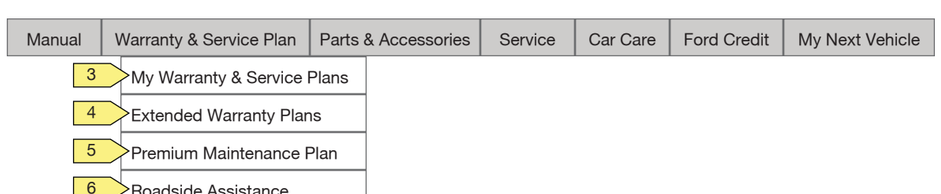
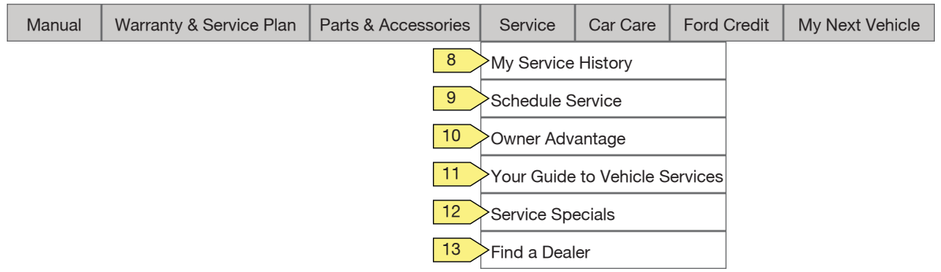
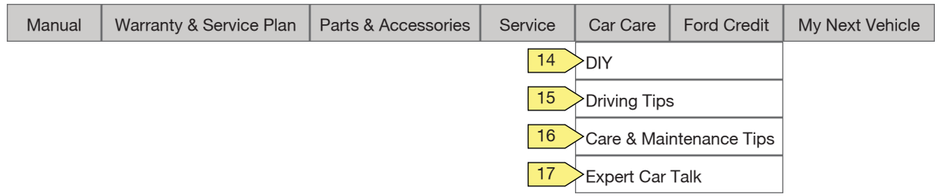
Navigation Model: Authenticated User







Module Overview

This is the Main (Top) Navigation module that will allow the user to move between the main sections of the site. The Main Navigation module will have the following main sections:

- Manual
- Warranty
- Parts & Accessories
- Service
- Car Care
- Ford Credit
- Owner Advantage

Navigation Bar States

The wireframes shown on the left depict the authenticated user state. For the authenticated user, each of the main sections when hovered over will have a dropdown of links to all the topics in that section. The main navigation sections themselves when clicked do not navigate the user anywhere. Only the topics under the main sections will bring the user to another page.

Navigation Bar Section Details

Manual

1. "View Manual" link- This link will take the user to the View Manual page (2.1) that contains the downloadable owner's manual PDF for the vehicle they have selected in the Left Navigation module. If the user has not setup a vehicle, the link will bring the user to the login/ identify your vehicle page.

Warranty & Service Plans

2. "My Warranty & Service Plans" link - This link will take the user to the page (3.1)that contains the downloadable warranty PDF for the vehicle they have selected in the Left Navigation module. If the user has not selected a vehicle the page will list all the PDF's for all the vehicles they have in their online garage.
3. "Extended Service Plans" link - This link will take the user to the Ford ESP Landing page (3.2).
4. "Premium Maintenance Plan" link - This link will take the Ford ESP Premium Maintenance plan page (3.3.)
5. "Roadside Assistance" link - This link will take the user to the Ford Roadside Assistance overview page (3.4.)

Parts & Accessories

6. "Browse and Shop" link - This link will take the user to the Parts & Accessories page (4.1) that contains links out to the other Ford web properties that handle parts and accessories, including Ford Genuine Parts & Service, Ford MotorCraft, Ford Custom Accessories and Ford Collection.

Service

7. "My Service History" link - This link will take the user to the Service History page (5.1). If the user has selected a vehicle in the left navigation the service history page the user is brought to will only list the service history for the selected vehicle. If the user has not selected a vehicle in the left nav, the link will bring the user to a page that lists all the services performed to all the vehicles in the user's online garage. This link will not appear for unauthenticated users.
8. "Schedule Service" link - This link will take the user to the schedule service page (5.2). As an authenticated user, the schedule service page will automatically have chosen the user's selected service dealer from their user profile to chedule a service appointment at.
9. "Owner Advantage" link - This link will take the user to the Owner Advantage overview page (5.3).
10. "Your Guide to Vehicle Services" link - This will take users to the Vehicle Services landing page (5.4).
11. "Service Specials" link - This link will take the user to the Specials & Promotions page (5.5).
12. "Find a Dealer" link - This link will take the user to the Find a Dealer page (5.6).

Car Care

13. "DIY" link - This link will take the user to the DIY category content page (6.1)that has content specific to the vehicle(s) in the user's online garage.
14. "Driving Tips" link - This link will take the user to the Driving TIps category content page (6.1) that has content specific to the vehicle(s) in the user's online garage.
15. "Care & Maintenance Tips" link - This link will take the user to the Care & Maintenance Tips category content page (6.1) that has content specific to the vehicle(s) in the user's online garage.
16. "Expert Car Talk" link - This link will take the user to the Expert Car Talk category content page (6.1) that has content specific to the vehicle(s) in the user's online garage.

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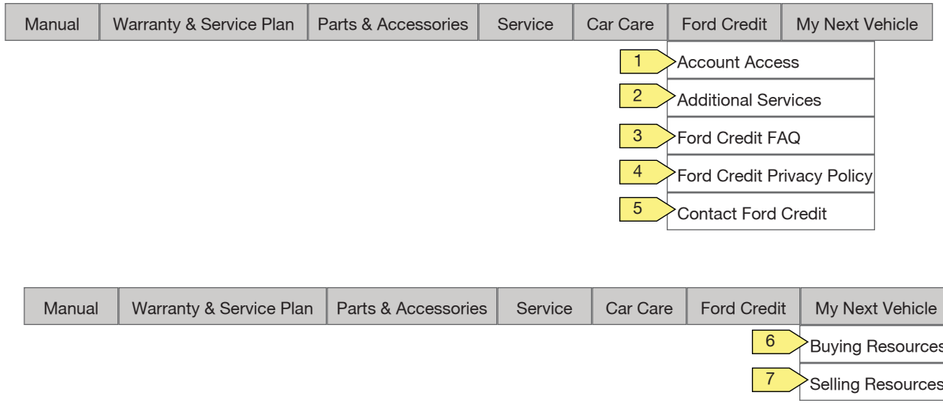
Navigation Model: Authenticated User



My Garage / Profile

Registration
My Garage
My Vehicle
My Dealers
My Profile

Utility Pages

Log Out / Identify Vehicle
Contact US

Ford Credit

1. “Account Access” link - This link will bring the user to the Ford Credit Account Access page FordCredit.com site where they can setup an online account.
2. “Additional Services” link - This link will bring the user to the Ford Credit additional services page on the FordCredit.com site.
3. “Ford Credit FAQ” link - This link will bring the user to the Ford Credit FAQ page on the FordCredit.com site.
4. “Ford Credit Privacy Policy” link - This link will bring the user to the Ford Credit privacy policy page on the FordCredit.com site.
5. “Contact Ford Credit” link - This link will take the user to the contact information page on Ford Credit.

My Next Vehicle

6. “Buying Resources” link - This link will take the user to the Buying Resources page (8.1) on Ford Owner.
7. “Selling Resources” link - This link will take the user to the Selling Resources page (8.2) on Ford Owner.

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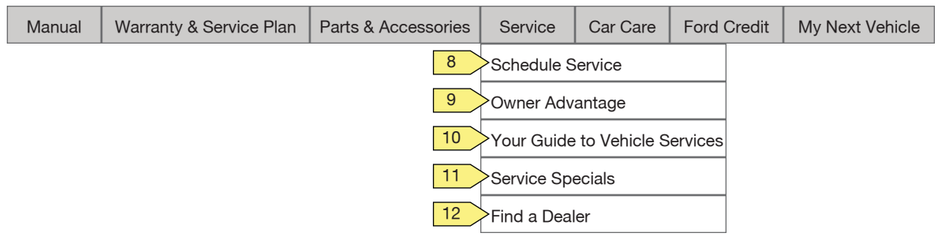
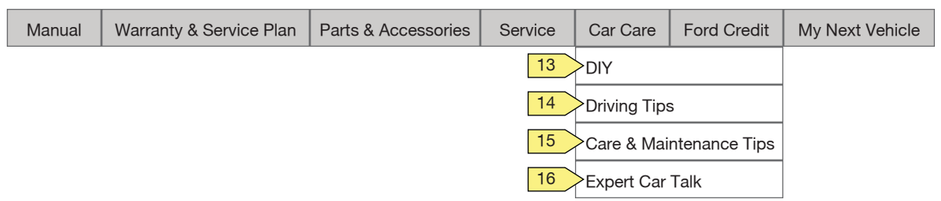
Navigation Model: Unauthenticated User





Module Overview

This is the Main (Top) Navigation module that will allow the user to move between the main sections of the site. The Top Navigation module will have the following main sections:

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- Warranty
- Parts & Accessories
- Service
- Car Care
- Ford Credit
- Owner Advantage

Navigation Bar States

The wireframes shown on the left depict the unauthenticated user state. For the unauthenticated user, each of the main sections when clicked/ hovered over will have a dropdown of links that are available to anonymous users. The main navigation sections themselves when clicked do not navigate the user anywhere. Only the topics under the main sections will bring the user to another page.

Navigation Bar Section Details

Manual

1. "View Manual" link- This link will take the user to the View Manual page (2.1) that contains the downloadable owner's manual PDF for the vehicle they have selected in the Left Navigation module. If the user has not setup a vehicle, the link will bring the user to the login/ identify your vehicle page.
2. "View Specifications" link - This link will take the user to a View Specifications page (2.2) that details the specifications for the vehicle they have selected in the Left Navigation module. If the user has not setup a vehicle, the link will bring the user to the login/identify your vehicle page.

Warranty & Service Plans

3. "View Warranty" link - This link will take the user to the page (3.1) that contains the downloadable warranty PDF for the vehicle they have selected in the Left Navigation module. If the user has not setup a vehicle, the link will bring the user to the login/identify your vehicle page.
4. "Extended Service Plans" link - This link will take the user to the Ford ESP Overview page (3.2).
5. "Premium Maintenance Plan" link - This link will take the Ford ESP Premium Maintenance plan page (3.3).
6. "Roadside Assistance" link - This link will take the user to the Ford Roadside Assistance overview page (3.4).

Parts & Accessories

7. "Browse and Shop" link - This link will take the user to the Parts & Accessories page (4.1) that contains links out to the other Ford web properties that handle parts and accessories, including Ford Genuine Parts & Service, Ford MotorCraft, Ford Custom Accessories and Ford Collection.

Service

8. "Schedule Service" link - This link will take the user to the schedule service page (5.2). As an unauthenticated user this page will have Find a Dealer functionality on it as the user will first need to find a dealer to schedule an appointment at.
9. "Owner Advantage" link - This link will take the user to the Owner Advantage overview page (5.3).
10. "Your Guide to Vehicle Services" link - This will take users to the Vehicle Services landing page (5.4).
11. "Service Specials" link - This link will take the user to the Specials & Promotions page (5.5).
12. "Find a Dealer" link - This link will take the user to the Find a Dealer page (5.6).

Car Care

13. "DIY" link - This link will take the user to the DIY category content page that has content specific to the vehicle(s) in the user's online garage (6.1).
14. "Driving Tips" link - This link will take the user to the Driving Tips category content page (6.1) that has content specific to the vehicle(s) in the user's online garage.
15. "Care & Maintenance Tips" link - This link will take the user to the Care & Maintenance Tips category content page (6.1) that has content specific to the vehicle(s) in the user's online garage.
16. "Expert Car Talk" link - This link will take the user to the Expert Car Talk category content page (6.1) that has content specific to the vehicle(s) in the user's online garage.

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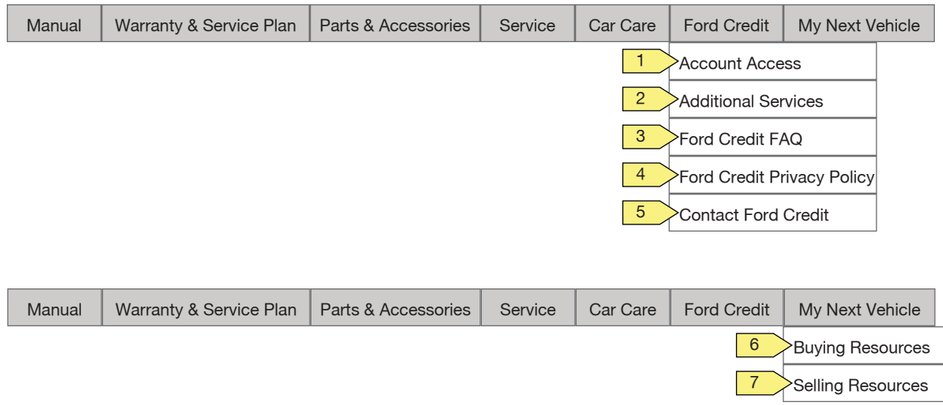
Navigation Model: Unauthenticated User



Ford Credit

1. “Account Access” link - This link will bring the user to the Ford Credit Account Access page FordCredit.com site where they can setup an online account.
2. “Additional Services” link - This link will bring the user to the Ford Credit additional services page on the FordCredit.com site.
3. “Ford Credit FAQ” link - This link will bring the user to teh Ford Credit FAQ page on the FordCredit.com site.
4. “Ford Credit Privacy Policy” link - This link will bring the user to the Ford Credit privacy policy page on the FordCredit.com site.
5. “Contact Ford Credit” link - This link will take the user to the contact information page on Ford Credit.

My Next Vehicle

6. “Buying Resources” link - This link will take the user to the Buying Resources page (8.1) on Ford Owner.
7. “Selling Resources” link - This link will take the user to the Selling Resources page (8.2) on Ford Owner.

My Garage / Profile

Registration
My Garage
My Vehicle
My Dealers
My Profile

Utility Pages

Log In / Identify Vehicle
Contact US

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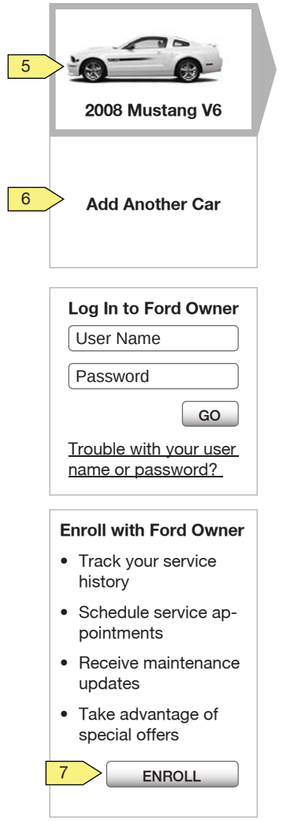
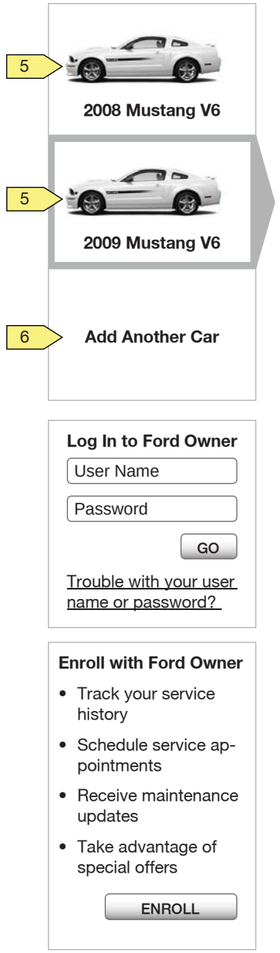
Left Navigation Model

Unauthenticated, no vehicles selected

Unauthenticated, one vehicle selected



Unauthenticated, multiple vehicles selected



Module Overview

This is the Left Navigation module can be comprised of 4 main sections:

- Login (Unauthenticated state only)
- Vehicle Selector
- Registration (Unauthenticated state only)
- My Account (Authenticated Users Only)

Module State

The wireframes shown on the left depict the unauthenticated user state.

For the unauthenticated user, the module will display the login module followed by the registration module. If the user has provided details about a vehicle while on the site, the vehicle selector will appear above the login module. The login and registration modules will continue to appear until the user has logged in.

Login Module

This section will allow the user to enter their credentials to log in to the site. The following controls will be available to the user:

1. Username field - This field allows the user to enter their username. Usernames will be case insensitive.
2. Password field - This field allows the user to enter their password. Entries made into this field will be masked with asterisks. Passwords will be case insensitive.
3. Remember me checkbox - This checkbox allows the user to tell the system to remeber their username so the next time they visit the site the username field will be pre-populated. This will be remembered by the system via a cookie. If the user deletes their cookies their user name will be forgotten. This checkbox is by default unchecked. This feature needs to be added.
4. “Trouble with your username or password?” link - This link will take the user to a page where they can retrieve their password by answering security questions they setup when registering for the site.
5. Registration - This section will inform the user about some of the benefits of registering their vehicle with the Ford Owner site and provide them a link to the Registration page (9.1) to enroll with Ford Owner.

Vehicle Selector

This section will display the vehicle(s) the user has set during their current websession. This section will only display once the user has chosen a vehicle on the site. The clickable elements in this section will provide the following functionality:

6. “[Vehicle]” link - This link will bring the user to the unauthenticated vehicle detail page (9.3) for that vehicle.
7. “Add Another Vehicle” link - This link will bring the user to the login/identify vehicle page (10.1) to allow the user to add another vehicle to their web session.

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Left Navigation Model

Authenticated, multiple vehicles registered

1 **My Garage**

2 **My Mustang**

Mom's Mustang

3 **Add Another Vehicle**

MY OWNER ACCOUNT

4 View/Edit Your Profile

5 Update Email Address

6 Add/Remove a vehicle

7 My Dealers

Authenticated, one vehicles registered

My Garage

Add Another Vehicle

MY OWNER ACCOUNT

View/Edit Your Profile

Update Email Address

Add/Remove a vehicle

My Dealers

Module Overview

This is the Left Navigation module can be comprised of 4 main sections:

- Login (Unauthenticated state only)
- Vehicle Selector
- Registration (Unauthenticated state only)
- My Account (Authenticated Users Only)

Module State

The wireframes shown on the left depict the authenticated user state. For the authenticated user, the module will display the Vehicle Selector section followed by the My Account section.

Module Section Details

Vehicle Selector - This section will display the vehicle(s) the user has set in their profile. The clickable elements in this section will provide the following functionality:

1. "My Garage" link - This link will take the user to an overview page of all of the vehicles in their profile. This element is only visible for authenticated users.
2. "[Vehicle]" link - This link will bring the user to the unauthenticated vehicle detail page (9.3) for that vehicle.
3. "Add Another Vehicle" link - This link will bring the user to the login/identify vehicle page (10.1) to allow the user to add another vehicle to their web session.

My Account

This section will display links to functionality that will allow the user to update details about their account. The links will provide the following functionality:

4. "View/Edit Your Profile" link - This link will take the user to the Edit Profile page (9.5).
5. "Update Email Address" link - This link will take the user to the Edit Profile page (9.5) to edit their email address.
6. "Add/Remove a Vehicle" link - This link will take the user to the My Garage Page (9.2).
7. "My Dealers" link - This link will take the user to the My Dealers page (9.4).

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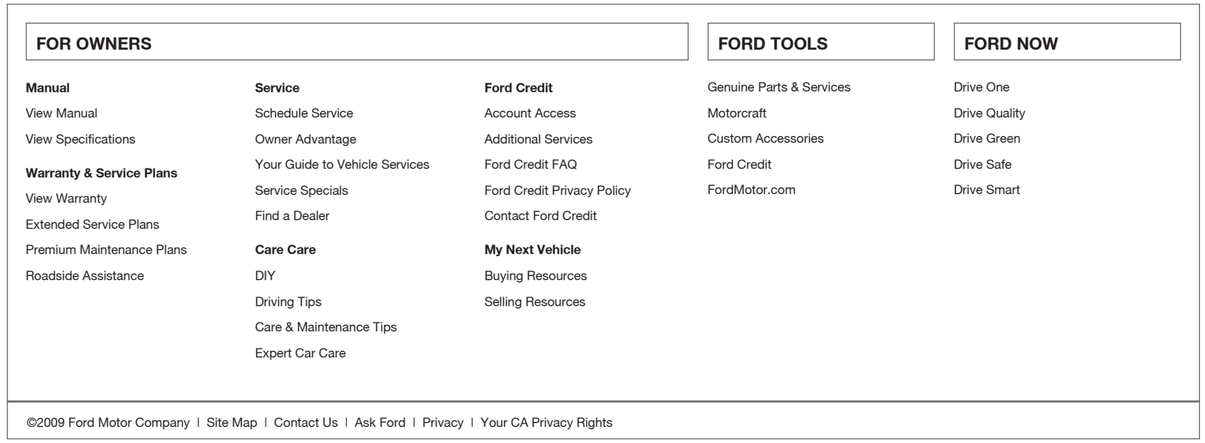
Footer Navigation Model



Module Overview

This is the footer module for the Ford Owner site. The footer is broken in to 3 main sections:

- Ford Owner
- Ford Tool
- Ford Now

Module Details

1. Ford Owner section - This section respresents the same structure as the Ford Owner navigation bar. It will list out all the main navigation elements and under each will be the same links present in the navigation bar
2. Ford Tools section - This section of the tool bar will have links out to related Ford sites. The following links will be included:
   - Genuine Parts & Service - This link will bring the user to the Genuine Service site
   - Motorcraft - This link will bring the user to the Motorcraft site
   - Custom Accessories - This link will bring the user to the Ford Custom Accessories site.
   - Ford Credit - This link will bring the user to the Ford Credit site.
   - Ford - This link will bring the user to Ford.com
3. Ford Now - This section will contain links to sites that promote and establish Ford's brand. The following links will be included:
   - Drive One link - This link will take the user to FordDriveOne.com
   - Drive Quality - This link will take the user to Drive Quality section on the FordDriveOne.com site
   - Drive Green - This link will take the user to Drive Green section on the FordDriveOne.com site
   - Drive Safe - This link will take the user to Drive Safe section on the FordDriveOne.com site
   - Drive Smart - This link will take the user to Drive Smart section on the FordDriveOne.com site

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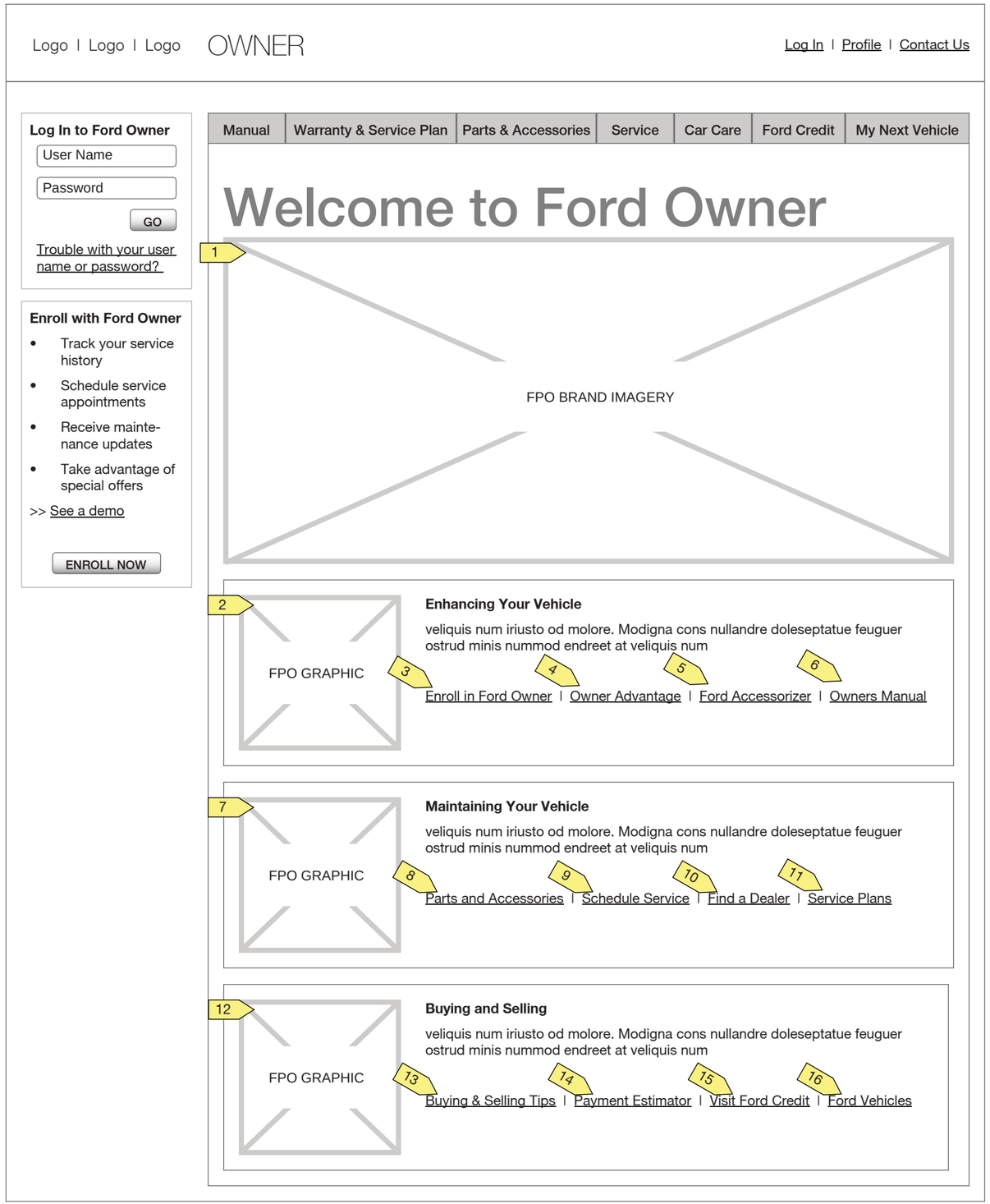
1.0 Home Page



Page Overview

This is the Ford Owner homepage. This page will be displayed to all users that arrive at the flmowner.com URL. This page is comprised of five main modules/sections:

- Header
- Main (Top) Navigation bar
- Left Navigation
- Footer
- Main Content area

Page States

This page only exists in the unauthenticated state as such this page will always display the unauthenticated versions of the header, left nav, top nav and footer modules.

Main Content Area Details

The main purpose for this section of the page is to convey the value of both Ford's brand and owner's site to the user. The user will be given an overview of the site's main features that will support the user throughout their vehicle's lifecycle.

1. Owner Taut Image - This image will propogate the Ford brand and Owner site.
2. Feature Taut area 1 - This area will have content and links to pages that give the user an overview of owner-centric functionality available on the site.
3. "Enroll in Ford Owner" link - This link will take the user to the Ford Owner registration page (9.1).
4. "Owner Advantage" link - This link will take the user to the Owner Advantage homepage (5.3).
5. Ford Accessorizer link - This link will take the user to the Ford Custom Accessories Accessorizer tool page.
6. "Owner's Manual" link - This link will take the user to the View Manual page (2.1) where they can search for the owner's manual for a specific vehicle.
7. Feature Taut area 2 - This area will have content and links to pages that give the user an overview of the maintenance functionality available on the site.
8. "Parts & Accessories" link - This link will bring the user to the Parts & Accessories page (4.1).
9. "Schedule Service" link - This link will bring the user to the Service Schedule landing page (5.2).
10. "Find a Dealer" link - This link will bring the user to the Find a Dealer page (5.6).
11. "Service Plans" link - This link will bring the user to the Ford ESP landing page (3.1).
12. Feature taut area 3 - This area will have content and links to pages that give the user an overview of the financial tools availble to the user.
13. "Buying & Selling Tips" link - This link will bring the user to the buying and selling tips page on the Ford Owner site.
14. "Payment Estimator" link - This link will bring the user to the payment estimator tool on the Ford Credit site.
15. "Visit Ford Credit" link - This link will bring the user to the Ford Credit homepage.
16. "FordVehicles.com" link - This link will bring the user to the Ford Vehicles homepage.

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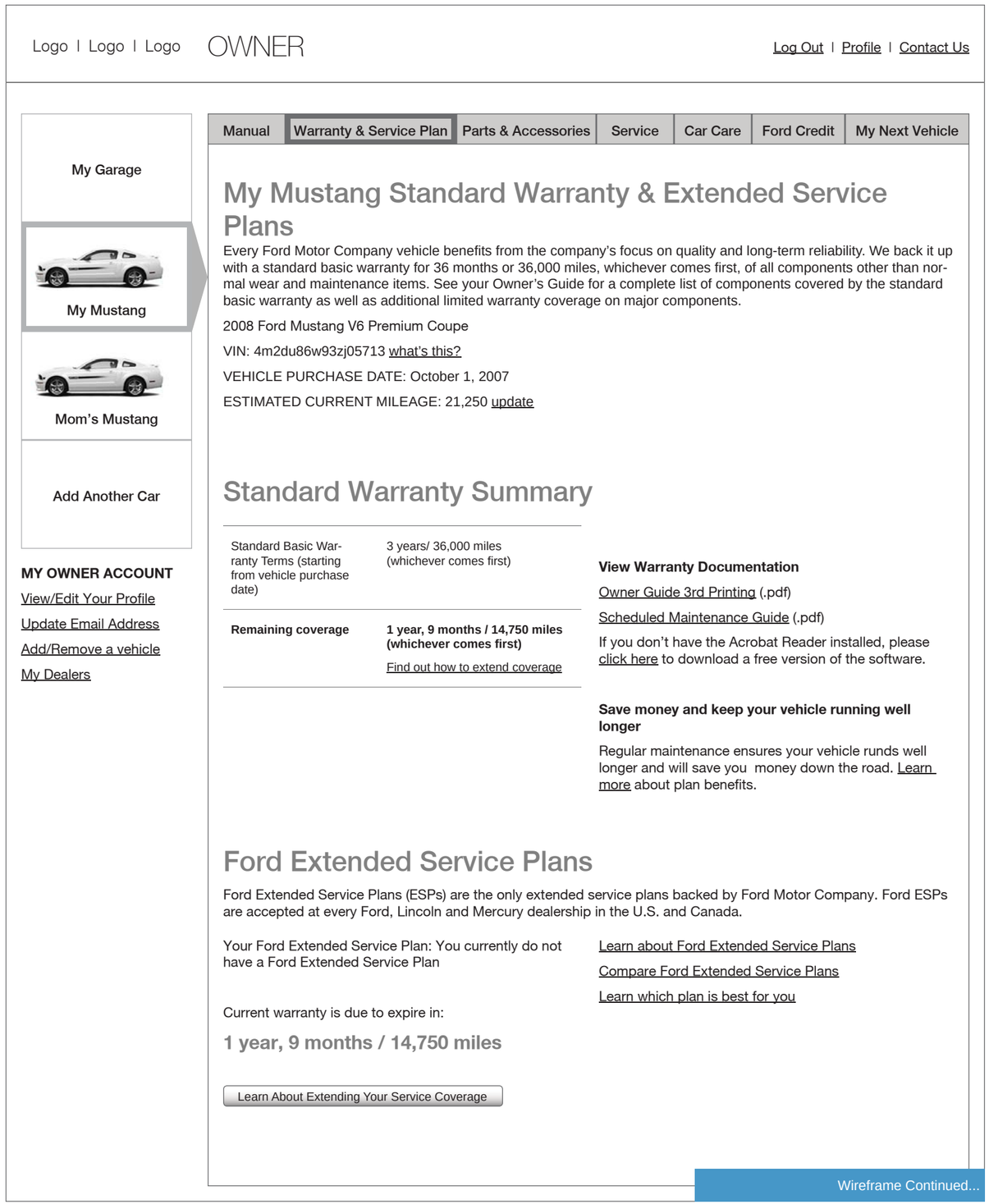
3.1 My Warranty & Service Plans



Page Overview

This is authenticated user's warranty and service plan detail page. It will inform the user about their standard warranty and their extended service plan options. This page is comprised of five main modules/sections:

- Header
- Main (Top) Navigation bar
- Left Navigation
- Footer
- Main Content area

Page States

This page exists for the authenticated user only, as such the page would display the authenticated versions of the main nav, left nav and header modules. Some of the contents on the page will change depending on if the vehicle has ESP coverage, is eligible for ESP coverage and if the vehicle has ESP coverage.

Main Content Area Details

1. Introduction area - This area will display informational and brand related content to the user about Ford Standard Vehicle Warranties and Extended service plans. Since the user is authenticated, this area will display information about the vehicle that is selected in the left navigation including:
   - Title Text - will use customized vehicle name if provided
   - Year, model and make of vehicle
   - VIN
   - Vehicle Purchase Date
   - Estimated current mileage w/ a link to the view/edit profile page to update the vehicle's mileage.

2. Standard Warranty Summary area - This area will display information about the selected vehicle's current warranty. The following information will be displayed to the user:
   - Warranty Terms - year/mileage (including messageing about when the stadard warranty began)
   - Remaining coverage - year & month/miles remaining. This is calculated using the vehicle purchase date and the current vehicle mileage.
   - "Find out how to extend coverage" link - This link wil bring the user to the Ford ESP landing page (3.2)
   - Link to vehicle's warranty PDF
   - Link to vehicle's scheduled maintenance guide PDF
3. Ford ESP area - This area will display information about the vehicle's current ESP coverage or information about how buying a Ford ESP plan.

(displayed) If the vehicle selected in the left nav satisfies all the following conditions:

- vehicle is under the original manufacturer's warranty
- vehicle does not currently have an ESP plan,

the area will display:

- that there is currently no Ford ESP coverage on the vehicle
- the amount of time the user has to purchase a Ford ESP plan
- a link to the Ford ESP landing page (3.2)
- a link to the ESP plan details page (3.2.1)
- a link to the ESP plan comparison page (3.2.7)
- a link to the ESP wizard (3.2.2)
- a link to buy Ford ESP
- another alternate version will be displayed for vehicles that don't qualify because their warranty has expired

If the vehicle selected in the left nav satisfies all the following conditions:

- has an ESP bought online
- the system has the information about the purchased ESP plan

the area will display:

- original service plan terms - year/miles
  - remaining coverage - years & months/miles - calculated based of vehicle purchase date and current mileage in the user's profile.
  - a link to the documentation for the ESP plan (2.1) the vehicle has
  - a link to the Premium Maintenance plan details page (3.3)

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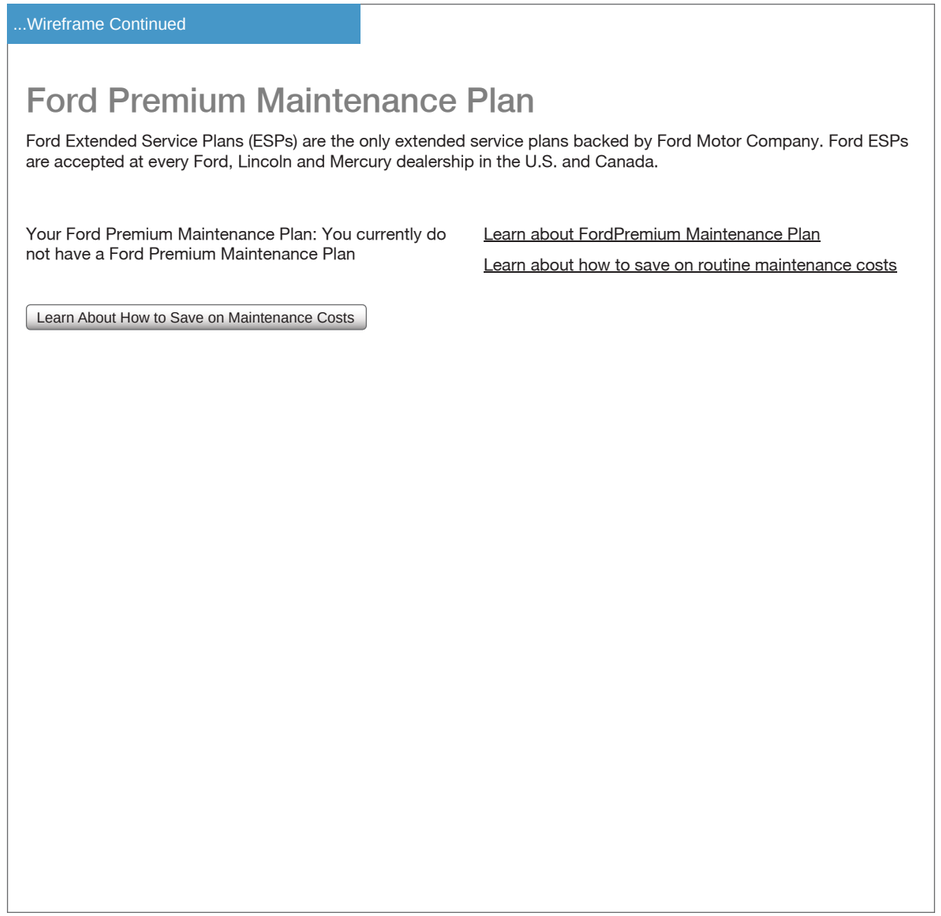
...Wireframe Continued



4. Ford Premium Maintenance Plan area - This area will display information about Ford's Premium Maintenance Plan.

   (displayed) If the user has a premium maintenance plan this area will display the about of miles and time left on the Premium maintenance plan. These numbers will be based on the vehicle's date of purchase and current mileage entered in the Owner site. This area will also have a download link to the PDF brochure for the plan details.

   If the user does not have a premium maintenance plan, this area will inform the user that they do not have a Ford Premium Maintenance plan and provide them a link to a page (3.3.) to view more information about the plan offerings.

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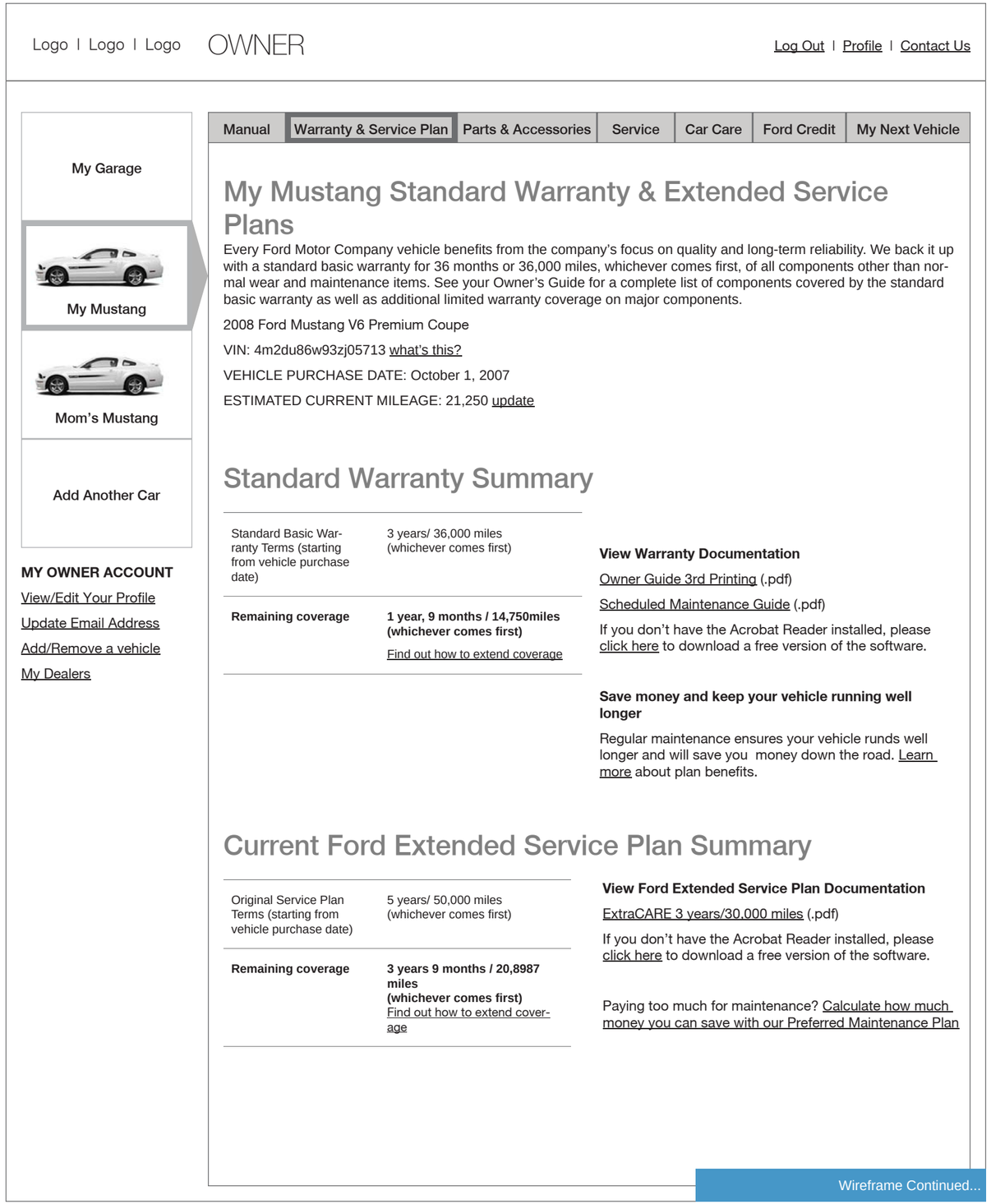
3.1a My Warranty & Service Plans (Alt State)



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- Main (Top) Navigation bar
- Left Navigation
- Footer
- Main Content area

Page States

This page exists for the authenticated user only, as such the page would display the authenticated versions of the main nav, left nav and header modules. Some of the contents on the page will change depending on if the vehicle has ESP coverage, is eligible for ESP coverage and if the vehicle has ESP coverage.

Main Content Area Details

1. Introduction area - This area will display informational and brand related content to the user about Ford Standard Vehicle Warranties and Extended service plans. Since the user is authenticated, this area will display information about the vehicle that is selected in the left navigation including:
   - Title text - including customized vehicle name if provided
   - Year, model and make of vehicle
   - VIN
   - Vehicle Purchase Date
   - Estimated current mileage w/ a link to the view/edit profile page to update the vehicle's mileage.
   - What will be displayed if the user has not selected a vehicle in the left nav?

2. Standard Warranty Summary area - This area will display information about the selected vehicle's current warranty. The following information will be displayed to the user:
   - Warranty Terms - year/mileage
   - Remaining coverage - year & month/miles remaining. This is calculated using the vehicle purchase date and the current vehicle mileage.
   - Link to the Ford ESP landing page (3.2)
   - Link to vehicle's warranty PDF (3.1)
   - Link to vehicle's scheduled maintenance guide PDF
3. Ford ESP area - This area will display information about the vehicle's current ESP coverage or information about how buying a Ford ESP plan.

If the vehicle selected in the left nav satisfies all the following conditions:

- vehicle is under the original manufacturer's warranty
- vehicle does not currently have an ESP plan,

the area will display:

- that there is currently no Ford ESP coverage on the vehicle
- the amount of time the user has to purchase a Ford ESP plan
- a link to the Ford ESP landing page (3.2)
- a link to the ESP plan details page (3.2.1)
- a link to the ESP plan comparison page (3.2.7)
- a link to the ESP Wizard (3.2.2)
- a link to buy Ford ESP
- what do we display for vehicles that don't qualify because their warranty has expired?

(displayed) If the vehicle selected in the left nav satisfies all the following conditions:

- has an ESP bought online
- the system has the information about the purchased ESP plan
- or has an ESP plan purchased more than 90 days ago from a Ford dealer. What is the exact date?

the area will display:

- original service plan terms - year/miles - What is this? Original warranty? if so why not call it that. If this is some other service plan that comes with the vehicle shouldn't we have a link that tells the user what this is?
- remaining coverage - years & months/miles - calculated based of vehicle purchase date and current mileage in the user's profile. Should there be some information that lets the user how this is calculated?
- a link to the documentation for the ESP plan the vehicle has
- a link to the Premium Maintenance plan details page (3.3). does this appear if they have a premium maintenance plan? Do we show premium maintenance coverage?

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...Wireframe Continued

Current Ford Premium Maintenance Plan Summary

Original Maintenance Plan Terms (starting from vehicle purchase date)	5 years/ 50,000 miles (whichever comes first)
Remaining coverage	**3 years 9 months / 20,8987 miles (whichever comes first)** Find out how to extend cover-age

View Ford Premium Maintenance Plan Documentation

Premium Maintenance Plan (.pdf)

If you don't have the Acrobat Reader installed, please click here to download a free version of the software.

4. Ford Premium Maintenance Plan area - This area will display information about Ford's Premium Maintenance Plan.

   If the user has a premium maintenance plan this area will display the about of miles and time left on the Premium maintenance plan. These numbers will be based on the vehicle's date of purchase and current mileage entered in the Owner site. This area will also have a download link to the PDF brochure for the plan details.

   (displayed) If the user does not have a premium maintenance plan, this area will inform the user that they do not have a Ford Premium Maintenance plan and provide them a link to a page (3.3) to view more information about the plan offerings.

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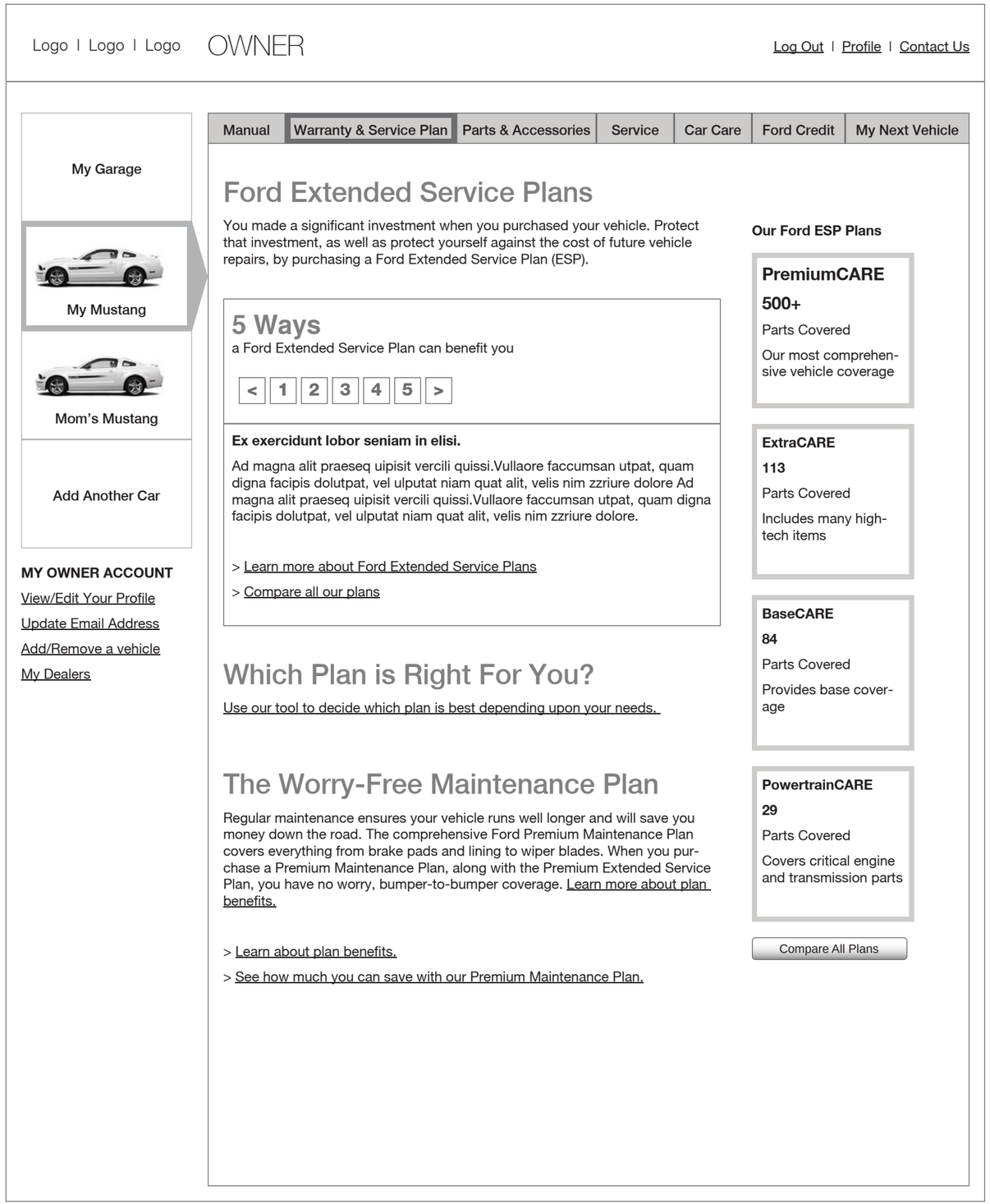
3.2 ESP Landing Page



Page Overview

This is the ESP landing page. This page will give the user an overview of the Ford ESP and maintenance plan programs. This page is comprised of five main modules/sections:

- Header
- Main (Top) Navigation bar
- Left Navigation
- Footer
- Main Content area

Page States

This page exists in both the unauthenticated and authenticated states. The wireframe on the left depicts only the authenticated state where the authenticated versions of the top nav, left nav and header modules are displayed. In the unauthenticated state, the page would display the unauthenticated versions of these modules.

Main Content Area Details

1. ESP Introduction area - This area will display content that will give the user details about what the Ford ESP program is.
2. ESP Information Details area - This area will have a paginated interactive module that will present the value proposition of the Ford ESP program to the user and how it will help the user save money and benefit their vehicle ownership.
3. ESP Plan Details link - This link will bring the user to the ESP's in detail page (3.2.1)
4. ESP Plan comparison link - This link will bring the user to the ESP Comparison Page (3.2.7)
5. ESP Wizard link - This link will bring the user to the Ford ESP wizard (3.2.2) to help the user determing which ESP plan best suits their needs.
6. Premium Maintenance plan area - This area will display content that will inform the user how Ford's Premium Maintenance progra can help the user save money and benefit their vehicle ownership. There will be a link in this area to the Premiuim Maintenance Plan page (3.3).
7. Individual ESP plan area - This area will contain graphical elements for all Ford ESP plans available that contain differentiating information about each plan. Each of the elements will be links to the ESP plan detail page that gives more detail about that plan. There is a link at the bottom of this area that will take the user to the plan comparison page (3.2.7).

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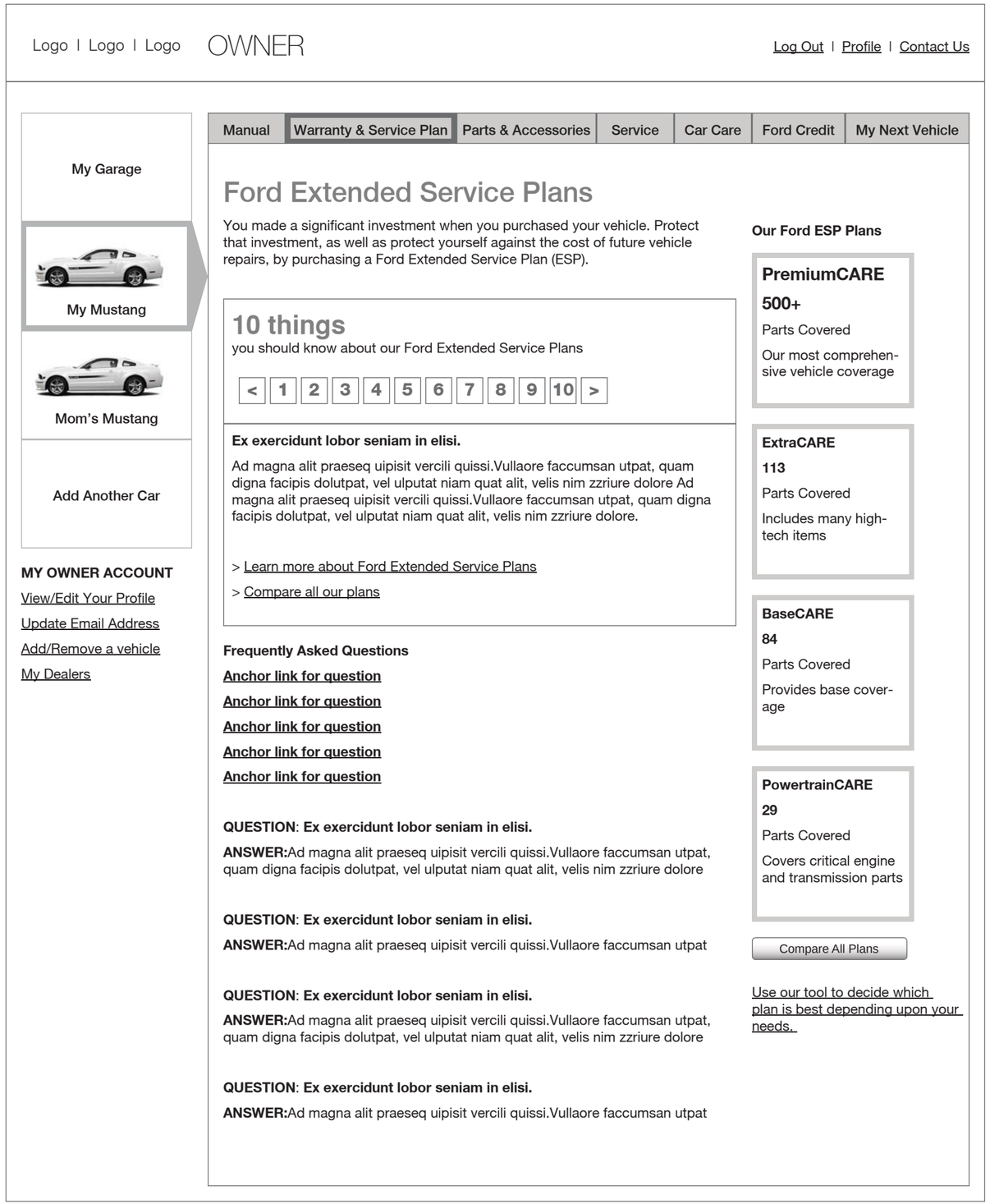
3.2.1 ESPs in Detail



Page Overview

This is the ESP programs detail page that will give the user more details about the ESP program. This page is comprised of five main modules/ sections:

- Header
- Main (Top) Navigation bar
- Left Navigation
- Footer
- Main Content area

Page States

This page exists in both the unauthenticated and authenticated states. The wireframe on the left depicts only the authenticated state where the authenticated versions of the top nav, left nav and header modules are displayed. In the unauthenticated state, the page would display the unauthenticated versions of these modules.

Main Content Area Details

1. ESP Details Introduction area - This area will display content that will give the user information about what is displayed on the page.
2. 10 Things you should know area - This area will contain a paginated interactive module that will educate the user on how the program works.
3. ESP Plan Details link - This link will bring the user to the ESP's in detail page (3.2.1)
4. ESP Plan comparison link - This link will bring the user to the ESP Comparison Page (3.2.7)
5. ESP FAQ's - This area will display Frequently Asked Questions about Ford ESP. There will be an anchor link area that will display anchor links to each question on the page.
6. Individual ESP plan area - This area will contain graphical elements for all Ford ESP plans available that contain differentiating information about each plan. Each of the elements will be links to the ESP plan detail page that gives more detail about that plan. There is a link at the bottom of this area that will take the user to the plan comparison page.

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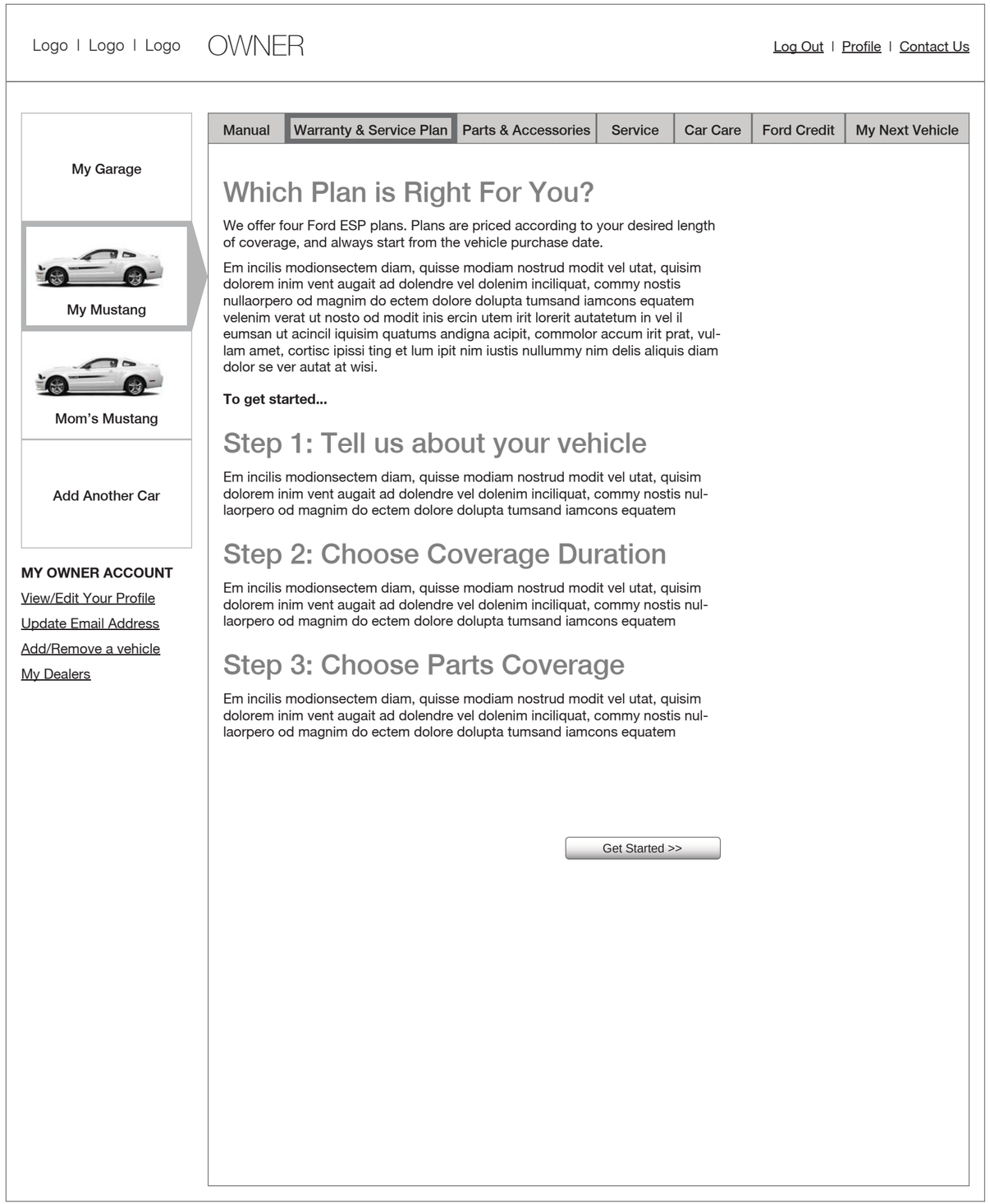
3.2.2 ESP Wizard: Getting Started



Page Overview

This is the ESP Wizard overview page that gives the user an overview of the process in which the site will help them determine which ESP plan best suits their needs. This page is comprised of five main modules/sections:

- Header
- Main (Top) Navigation bar
- Left Navigation
- Footer
- Main Content area

Page States

This page exists in both the unauthenticated and authenticated states. The wireframe on the left depicts only the authenticated state where the authenticated versions of the top nav, left nav and header modules are displayed. In the unauthenticated state, the page would display the unauthenticated versions of these modules.

Main Content Area Details

1. Introduction area - This area will introduce the user to the ESP wizard and educate them about the process and what it will help them accomplish. This area will have a link that will take the user to the ESP Wizard: Step 1 page (3.2.3).
2. Process details area - This area will give the user details about each step of the ESP wizard process. This will help them decide if they have all the information for this process or if will get all the information they need from this process.
3. Plan comparison module - This module will have tabs that contain content about the coverage extent of each ESP plan. There will be a vehicle skeleton that will visually provide details about the coverage that the plan provides. The user can switch between each tab to see how the plans differ.
4. Get Started button - This button will bring the user to the ESP Wizard Step 1 page (3.2.3)

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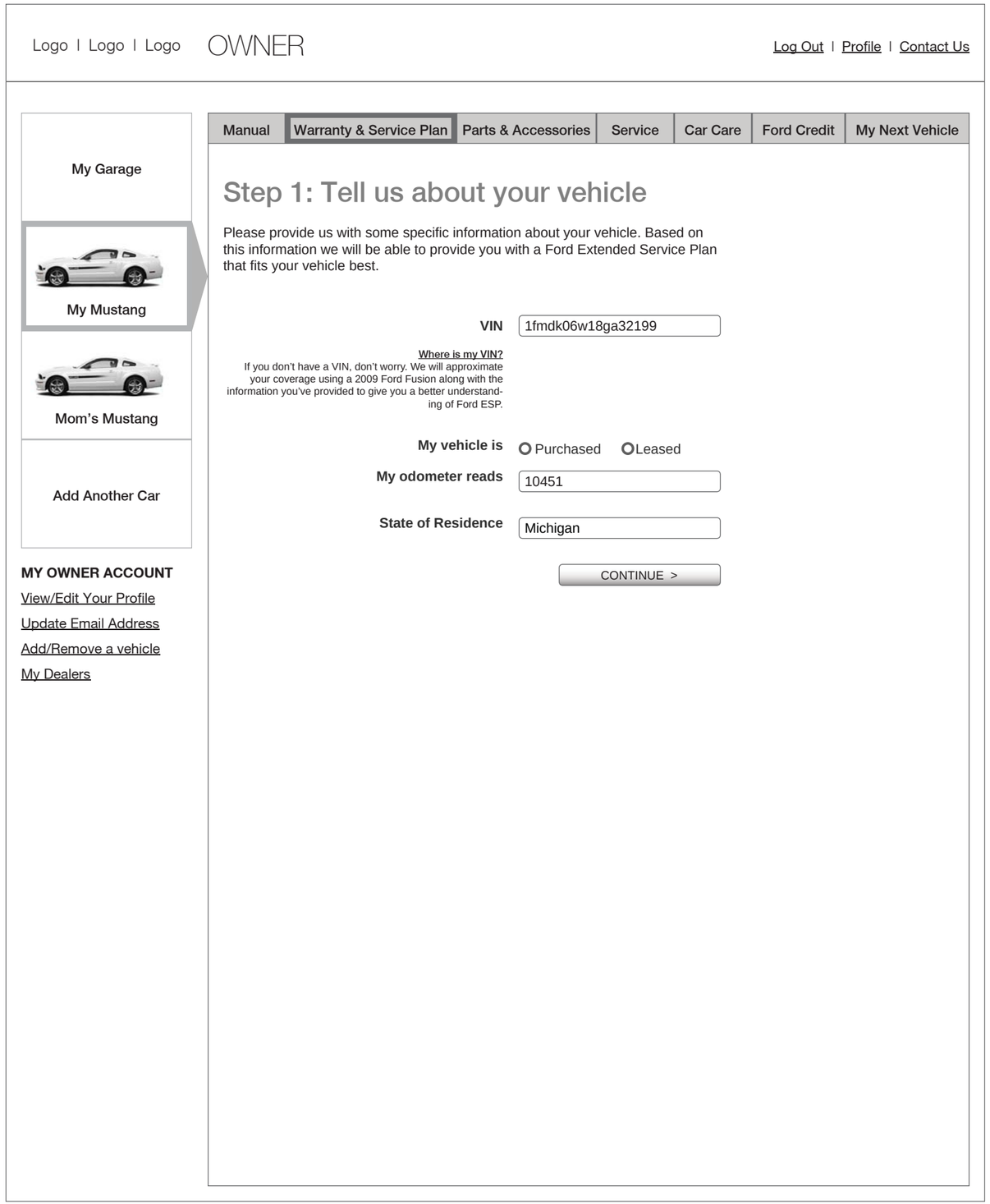
3.2.3 ESP Wizard: Step 1



Page Overview

This is the first step of the ESP wizard. During this step of the ESP wizard, the site will collect information regarding the user's vehicle such as:

- VIN (optional)
- If the vehicle was purchased or leased
- Current mileage
- State of Residence

This information will be used to help the system determine if the vehicle is eligible for ESP coverage. This page is comprised of five main modules/ sections:

- Header
- Main (Top) Navigation bar
- Left Navigation
- Footer
- Main Content area

Page States

This page exists in both the unauthenticated and authenticated states. The wireframe on the left depicts only the authenticated state where the authenticated versions of the top nav, left nav and header modules are displayed. In the unauthenticated state, the page would display the unauthenticated versions of these modules.

Main Content Area Details

1. Process Progress Bar - This will inform the user how far along in the ESP wizard process they are. This bar will be filled one-third of the way in since they are in the first of three steps.
2. Step Overview - This area informs the user what they are doing during this step of the process.
3. VIN field - This field allows the user to enter their VIN number. This field is optional and there is instructional text here to inform the user that if they do not fill it in the wizard will use a 2009 Ford Fusion to give an ESP recommendation and to estimate the ESP plan prices. If the user has vehicles configured does the system assume its looking at one of these vehicles if they enter a VIN? If so, what happens if they enter a VIN number that doesn't match the selected vehicle? What happens if they enter an invalid VIN, does it automatically use the default vehicle or does it tell them there was an error?
4. "Where is my VIN?" link - This link will open a pop up window that will display instructional text to help the user locate their VIN number.
5. Purchase/Lease radio buttons - Required. This allows the user to choose if they purchased or leased the vehicle. By default, the 'Purchased' radio button will be selected by default.
6. Odometer field - Required field. This field will allow the user to enter their current odometer reading. If the user has a vehicle selected and it has current mileage set, this field will automatically be populated with that number. If the user has a vehicle set but no current odometer reading, the system will determine the number of miles using the 'avg number of miles driven per year' and number of years of ownership from the user;s profile. If none of this information is available, the field will be blank.
7. State of residence dropdown - Required field. This dropdown will allow the user to choose what state the contract owner of the ESP plan resides in. The dropdown will preselect an authenticated user's state of residence using information from the user's profile. For unauthenticated users, this field will have no default selection. If the state of Florida is chosen, the ESP wizard will use Florida's MSRP numbers for the ESP wizard, for any other state the wizard will display the national MSRP numbers.
8. Continue button - This button will validate that all the required fields have been entered. Using the information the user has provided the system will determine that the vehicle is still under the manufacturer's original warranty and send the user to the next step (3.2.4) in the ESP wizard process. If the information entered disqualifies the vehicle, the user will be brought to a page (3.2.3) that informs them that they are not eligible for ESP coverage. Do we need to create this wireframe for the pilot?

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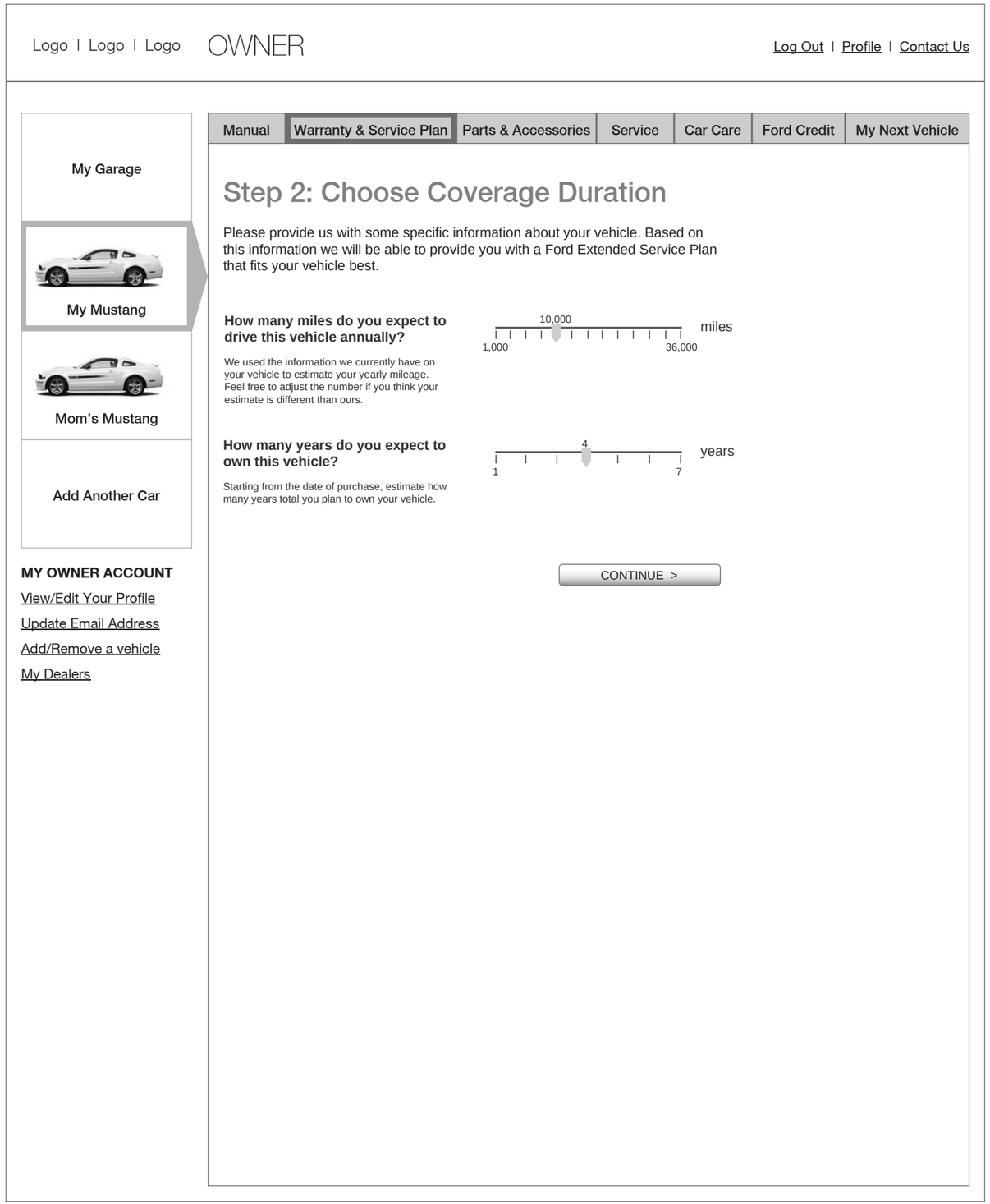
3.2.4 ESP Wizard: Step 2



Page Overview

This is the second step of the ESP wizard. During this step of the ESP wizard, the site will collect information regarding the user's vehicle use such as:

- annual avergae mileage
- expected ownership duration of vehicle

This information will help the system identify which plan to recommend.

This page is comprised of five main modules/sections:

- Header
- Main (Top) Navigation bar
- Left Navigation
- Footer
- Main Content area

Page States

This page exists in both the unauthenticated and authenticated states. The wireframe on the left depicts only the authenticated state where the authenticated versions of the top nav, left nav and header modules are displayed. In the unauthenticated state, the page would display the unauthenticated versions of these modules.

Main Content Area Details

1. Process Progress Bar - This will inform the user how far along in the ESP wizard process they are. This bar will be filled two-thirds of the way in since they are in the second of three steps.
2. Step Overview - This area informs the user what they are doing during this step of the process.
3. Annual average mileage slider - This slider will allow the user to choose how many miles they drive annually. The slider will display how many miles they have s`elected to the right of the slider bar. The slider bar will be divided up in increments of 500 miles per section. The slider bar will have a low end value of 1000 miles and a high end range of 40000 miles. What happens if they drive more than the higher limit?
4. Vehicle Ownership Duration slider - This slider will allow the user to choose how long they expect to keep the vehicle. The slider will display the number of years they have selected to the right of the slider bar. The slider bar will be divded up into increments of 1 year per section. The slider bar will have a low limit of 1 year and an upper limit of 7 years.
5. 'Start Over' button - This button will bring the back to step 1 of the ESP wizard.
6. Continue button - This button will bring the user to the third step of the ESP wizard (3.2.5)where it will display an ESP recommendation using the information the user entered.

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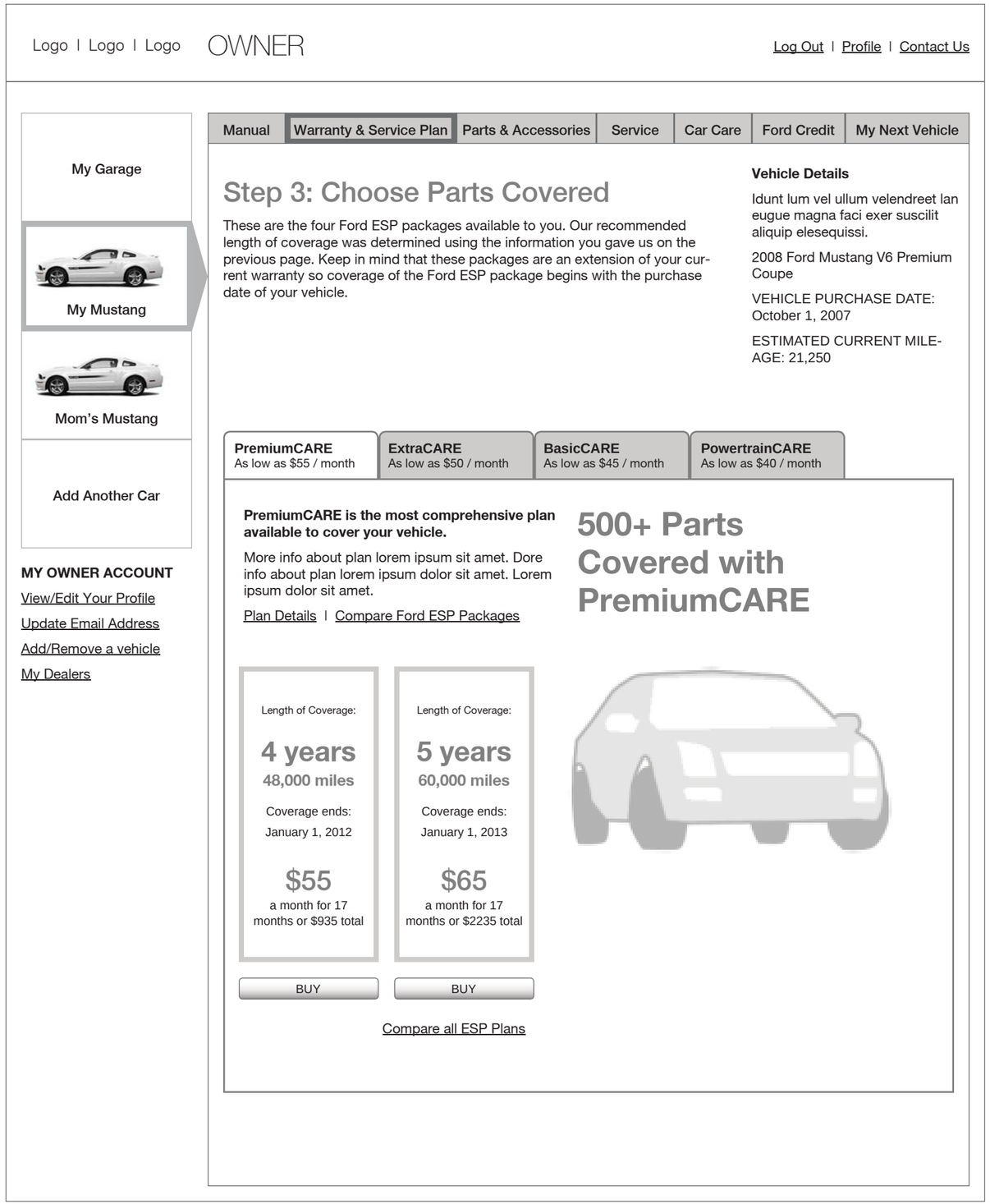
3.2.5 ESP Wizard: Step 3



Page Overview

This is the third step of the ESP wizard. During this step of the ESP wizard, the site will display the recommended ESP plan. This page is comprised of five main modules/sections:

- Header
- Main (Top) Navigation bar
- Left Navigation
- Footer
- Main Content area

Page States

This page exists in both the unauthenticated and authenticated states. The wireframe on the left depicts only the authenticated state where the authenticated versions of the top nav, left nav and header modules are displayed. In the unauthenticated state, the page would display the unauthenticated versions of these modules.

Main Content Area Details

1. Process Progress Bar - This will inform the user how far along in the ESP wizard process they are. This bar will be completely filled in since they are in the third of three steps.
2. Step Overview - This area informs the user what they are doing during this step of the process.
3. Customized ESP Plan recommendations and options module - This module will have tabs that contain recommendations for each of the ESP plan levels. Each ESP plan level tab will have 2 recommended price and plan duration combinations. Each tab name will include subtext that displays an "As low as price X/month". The user can switch between each tab to see the prices for the recommended duration and mileage coverage for the different plan levels. Each of the recommended plans will have a "Buy" button that will bring the user to the current Ford ESP site that will allow them to purchase the selected plan. The system will send all information about the selected plan to the current Ford ESP site so the user does not need to go through a configuration process. The tab selections made by the user on this top module will change the tab displayed inthe Graphical ESP Plan comparison module. Each tab will have links/buttons to the ESP Plan Detail page and the ESP Plan Comparison page.
4. Graphical ESP Plan Comparison module - This module will have tabs that contain content about the coverage extent of each ESP plan. There will be a vehicle skeleton that will visually provide details about the coverage that the plan provides. The user can switch between each tab to see how the plans. The tab selections made by the user on this bottom module will change the tab displayed inthe Customized ESP Plan recommendations and options module.
5. 'Start Over' button - This button will bring the back to step 1 of the ESP wizard.
6. Continue button - This button will bring the user to the third step of the ESP wizard where it will display an ESP recommendation using the information the user entered.

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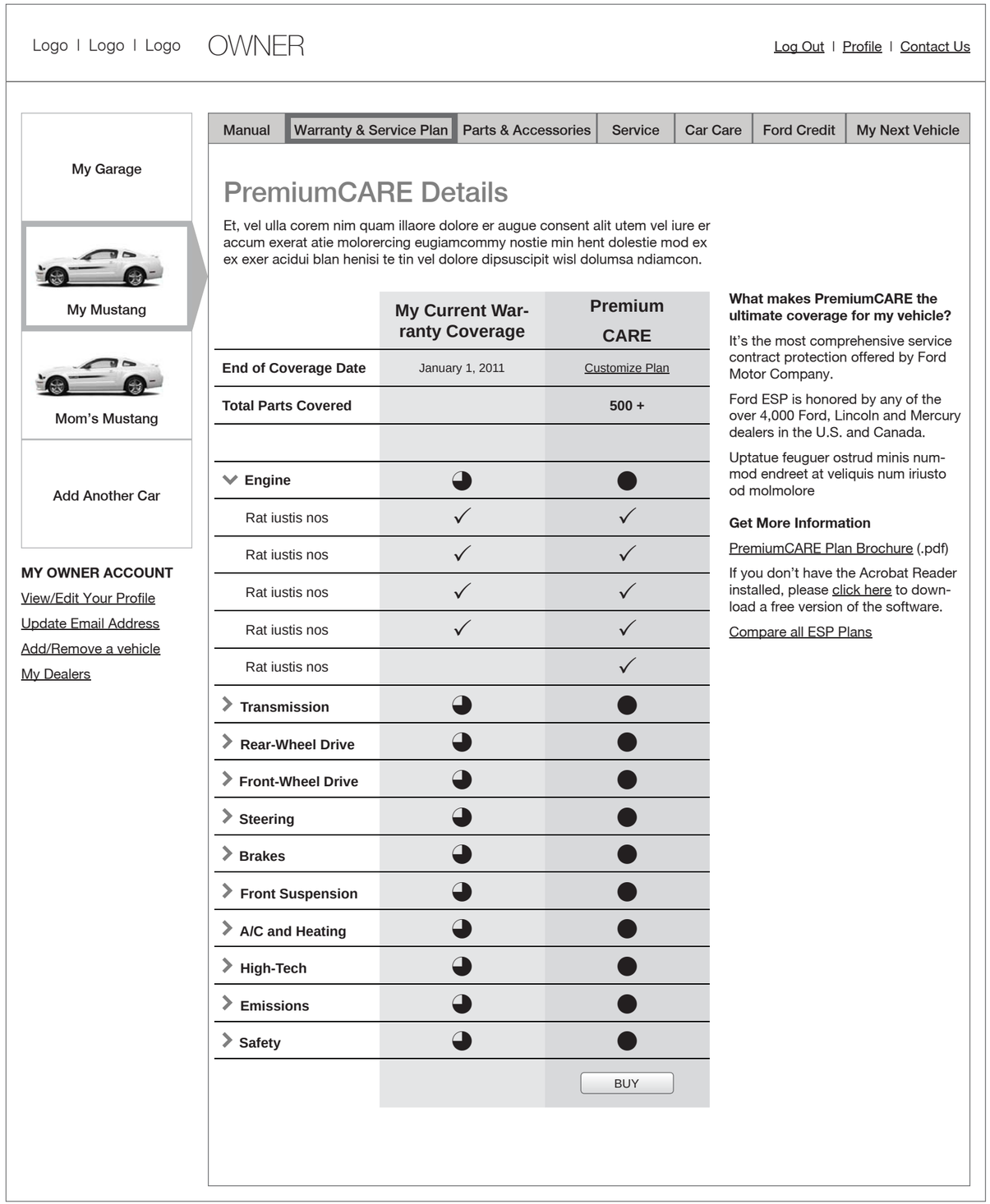
3.2.6 ESP Plan Detail



Page Overview

This page is the ESP Plan detail page that will give the user the detailed information about the plan. The page will mainly be composed of a chart that compares the selected ESP against the current vehicle warranty coverage to highlight coverage areas/parts.

This page is comprised of six main modules/sections:

- Header
- Main (Top) Navigation bar
- Left Navigation
- Footer
- Main Content area
- Right Rail

Page States

This page exists in both the unauthenticated and authenticated states. The wireframe on the left depicts only the authenticated state where the authenticated versions of the top nav, left nav and header modules are displayed. In the unauthenticated state, the page would display the unauthenticated versions of these modules.

In the authenticated state, the warranty information about the vehicle selected in the left nav will be used to populate the My Current Warranty Coverage column. In the unauthenticated state or if a vehicle is not selected, the My Current Warranty Coverage column will not appear.

Main Content Area Details

1. Introduction area - This area will inform the user what content is on the page and how it will heklp them make an informed ESP plan choice.
2. Coverage Type column - This column will list out the coverage categories. Each of the high-level vehicle areas (i.e. engine transmission, rear-wheel drive etc) will be expandable upon clicking on an the expand icon on the left side. Expanding the sections will reveal a list specific parts for each high-level vehicle area.
3. My Current Warranty Coverage column - This column will display current vehicle warranty coverage information represented by harvey balls on the high-level vehicle rows and "check marks" on the detailed part rows. This content is static for the vehicle that is selected. If no vehicle is selected, this column will not appear.
4. ESP Plan Coverage column - This column will display static ESP plan coverage information represented by harvey balls on the high-level vehicle rows and "check marks" on the detailed part rows. At the top of each of this column there will be a "Customize Plan" link that will take the user to the ESP Wizard Getting Started page (3.2.3).
5. ESP Plan Buy button - This button will send the user to the Ford ESP site to purchase the type of ESP plan displayed on the page.

Right Rail Details

6. ESP Plan Value Proposition - This area will display value proposition content for the plan being displayed.
7. ESP Plan brchure download - This area will display a link to download the PDF brochure for the plan being displayed
8. Compare Plans button - This button will bring the user to the ESP Plan Comparison page.

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3.2.7 ESP Comparison Chart

Logo I Logo I Logo OWNER

Log Out I Profile I Contact Us

My Garage

My Mustang

Mom's Mustang

Add Another Car

MY OWNER ACCOUNT

View/Edit Your Profile

Update Email Address

Add/Remove a vehicle

My Dealers

Manual | Warranty & Service Plan | Parts & Accessories | Service | Car Care | Ford Credit | My Next Vehicle

Compare Extended Service Plans

	My Current Warranty Coverage	Premium CARE	Extra CARE	Base CARE	Powertrain CARE
End of Coverage Date	January 1, 2011	Customize Plan	Customize Plan	Customize Plan	Customize Plan
Total Parts Covered		500 +	113	84	29
Engine	◕	●	◕	◑	◔
Rat iustis nos	✓	✓	✓	✓	✓
Rat iustis nos	✓	✓	✓	✓	
Rat iustis nos	✓	✓	✓	✓	
Rat iustis nos	✓	✓	✓		
Rat iustis nos		✓			
Transmission	◕	●	◕	◑	◔
Rear-Wheel Drive	◕	●	◕	◑	◔
Front-Wheel Drive	◕	●	◕	◑	◔
Steering	◕	●	◕	◑	◔
Brakes	◕	●	◕	◑	◔
Front Suspension	◕	●	◕	◑	◔
A/C and Heating	◕	●	◕	◑	◔
High-Tech	◕	●	◕	◑	◔
Emissions	◕	●	◕	◑	◔
Safety	◕	●	◕	◑	◔
		BUY	BUY	BUY	BUY

Page Overview

This page is the ESP Plan Comparison page that will give the user the detailed information about all the ESP plans available. The page will mainly be composed of a chart that compares all the ESP plans against the current vehicle warranty coverage to highlight coverage areas/parts.

This page is comprised of five main modules/sections:

- Header
- Main (Top) Navigation bar
- Left Navigation
- Footer
- Main Content area

Page States

This page exists in both the unauthenticated and authenticated states. The wireframe on the left depicts only the authenticated state where the authenticated versions of the top nav, left nav and header modules are displayed. In the unauthenticated state, the page would display the unauthenticated versions of these modules.

In the authenticated state, the warranty information about the vehicle selected in the left nav will be used to populate the My Current Warranty Coverage column. In the unauthenticated state or if a vehicle is not selected, the My Current Warranty Coverage column will not appear.

Main Content Area Details

1. Coverage Type column - This column will list out the coverage categories. Each of the high-level vehicle areas (i.e. engine transmission, rear-wheel drive etc) will be expandable upon clicking on an the expand icon on the left side. Expanding the sections will reveal a list specific parts for each high-level vehicle area.
2. My Current Warranty Coverage column - This column will display current vehicle warranty coverage information represented by harvey balls on the high-level vehicle rows and "check marks" on the detailed part rows. This content is static for the vehicle that is selected. If no vehicle is selected, this column will not appear.
3. ESP Plan Coverage columns - These columns will display static ESP plan coverage information represented by harvey balls on the high-level vehicle rows and "check marks" on the detailed part rows. At the top of each of these columns there will be a "Customize Plan" link that will take the user to the ESP Wizard Getting Started page (3.2.3).
4. ESP Plan Buy buttons - These buttons will be at the bottom of every ESP plan column and it will send the user to the Ford ESP site to purchase the type of ESP plan in that column.

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3.3 Premium Maintenance Plan

Page Overview

This is the premium maintenance plan over view page. The page will inform the user about the detials of the premium maintenance plan and proivide a tool to allow the user to estimate the cost savings a maintenance plan would provide. This page is comprised of five main modules/sections:

- Header
- Main (Top) Navigation bar
- Left Navigation
- Footer
- Main Content area

Page States

This page exists in both the unauthenticated and authenticated states. The wireframe on the left depicts only the authenticated state where the authenticated versions of the top nav, left nav and header modules are displayed. In the unauthenticated state, the page would display the unauthenticated versions of these modules.

Main Content Area Details

1. Introduction area - This area will give a brief introduction to the Ford Premium Maintenance plan.
2. Plan Details area - This area will contain content that explain in detail what benefits and features the Premium Maintenance plan offers.
3. "Buy" button - This button will take the user to the current Ford ESP purchase page.

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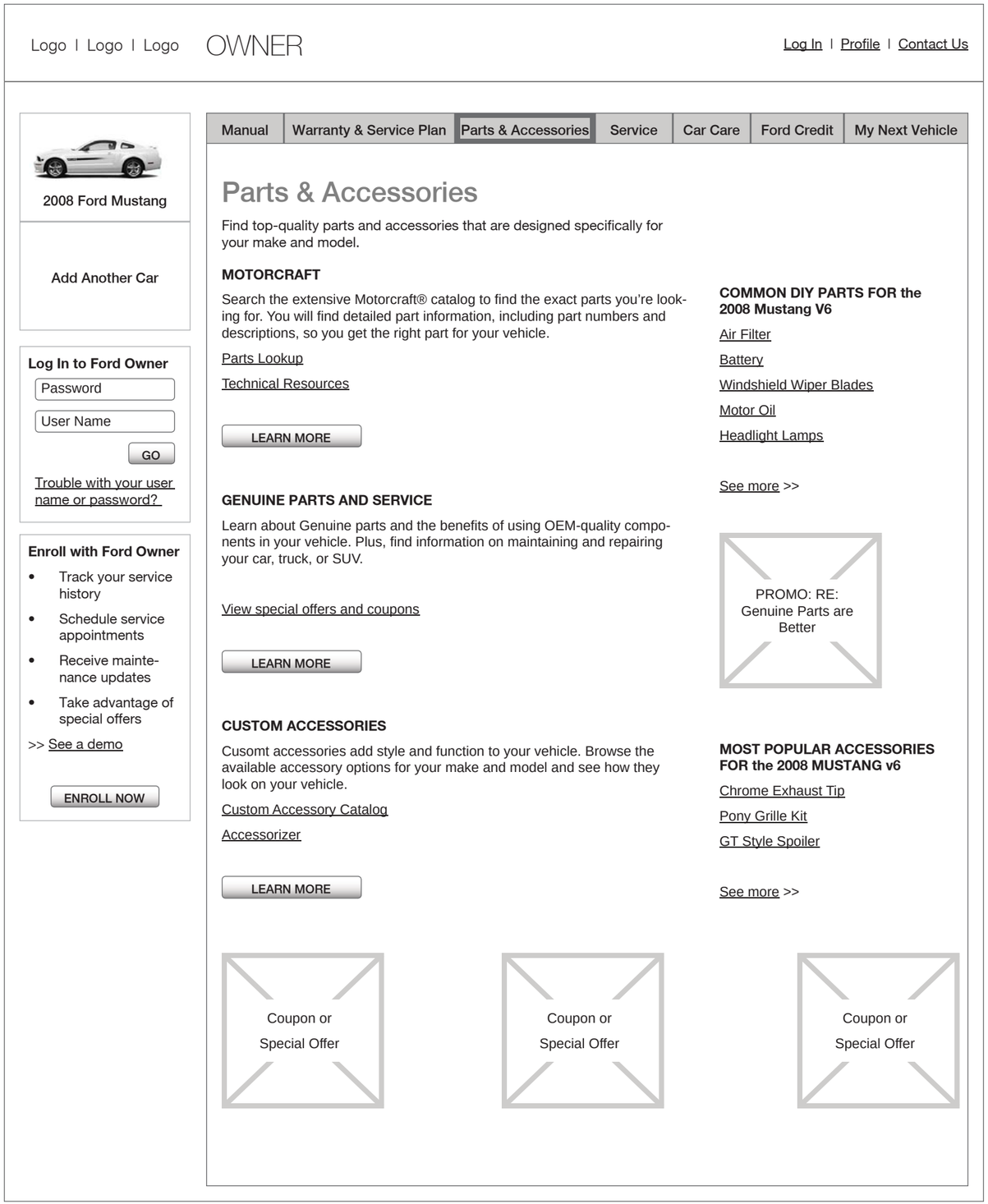
4.1 Parts & Accessories Landing Page



Page Overview

This page provides the user information on where they can get more information about genuine Ford Parts, Accessories and MotorCraft parts.

This page is comprised of five main modules/sections:

- Header
- Main (Top) Navigation bar
- Left Navigation
- Footer
- Main Content area
- Right Rail

Page States

This page exists in both the unauthenticated and authenticated states. The wireframe on the left depicts only the unauthenticated state where the unauthenticated versions of the top nav, left nav and header. In the authnticated state the page would display the authenticated versions of these modules.

Does the right rail content change for the unauthenticated state?

Main Content Area Details

1. Page Introduction - This area will display content that informs the user about Ford parts and how the contents on this page will help them find the parts they are looking for.
2. MotorCraft description - This area will give the user a brief overview of MotorCraft.
3. MotorCraft Parts Lookup link - This link will take the user to the parts lookup page on the MotorCraft site.
4. MotorCraft Technical Resources link - This link will take the user to the techinical resources page on the MotorCraft site.
5. MotorCraft Learn More button - This button will bring the user to the MotorCraft homepage.
6. Genuine Parts & Service description - This area will give the user a brief overview of Genuine Parts & Service.
7. Genuine Parts & Service View special offers and coupons link - This link will take the user to the coupon lookup page on the Genuine Parts & Service site.
8. Genuine Parts & Service Learn More button - This button will bring the user to the Genuine Parts & Service homepage.
9. Custom Accessories description - This area will give the user a brief overview of the Ford Custom Accessories site .
10. Custom Accessories Custom Accessory Catalog link - This link will take the user to the catalog search page on the Ford Custom Accessories site.
11. Custom Accessories Accessorizer link - This link will take the user to the Accessorizer tool on the Ford Custom Accessories site.
12. Custom Accessories Learn More button - This button will bring the user to the Custom Accessories homepage.
13. Service coupon area - This area will display graphical based discount offers. These offers should be different from the offers in the Special Offers area but do not necessarily have to be.

Right Rail Details

14. Common Parts module - This module will display commonly search for parts on the Genuine Parts & Service and MotorCraft sites. This module will be a static list of common parts? Where does "See more" go?
15. Promotional module - This module will display promotional advertising for genuine Ford parts.
16. Vehicle specific accessories - This module will display popular accessories from the Ford Custom Accessories site for the user's selected vehicle. Does this module appear if the user has not selected a vehicle?

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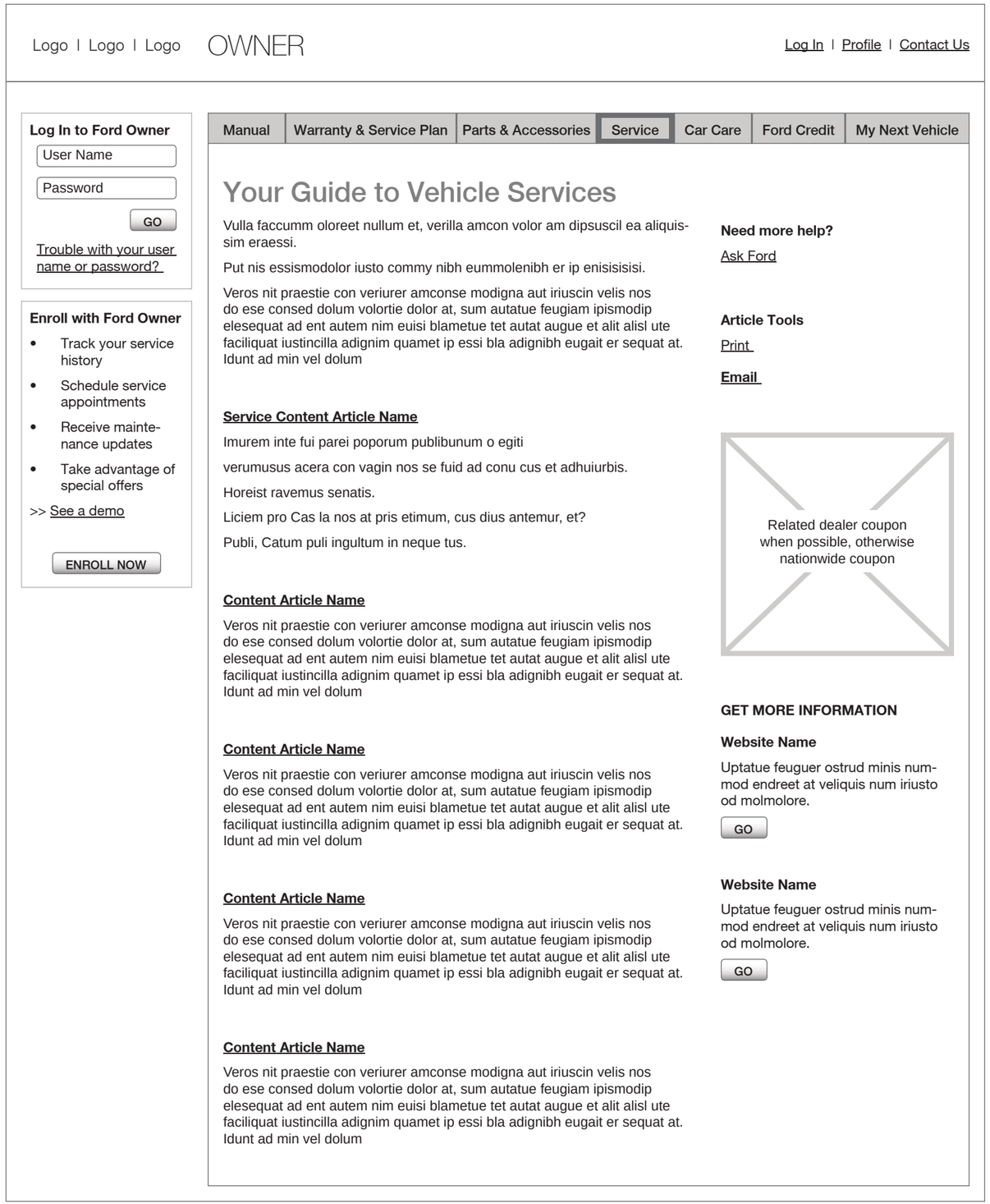
5.4 Your Guide to Vehicle Services



Page Overview

This page is the landing page for the Services area of the Ford Owner site. This page is arrived at when the user clicks on the "Your Guide to Vehicle Services" link under the Service element in the main navigation bar. This page is comprised of six main modules/sections:

- Header
- Main (Top) Navigation bar
- Left Navigation
- Footer
- Main Content area
- Right Rail

Page States

This page exists in both the unauthenticated and authenticated states. The wireframe on the left depicts only the authenticated state where the authenticated versions of the top nav, left nav and header modules are displayed. In the unauthenticated state, the page would display the unauthenticated versions of these modules.

Main Content Area Details

1. Introduction area - This text area will give the user an overview of services offered by Ford.
2. Service Content Article Name - whats the difference b/w this and 3?
3. Content Article area - This area will display an article title and a short blurb about the article/first part of the article. The title of the article will act as a link to the full article page (5.4.1).

Right Rail Details

4. Need more help? "Ask Ford" link- This area will have a link out to the AskFord.com website
5. Article Tools "Print" link - This link will pop up a printer friendly version of this page
6. Article Tools "Email" link - This link will pop up a window to allow the user to send a link to this page to a friend.
7. Coupon - This area will display a coupon related to the content category the user is viewing. If there is no coupone related to this content category the system will display a national coupon.
8. More Information area - This area will show brief overviews of 2 sites that have content related to the content category the user if viewing and provide a link to the site. Is this purely text? How do we know what to show here?

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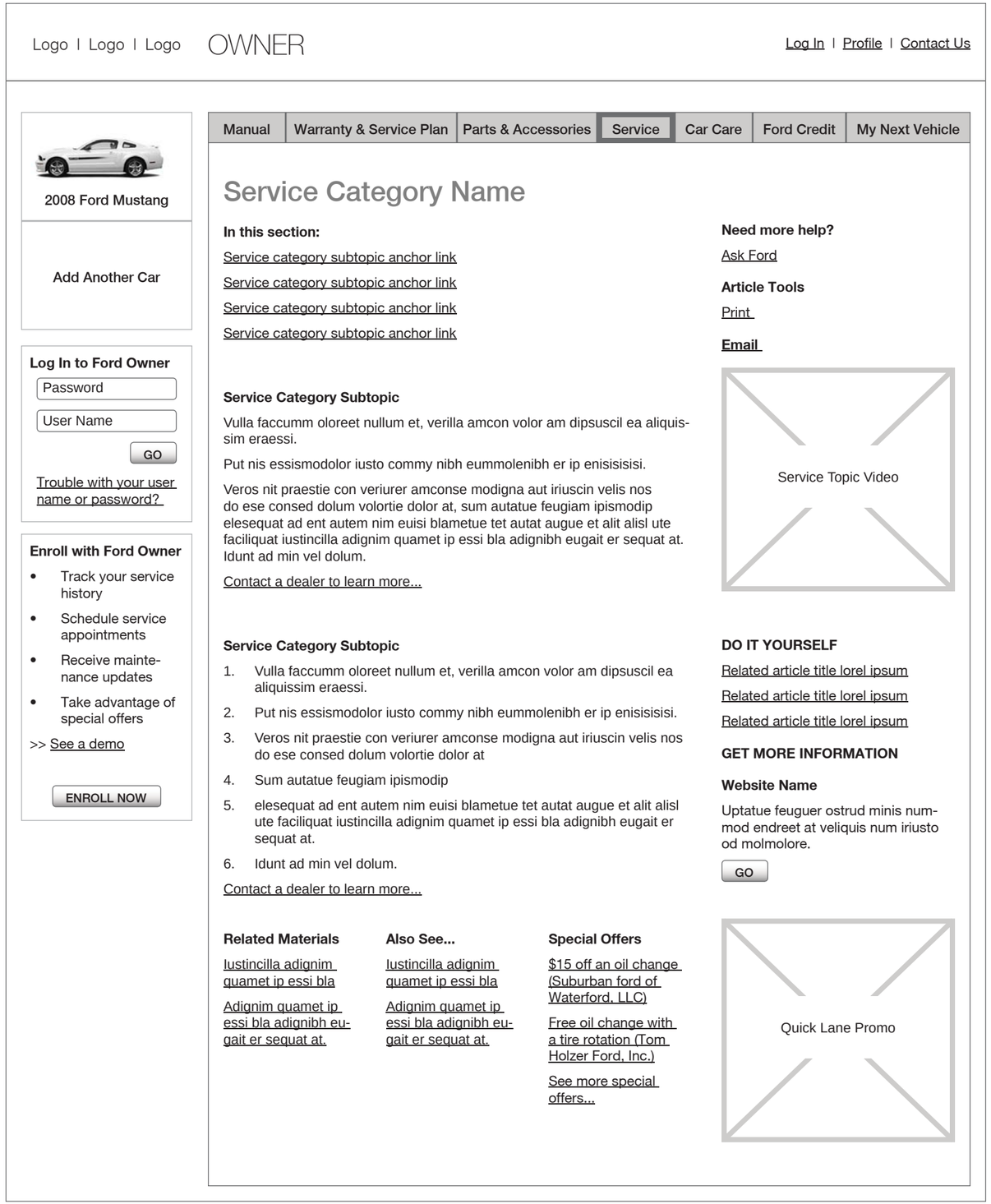
5.4.1 Service Article Page



Page Overview

This page is the landing page for the Service Description category in the Service section of the site. This page is comprised of six main modules/ sections:

- Header
- Main (Top) Navigation bar
- Left Navigation
- Footer
- Main Content area
- Right Rail

Page States

This page exists in both the unauthenticated and authenticated states. The wireframe on the left depicts only the unauthenticated state where the unauthenticated versions of the top nav, left nav and header. In the authnticated state the page would display the authenticated versions of these modules.

Main Content Area Details

1. Service category

Right Rail Details

2. Need more help? “Ask Ford” link- This area will have a link out to the AskFord.com website
3. Article Tools “Print” link - This link will pop up a printer friendly version of this page
4. Article Tools “Email” link - This link will pop up a window to allow the user to send a link to this page to a friend.
5. Coupon - This area will display a coupon related to the content category the user is viewing. If there is no coupone related to this content category the system will display a national coupon.
6. Do-It-Yourself - This area will display links to DIT articles that are related to the Service Category being viewed.
7. More Information area - This area will show brief overviews of 2 sites that have content related to the content category the user if viewing and provide a link to the site. Is this purely text? How do we know what to show here?

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6.1 Car Care Category Index

Logo | Logo | Logo OWNER

Log In | Profile | Contact Us

2008 Ford Mustang

Add Another Car

Log In to Ford Owner

Password

User Name

GO

Trouble with your user name or password?

Enroll with Ford Owner

- Track your service history
- Schedule service appointments
- Receive maintenance updates
- Take advantage of special offers

>> See a demo

ENROLL NOW

Manual | Warranty & Service Plan | Parts & Accessories | Service | Car Care | Ford Credit | My Next Vehicle

Content Category Name

Vulla faccumm oloreet nullum et, verilla amcon volor am dipsuscil ea aliquissim eraessi.

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Content Topic Name

Imurem inte fui parei poporum publibunum o egiti

verumusus acera con vagin nos se fuid ad conu cus et adhuiurbis.

Horeist ravemus senatis.

Liciem pro Cas la nos at pris etimum, cus dius antemur, et?

Publi, Catum puli ingultum in neque tus.

Content Topic Name

Imurem inte fui parei poporum publibunum o egiti

verumusus acera con vagin nos se fuid ad conu cus et adhuiurbis.

Horeist ravemus senatis.

Liciem pro Cas la nos at pris etimum, cus dius antemur, et?

Publi, Catum puli ingultum in neque tus.

Content Topic Name

Imurem inte fui parei poporum publibunum o egiti

verumusus acera con vagin nos se fuid ad conu cus et adhuiurbis.

Horeist ravemus senatis.

Liciem pro Cas la nos at pris etimum, cus dius antemur, et?

Publi, Catum puli ingultum in neque tus.

Need more help?

Ask Ford

Article Tools

Print

Email

Related dealer coupon when possible, otherwise nationwide coupon

GET MORE INFORMATION

Website Name

Uptatue feuguer ostrud minis nummod endreet at veliquis num iriusto od molmolore.

GO

Website Name

Uptatue feuguer ostrud minis nummod endreet at veliquis num iriusto od molmolore.

GO

Page Overview

This page is the landing page for the content categories under the Car Care section of the site. Each of the links under the Car Care section in the main navigation bar will have its own content category landing page. This page is comprised of six main modules/sections:

- Header
- Main (Top) Navigation bar
- Left Navigation
- Footer
- Main Content area
- Right Rail

Page States

This page exists in both the unauthenticated and authenticated states. The wireframe on the left depicts only the unauthenticated state where the unauthenticated versions of the top nav, left nav and header. In the authnticated state the page would display the authenticated versions of these modules.

Main Content Area Details

1. Content Introduction area - This area will give the user an overview of the type of car care content that is available on this page.
2. Content Topic area - This area will group the links under the car care category the user clicked on in the main nav bar into more specific topics. For example, if the user clicked on the Driving Tips category link under the Car Care main nav element,they would be brought to a the Driving Tips category landing page where possible content topics could be safe driving, fuel efficient driving, sport/performance driving. Content topic areas will repeat for each topic that exists. The links under each content topic can be specific to the vehicles the user has selected/in their online garage?
3. Content Topic article link - These are the links that serve as the body of each content topic area. This link will bring the user to an article related to the topic. For example, if you are on the Driving Tips category landing page under the Safe Driving topic, there could be a link to an article (6.2)about driving safely with a child in the car.

Right Rail Details

4. Need more help? “Ask Ford” link- This area will have a link out to the AskFord.com website
5. Article Tools “Print” link - This link will pop up a printer friendly version of this page
6. Article Tools “Email” link - This link will pop up a window to allow the user to send a link to this page to a friend.
7. Coupon - This area will display a coupon related to the content category the user is viewing. If there is no coupone related to this content category the system will display a national coupon.
8. More Information area - This area will show brief overviews of 2 sites that have content related to the content category the user if viewing and provide a link to the site. Is this purely text? How do we know what to show here?

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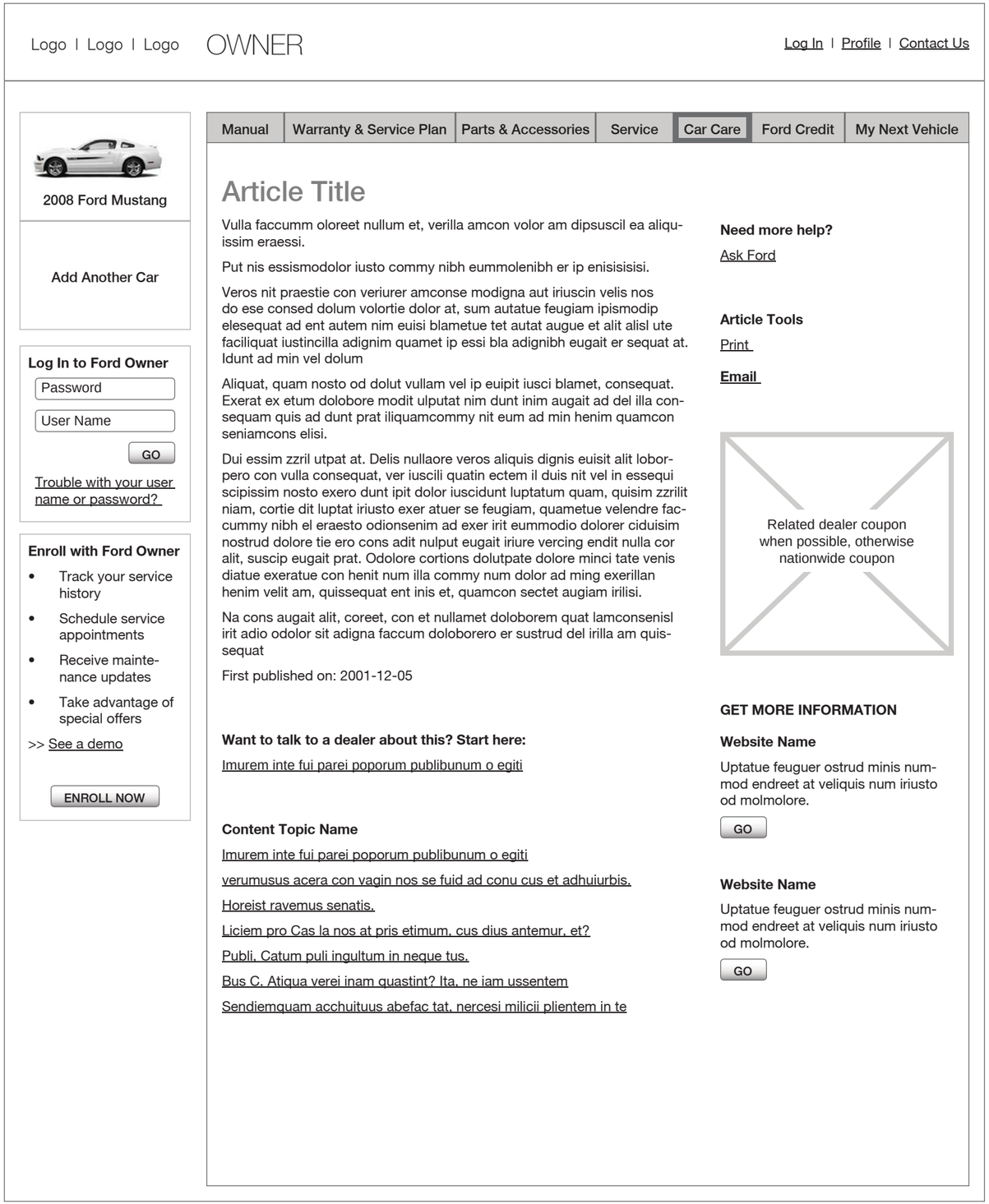
6.2 Car Care Article Page



Page Overview

This page is the full article page for content in the Car Care section of the site. This page is comprised of six main modules/sections:

- Header
- Main (Top) Navigation bar
- Left Navigation
- Footer
- Main Content area
- Right Rail

Page States

This page exists in both the unauthenticated and authenticated states. The wireframe on the left depicts only the unauthenticated state where the unauthenticated versions of the top nav, left nav and header. In the authntication state the page would display the authenticated versions of these modules.

Main Content Area Details

1. Article Title
2. Article Body - Full article body with no pagination for longer articles
3. Article Publish Date - Date will be displayed in the following format: “First published on: [yyyy-mm-dd]”
4. Ask a Dealer link - This link will take the user to the Find a Dealer page (5.6) that will allow them to search for a dealer. If the user is authenticated the user will be brought to the My Dealer page (9.4)
5. Content Topic area - This area will show links to other articles under the same content topic as the article they are viewing.

Right Rail Details

6. Need more help? “Ask Ford” link- This area will have a link out to the AskFord.com website
7. Article Tools “Print” link - This link will pop up a printer friendly version of this page
8. Article Tools “Email” link - This link will pop up a window to allow the user to send a link to this page to a friend.
9. Coupon - This area will display a coupon related to the content category the user is viewing. If there is no coupone related to this content category the system will display a national coupon.
10. More Information area - This area will show brief overviews of 2 sites that have content related to the content category the user if viewing and provide a link to the site. Is this purely text? How do we know what to show here?

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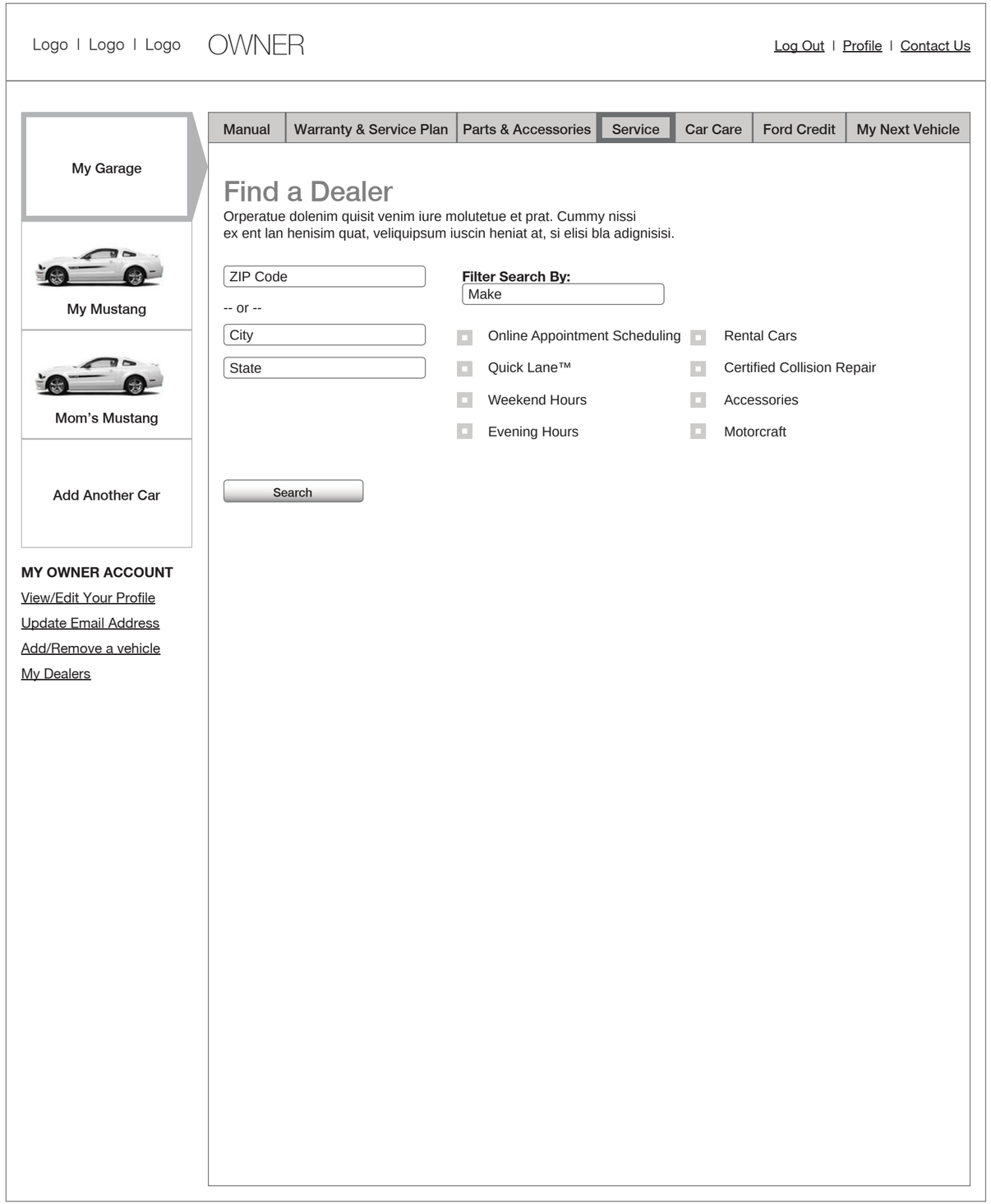
5.6 Find a Dealer



Page Overview

This is the Find a Dealer page where the user can search for Ford dealers using various filters. This page is comprised of five main modules/ sections:

- Header
- Main (Top) Navigation bar
- Left Navigation
- Footer
- Main Content area

Page States

This page exists for both the unauthenticated and authenticated users. The wireframe on the left depicts the state with an authenticated user.

Main Content Area Details

1. Find a Dealer - This area will display controls to allow the user to search for a dealer based on zip code or city & state and filter results by specific dealer capabilities/amenities.
2. Zip code field - This field will allow the user to enter a zip code to search for a dealer. This field will only allow numeric entries.
3. City field - This field will allow the user to enter a city name to seach for a dealer. This field must be used in conjunction with the state field.
4. State field - This field will allow the user to enter a 2 letter state abbreviation or the full state name to search for a dealer. This field must be used in conjunction with the city field.
5. Search filters - The user will also be able to filter their search results by the following dealer capabilities/amenities so that only dealers that meet all the requirements are returned in the search results
   - Make Dropdown - Allows the user to filter on a Ford, Lincoln or Mercury vehicle
   - Online Appointment Scheduling
   - QuickLane
   - Weekend Hours
   - Evening Hours
   - Rental Cars
   - Certified Collision Repair
   - Custom Accessories dealer
   - MotorCraft parts dealer
6. Search button - This button will initiate the search provided the user has input a zip code or a city and state combination. The user will be brought to the search results page to view the dealers that matched their search criteria.

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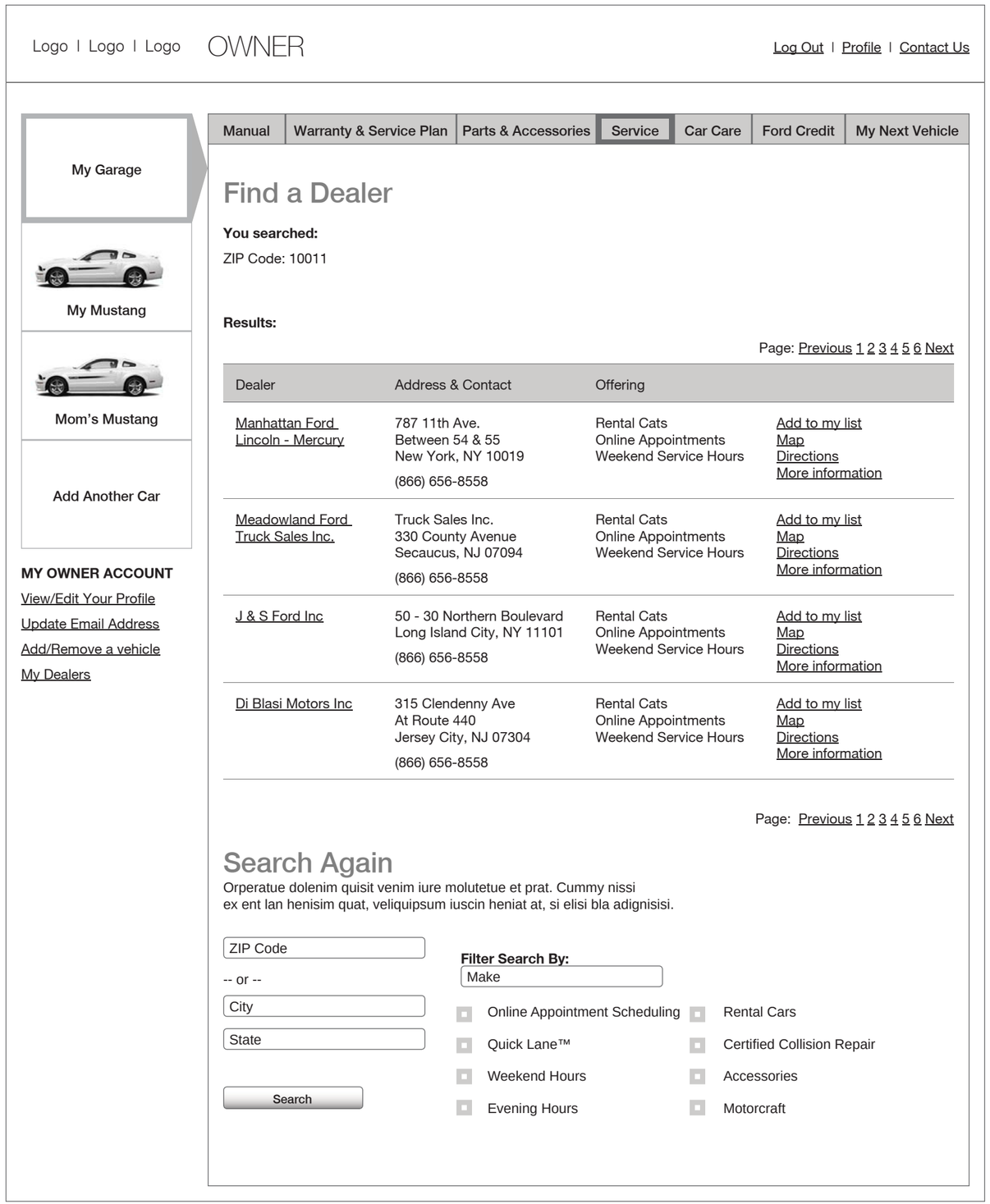
5.6.1 Find a Dealer Results



Page Overview

This is the dealer detail page that will provide the user with more in-depth information about a dealer. This page is comprised of five main modules/ sections:

- Header
- Main (Top) Navigation bar
- Left Navigation
- Footer
- Main Content area

Page States

This page exists for both the unauthenticated and authenticated users. For the authenticated user the page will display authntication version of the main navigation, left navigation and header modules. The wireframe on the left depicts the state with an authenticated user.

Main Content Area Details

1. Dealer Info - This are will display information about the dealer including:
   - Dealer Name
   - Dealer Address
   - Dealer Telephone number
2. Dealer Call to Action - This area will provide the user links to interact with the site with respect to the dealer information being displayed. The flooing links will appear in this area:
   - "Add to your Service Dealers" link - This will be a one click way to add this dealer to the user's profile. This link will only appear if the user is authenticated.
   - "Map " link - This link will pop up a MultiMap page that will show the location of the dealer and other dealer metadata.
   - "Directions" link - This link will pop up a Multimap driving directions page that will have directions from the address in the user's profile to the dealer's address.
3. Dealer Details - This area will list the amenities and types of services this dealer offers. The user will also be provided links to "Visit Dealer's Website" and "Schedule service" at the dealership.
4. Dealer Hours of Operation - This area will display the dealer's sales, service and parts department hours of operation.
5. Dealer Special Offers - This area will show dealer coupons the dealer has set up through Ford's GDR4 system. If the dealer has not setup any dealer specific coupons this area will show national discount coupons.
6. Dealer Website link - This link will being the user to the dealership's website.

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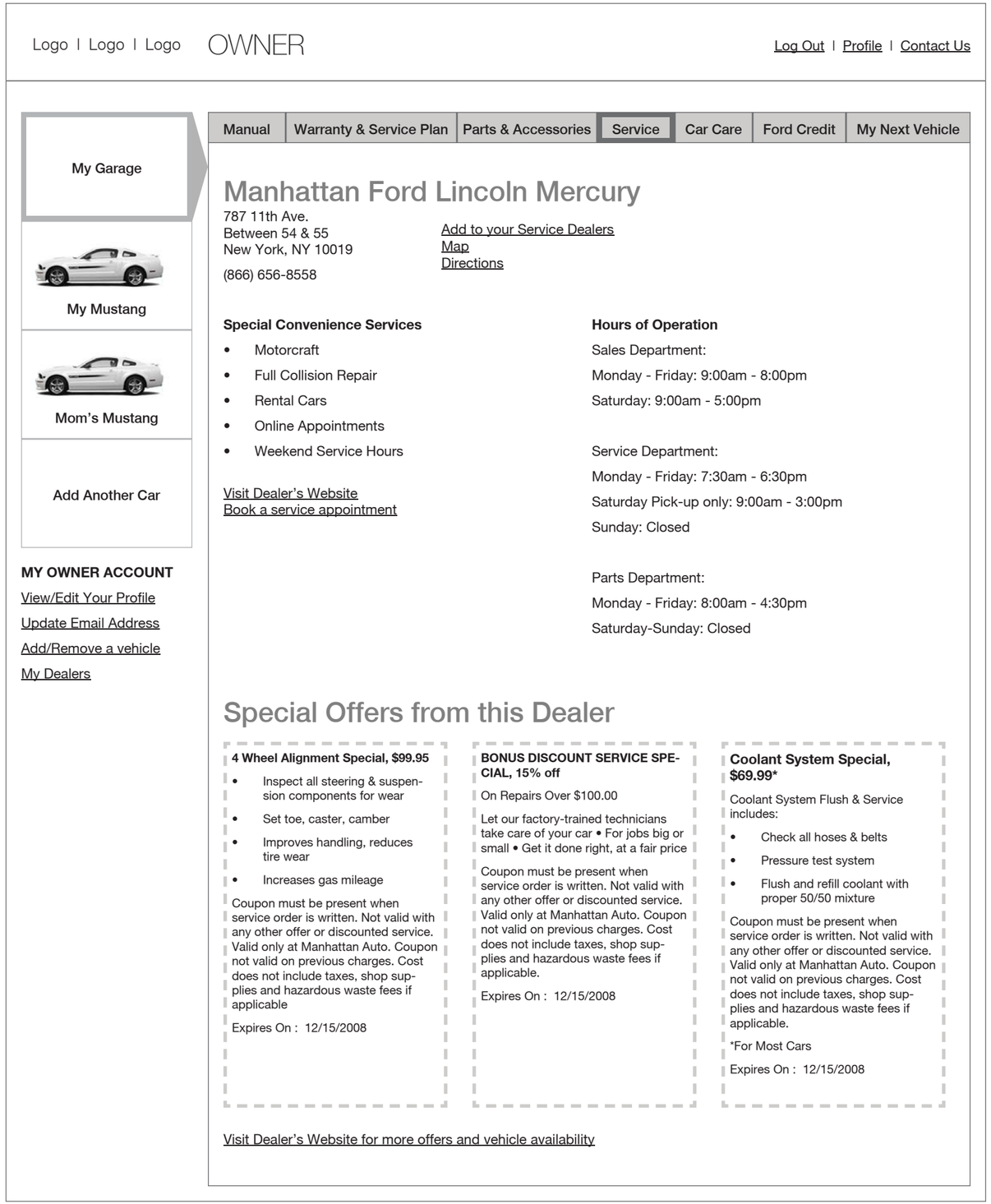
5.6.2 Dealer Detail



Page Overview

This is the dealer detail page that will privde the user with more in-depth information about a dealer. This page is comprised of five main modules/ sections:

- Header
- Main (Top) Navigation bar
- Left Navigation
- Footer
- Main Content area

Page States

This page exists for both the unauthenticated and authenticated users. For the authenticated user the page will display authntication version of the main navigation, left navigation and header modules. The wireframe on the left depicts the state with an authenticated user.

Main Content Area Details

1. Dealer Info - This are will display information about the dealer including:
   - Dealer Name
   - Dealer Address
   - Dealer Telephone number
2. Dealer Call to Action - This area will provide the user links to interact with the site with respect to the dealer information being displayed. The flooing links will appear in this area:
   - "Add to your Service Dealers" link - This will be a one click way to add this dealer to the user's profile. This link will only appear if the user is authenticated.
   - "Map " link - This link will pop up a MultiMap page that will show the location of the dealer and other dealer metadata.
   - "Directions" link - This link will pop up a Multimap driving directions page that will have directions from the address in the user's profile to the dealer's address.
3. Dealer Details - This area will list the amenities and types of services this dealer offers. The user will also be provided links to "Visit Dealer's Website" and "Schedule service" at the dealership.
4. Dealer Hours of Operation - This area will display the dealer's sales, service and parts department hours of operation.
5. Dealer Special Offers - This area will show dealer coupons the dealer has set up through Ford's GDR4 system. If the dealer has not setup any dealer specific coupons this area will show national discount coupons.
6. Dealer Website link - This link will being the user to the dealership's website.

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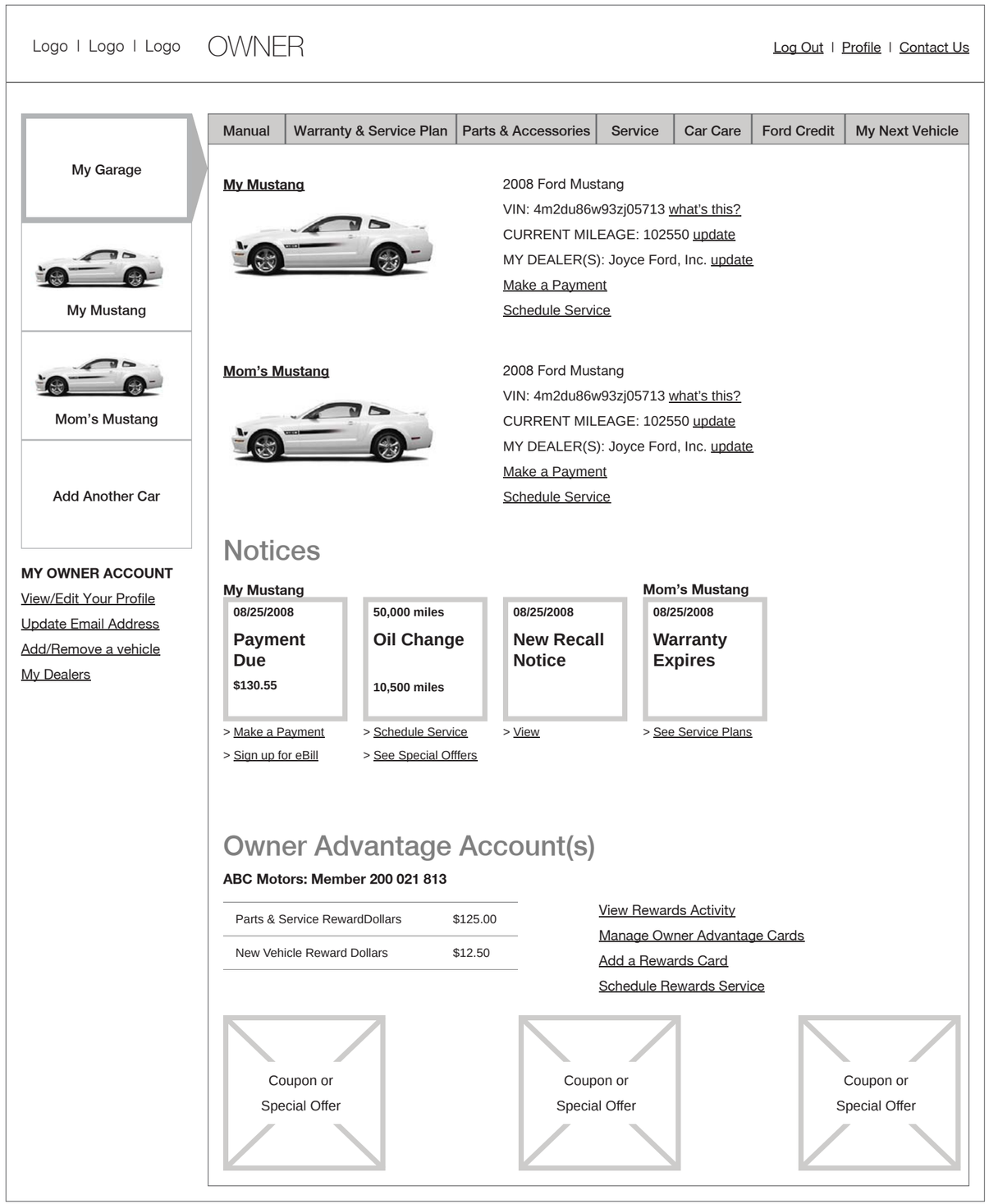
9.2 My Garage



Page Overview

This is the My Garage page that give the user an overview of the vehicles in their online profiles. This page is arrived at by clicking the "My Garage" element in the left navigation bar's vehicle selector. This page is comprised of five main modules/sections:

- Header
- Main (Top) Navigation bar
- Left Navigation
- Footer
- Main Content area

Page States

This page only exists in the authenticated state as such this page will always display the authenticated versions of the header, left nav, top nav and footer modules.

Main Content Area Details

The content area of this page will display the vehicle and details about the vehicles that the user has in their online garage. The page will highlight notices about milestones in their vehicle lifecycle, upcoming services and upcoming payments. The user will also be presented information about their Owner Advantage accounts (if they are enrolled in Owner Advantage) and coupons and discounts that they can use at a Ford authorized service center.

1. Vehicle Image - This area will display an image (X by Y pixels) of the vehicle that the user has specified during their session initiation. The image will be pulled from a database of stock images to be provided by Ford. The individual color of the user's vehicle cannot be displayed on the vehicle image. This will be repeated for every vehicle in the owner's garage.
2. Vehicle Information area - This text area will display vehicle model year, name, VIN, current mileage and purchasing dealer information. This area will also have links to 'Make a Payment' on the vehicle and 'Schedule Service' for the vehicle. This will be repeated for every vehicle in the owner's garage.
3. 'Make a Payment' link - This link will bring the user to their Ford Credit payment page if the user has linked their Ford Credit account.
4. 'Schedule Service' link - This link will bring the user will be brought to the service scheduler page for the dealer the user has chosen as their preferred dealer in their profile.
5. Notice module
6. Owner Advantage moduie
7. Service coupon area - This area will display larger graphical based discount offers. These offers should be different from the offers in the Special Offers area but do not necessarily have to be. This area will display up to 3 offers.

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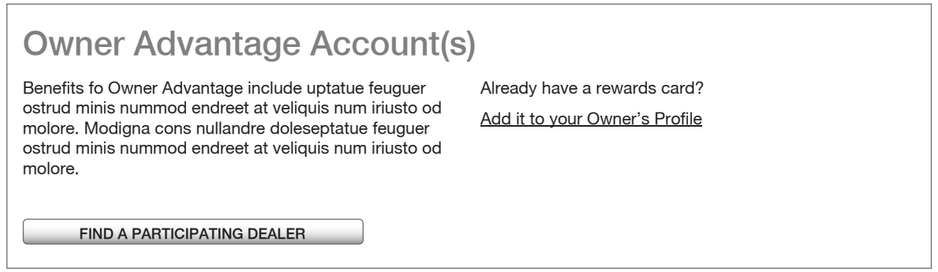
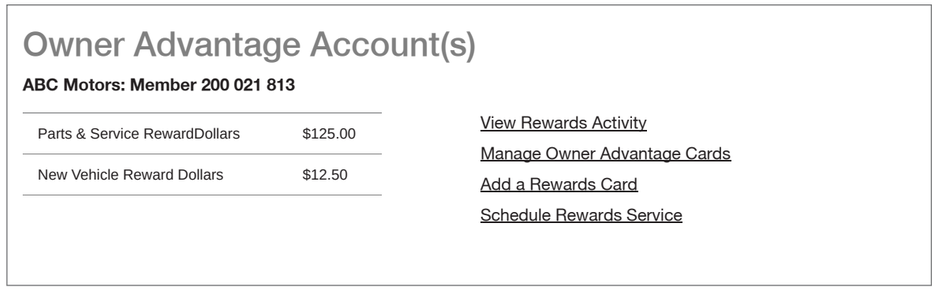
My Garage Modules: Owner Advantage

User not enrolled in Owner Advantage



User enrolled in Owner Advantage



Owner Advantage Module Overview

This module will allow the user to activate, enroll and manage their Owner Advantage account(s).

Owner Advantage Module States

This module will appear whether or not the user has an Owner Advantage account. The wireframes on the left depict both states where the user does and does not have an account.

Owner Advantage Module Details

1. No Owner Advantage account active/linked state - This state will display content that will give a brief description of the Owner Advantage program and prompt user to enroll or to add their Owner Advantage account to their owner profile.
2. "Find a Participating Dealer" link - This link will bring the user to the Find a Dealer page with the Owner Advantage filter prechecked.
3. "Add it to your Owner's profile" link - This link will bring the user to the Add an Owner Advantage card page.
4. Active Owner Advantage active/linked state - This state will display the service center(s), account numbers and both the user's current sales and service balances across their Owner Advantage account(s). Each Owner Advantage account that the user has will add additional replicants of this module.
5. "View Rewards Activity" link - This link will bring the user to the Owner Advantage reward activity page.
6. "Manage Owner Advantage Cards" link - This link will bring the user to the combine Owner Advantage cards page. What's the difference between this link and the add rewards card link?
7. "Add a Rewards Card" link - This link will bring the user to the Add an Owner Advantage card page.
8. "Schedule Rewards Service" link - This link will bring the user to a page where they can schedule service with the service cetner associated to the Owner Advantage card.

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My Garage Modules: Service History

No service history

Service History

You currently have no service history include uptatue feuguer ostrud minis nummod endreet at veliquis num iriusto od molore. Modigna cons nullandre doleseptatue feuguer ostrud minis nummod endreet at veliquis num iriusto od molore.

Scehdule Service
Find a Dealer
Parts & Accessories

ENTER SERVICE INTO YOUR LOG

With service history

Service Summary

Date	Service	Miles	Dealer or Location	Cost
7/23/2008	Scheduled Maintenance	49,470	Suburban Ford of Waterfor, LLC	$566.52
11/02/2006	Scheduled Maintenance	22.837	Suburban Ford of Waterfor, LLC	$3451.33
10/17/2006	Oil Change	7,430	Penzoil	$45.00
5/01/2006	Tire Rotation	5,276	Tom Holzer Ford, Inc.	$55.95

Service History Module Overview

The service history module will allow user to view services previously performed to the vehicle at Ford service centers.

Service History Module States

This module appears whether or not there is service history on the vehicle. The wireframes on the left depict both states o rhaving service history and not.

Service History Module Details

1. No Service history state - This state will inform the user that there are currently no service details to be displayed. The module will allow the user to links to allow the user to manually enter service performed, schedule service, find a dealer and look for parts & accessories.
2. “Enter service into your log” link - This link will bring the user to the Add Service page to manually enter service that was performed at a non-Ford service center in to the service history.
3. ‘Schedule Service’ link - This link will bring the user to the service scheduler page for the dealer the user has chosen as their service dealer in their profile.
4. Find a Dealer link - This link will bring the user to the Find a Dealer page.
5. Parts & Accessories link - This link will bring the user to the Ford Genuine Parts & Service homepage.
6. Vehicle with Service History state - This state will display the 5 most recent services performed to the vehicle. Each row in this view will display the following information: date services performed, type of service performed, vehicle mileage when performed, service provider, total cost. How are multiple services performed during a single visit depicted here? Where is the functionality to manually add service?

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My Garage Modules: Notices

No current notices

Notices

You currently have no notices uptatue feuguer ostrud minis nummod endreet at veliquis num iriusto od molore. Modigna cons nullandre doleseptatue feuguer ostrud minis nummod endreet at veliquis num iriusto od molore.

There are currently no recall notices for this vehicle.

Schedule Service
Make a Payment
Sign up for eBill
See special offers
See Service Plans

With current notices

Notices

My Mustang

08/25/2008

Payment Due

$130.55

> Make a Payment
> Sign up for eBill

50,000 miles

Oil Change

10,500 miles

> Schedule Service
> See Special Offfers

08/25/2008

New Recall Notice

> View

Mom's Mustang

08/25/2008

Warranty Expires

> See Service Plans

Notice Module Overview

This module can display upcoming events and milestones that pertain to the owner's account or vehicles. The notices will be grouped for each vehicle the user has in their profile. The types of notices in this area will include:

- Payments due
- upcoming scheduled maintenances
- recall notices
- warranty expiration

Notice Module States

This module will appear whether or not there are active notices. The two wireframes on the left depict both states.

Notice Module Details

1. No active notices state - The module will inform the user what types of notices can appear in this area and that there are currently no notices for them.
2. 'Schedule Service' link - This link will bring the user will be brought to the service scheduler page for the dealer the user has chosen as their preferred dealer in their profile.
3. 'Make a Payment' link - This link will bring the user to their Ford Credit payment page if the user has linked their Ford Credit account.
4. "Sign up for eBill" link - This link will bring the user to the eBill sign up page on the Ford Credit site.
5. "See special offers" link - This link will bring the user to a page where they can view the discounts that they can receive pertaining to the vehicle.
6. "See service plans" link - This link will bring the user to the ESP landing page (3.2).
7. Active notices state - The module will display the notices listed above as applicable to the state of the ownership or vehicle lifecycle.
8. Payment due notification - This notice will appear when a payment is due within 1 week of the due date. The notice will inform the user what the due date is and how much is due. A "Make a Payment" link will appear if the user has linked their Owner account to their Ford Credit account. A "Sign up for eBill" link will appear if the user has not signed up for eBill functionality.
9. Scheduled Maintenance notification - This notice will appear when the user's vehicles reported mileage is within 2500 miles of the next milestone maintenance. The notice will display what upcoming service is needed and at what mileage it should be performed at. Below the notice there will be a "Schedule Service" link to allow the user to schedule service for this service at the service dealer they have set in their profile. If there are current national or dealer coupons for this service there will also be a "See special offers" link to let the user view the discounts that they can receive pertaining to the scheduled service they are being alerted about.
10. Recall notification - This notice will inform the user that there is a open recall on one of their vehicles. This notice will continue to appear until the user has this recall work performed on their vehicle. The notice will inform the user what date this recall was published. A "View" link below the notice will take the user to a page where more details about the recall can be viewed.
11. Warranty Expiration notification - This notice will appear if the users vehicle is within 5000 miles or 3 months of its warranty expiration. If the user does not have an ESP plan associated to their vehicle a "See service plans" link will appear below the notification to bring the user to the ESP landing page.

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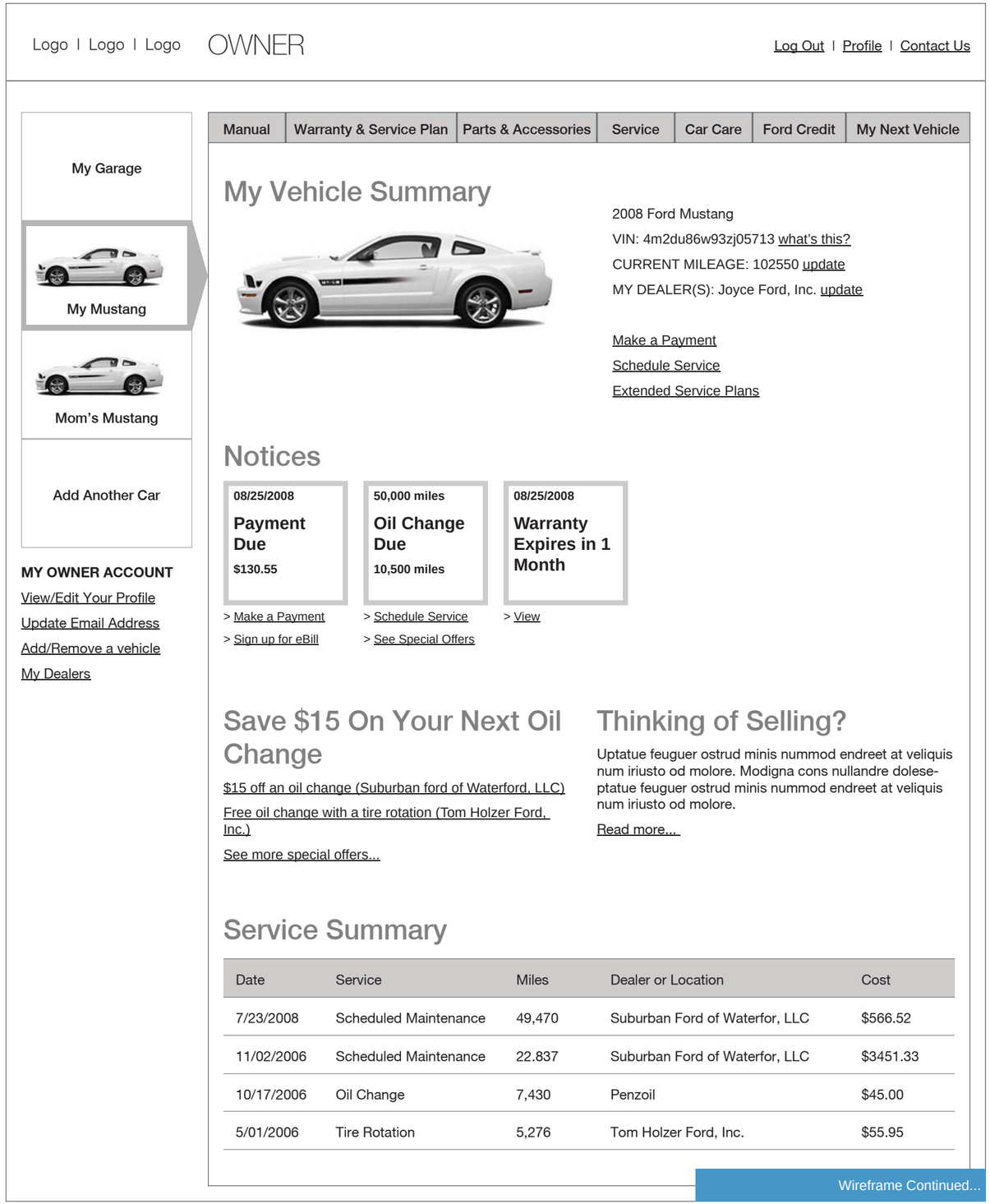
9.3 My Vehicle (Authenticated)



Page Overview

This is the unauthenticated vehicle summary page that provides the user a general overview about this vehicle. The main content section of this page will display:

- A picture of the vehicle
- Vehicle model year, name and VIaN (if provided)
- Service discount offers
- Content and links about selling the vehicle
- Links to vehicle documentation, detailed specifications and ownership information and tips

This page is comprised of five main modules/sections:

- Header
- Main (Top) Navigation bar
- Left Navigation
- Footer
- Main Content area

Page States

This page exists for both the unantuhenticated and authenticated user. The wireframe on the left displays the authenticated state as such the authenticated versions of the header, main nav, left nav and footer modules.

Page Details

1. Vehicle Image - This area will display an image of the vehicle that the user has specified during their session initiation. The image will be pulled from a database of stock images to be provided by Ford. The individual color of the user's vehicle cannot be displayed on the vehicle image.
2. Vehicle Information area - This text area will display vehicle model year, name, VIN, current mileage and purchasing dealer information. This area will also have links to 'Make a Payment' on the vehicle and 'Schedule Service' for the vehicle. This will be repeated for every vehicle in the owner's garage.
3. 'Make a Payment' link - in the authenticated state the link will bring the user to their Ford Credit payment page if the user has linked their Ford Credit account. If an authenticated user has not linked their Owner account to a Ford Credit account this link will bring the user to the Ford Credit login/register page
4. 'Schedule Service' link - In the authenticated state, the user will be brought to the service scheduler page for the dealer the user has chosen as their preferred dealer in their profile.
5. 'Extended Service Plans' link - This link will bring the user to the Ford ESP main landing page (3.2). This link will not appear if the user already has an ESP plan.
6. Notices Module
7. Special Offers area - This area will display a short topic header that will convey to the user that contained in this area are discount offers for service and/or consumables related to their vehicle followed by links to individual discounts. The text of each offer will be pulled from the GDR4 engine based on the information it has on the user. The links will bring the user to a page where they can view more details of the offer adn print the coupon.
8. Vehicle Selling area - This area will display content about how tools and services Ford provides can help the user sell their vehicle. The 'Read more...' link will bring the user to the selling tools/resources page.
9. Service Summary Module

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9.3 My Vehicle (Authenticated)

...Wireframe Continued

Vehicle Documentation

Owner Manual (3rd Printing)

Navigation System Quick Start Guide

Scheduled Maintenance Guide

Quick Reference Guide

Driving Your SUV or Truck

Vehicle Specs

Additional Documentation

Technical Service Bulletins

Vehicle Recall Notices

Roadside Assistance Card

En Espanol

See complete documentation library for your vehicle

If you don't have the Acrobat Reader installed, please click here to download a free version of the software.

1. Primary Vehicle Documentation area - This area will display links/ icons to vehicle specific documents, such as owner's manuals, warranties, vehicle system (NAV, satellite radio, etc) reference guides, vehicle specifications and scheduled maintenance guides
2. Secondary Vehicle Documentation area - This area will display links to secondary vehicle documentation/information such as technical service bulletins, recall information, roadside assistance. There will alos be a link in this area to a page that has links to every piece of online vehicle documentation for the user's vehicle.
3. Service coupon area - This area will display larger graphical based discount offers. These offers should be different from the offers in the Special Offers area but do not necessarily have to be.

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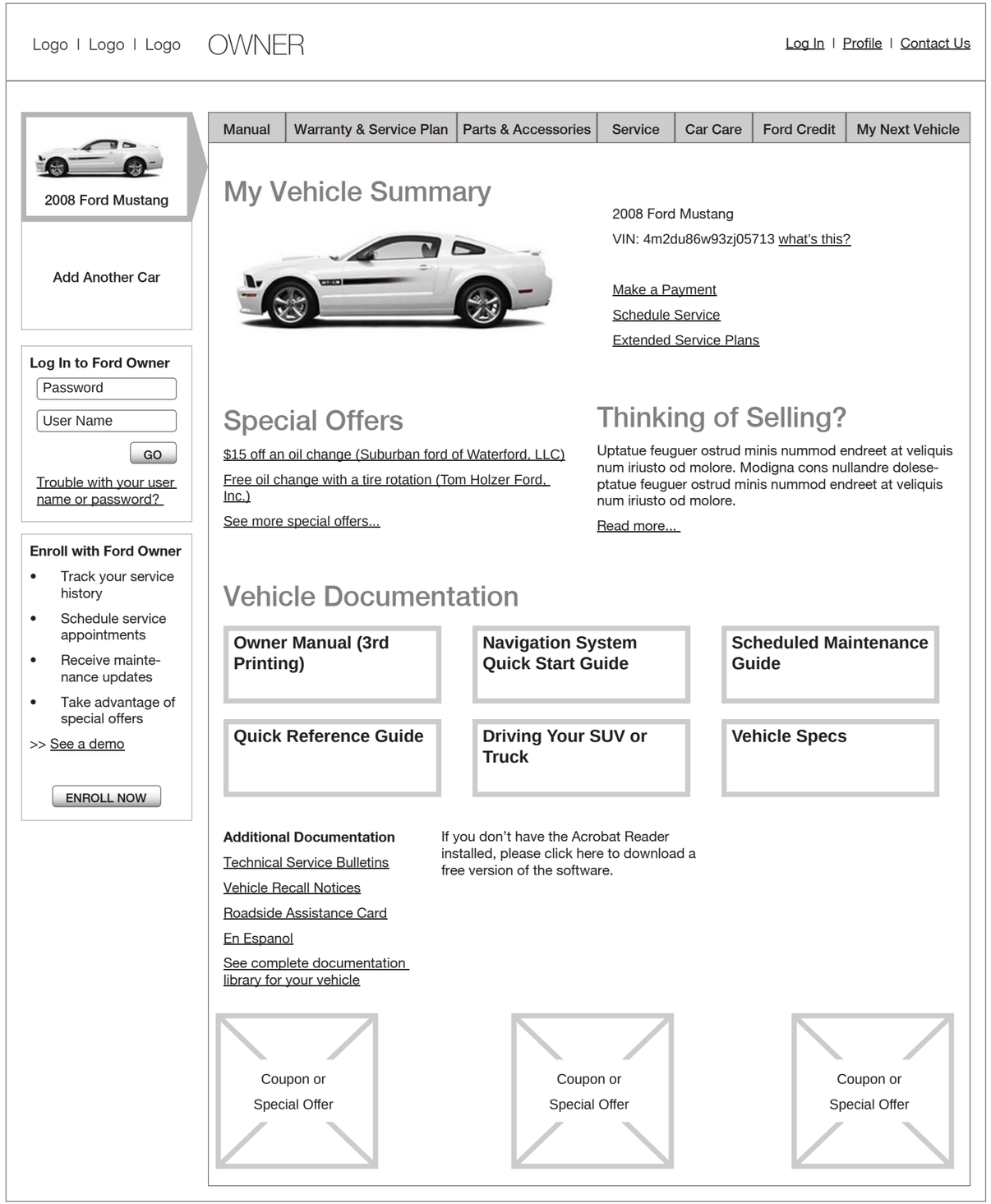
9.3a My Vehicle (Unauthenticated)



Page Overview

This is the unauthenticated vehicle summary page that provides the user a general overview about this vehicle. The main content section of this page will display:

- A picture of the vehicle
- Vehicle model year, name and VIN (if provided)
- Service discount offers
- Content and links about selling the vehicle
- Links to vehicle documentation, detailed specifications and ownership information and tips

This page is comprised of five main modules/sections:

- Header
- Main (Top) Navigation bar
- Left Navigation
- Footer
- Main Content area

Page States

This page exists for both the unantuhenticated and authenticated user. The wireframe on the left displays the unauthenticated state as such the unauthenticated versions of the header, main nav, left nav and footer modules.

Page Details

1. Vehicle Image - This area will display an image (X by Y pixels) of the vehicle that the user has specified during their session initiation. The image will be pulled from a database of stock images to be provided by Ford. The individual color of the user's vehicle cannot be displayed on the vehicle image.
2. Vehicle Information area - This text area will display vehicle model year, name and VIN information (if provided.) This area will also have links to 'Make a Payment' on the vehicle, 'Schedule Service' for the vehicle and 'Extended Service Plans'.
3. 'Make a Payment' link - In the unauthenticated state, the 'Make a Payment' link will take the user to a Ford Credit login/register page;
4. 'Schedule Service' link - In the unauthenticated state, this link will bring the user to a dealer search page to allow the user to choose a dealer to schedule service.
5. 'Extended Service Plans' link - This link will bring the user to the Ford ESP main landing page.
6. Special Offers area - This area will display a short topic header that will convey to the user that contained in this area are discount offers for service and/or consumables related to their vehicle followed by links to individual discounts. The text of each offer will be pulled from the GDR4 engine based on the information it has on the user. The links will bring the user to a page where they can view more details of the offer adn print the coupon.
7. Vehicle Selling area - This area will display content about how tools and services Ford provides can help the user sell their vehicle. The 'Read more...' link will bring the user to the selling tools/resources page.
8. Primary Vehicle Documentation area - This area will display links/ icons to vehicle specific documents, such as owner's manuals, warranties, vehicle system (NAV, satellite radio, etc) reference guides, vehicle specifications and scheduled maintenance guides
9. Secondary Vehicle Documentation area - This area will display links to secondary vehicle documentation/information such as technical service bulletins, recall information, roadside assistance. There will alos be a link in this area to a page that has links to every piece of online vehicle documentation for the user's vehicle.
10. Service coupon area - This area will display larger graphical based discount offers. These offers should be different from the offers in the Special Offers area but do not necessarily have to be. This area will display up to 3 offers.

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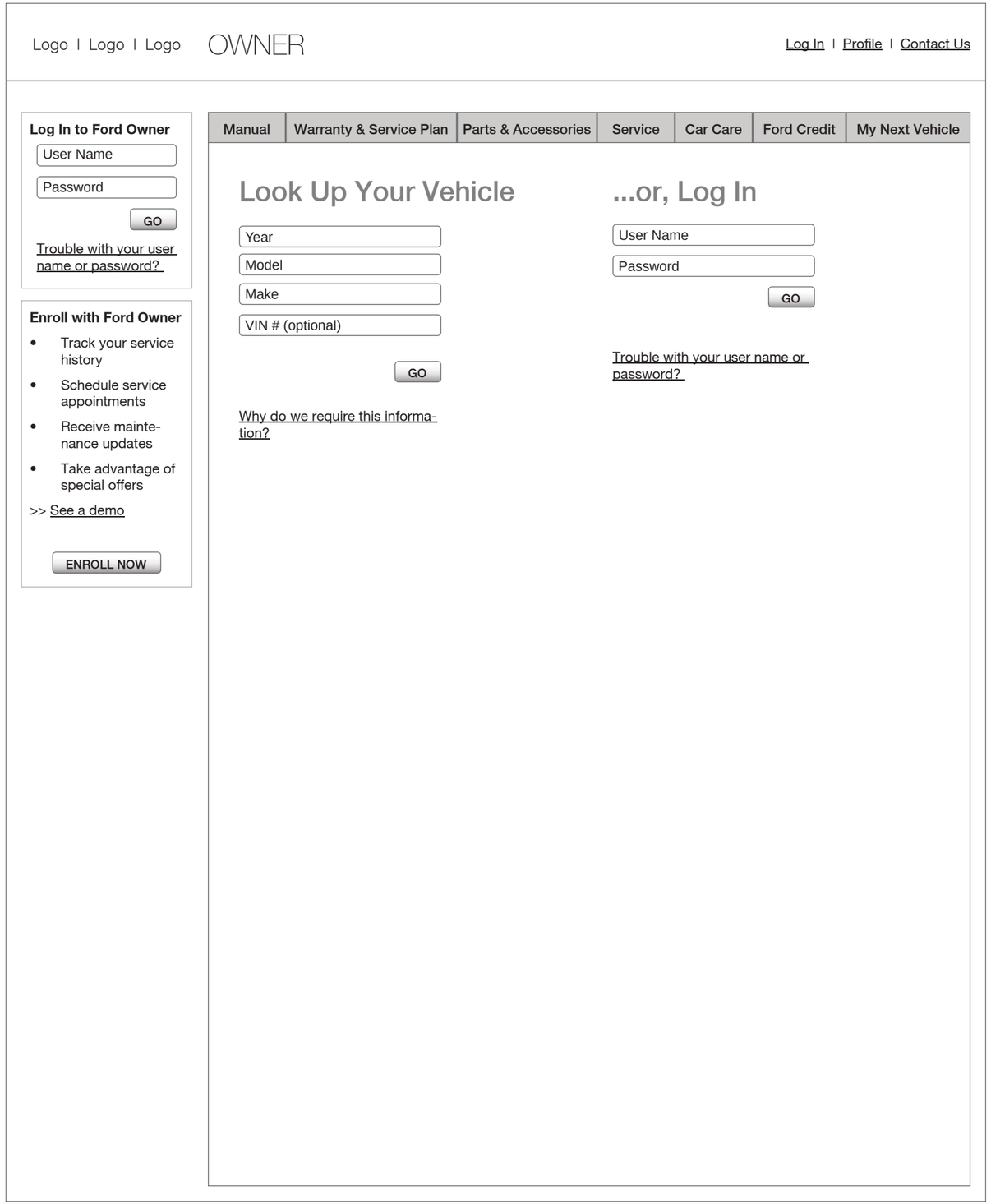
10.1 Log In / ID Vehicle



Page Overview

This page will allow an unauthenticated user to identify a vehicle(s) to use during their websession or login to the site using the on page controls. This page is comprised of five main modules/sections:

- Header
- Main (Top) Navigation bar
- Left Navigation
- Footer
- Main Content area

Page States

This page only has the unauthenticated state as such this page will always display the unauthenticated versions of the header, left nav, top nav and footer modules.

Is this page shown to the user that has added a vehicle but then clicked login? or is there another page for that scenario?

can this page be shown with the vehicle selector on the left nav?

Main Content Area Details

1. Vehicle Year dropdown - This dropdown will allow the user to choose the vehicle model year. The dropdown will contain a list of years in decending order from 2009 to 1980. The selection in this drop down will influence the contents of the Model and Make dropdowns. What years will this include?
2. Model Dropdown - This dropdown will contain an alphabetical list of all the Ford vehicle models from model years 1980 to 2009. The selection in this drop down will influence the contents of the Year and Make dropdowns.
3. Make dropdown - This dropdown will contain a list of all the vehicle makes for the model and year selected in the model and year drowndowns. VIN field - This field will allow the user to enter thier vehicle's VIN. The selection in this drop down will influence the contents of the Year and Model dropdowns.
4. "Go" button - This button will use the choices or VIN the user has entered to choose a vehicle for the user's web session. When this button is clicked, if the user has not made selections in the year, model and make dropdown or has not entered a valid VIN number the page will refresh alerting the user they need to complete their entries.
5. "Why do we require this information?" link - This link will pop up a browser window that will inform the user what this information will be used for.
6. Username field - This field allows the user to enter their username. Usernames will be case insensitive.
7. Password field - This field allows the user to enter their password. Entries made into this field will be concealed with asterisks. Passwords will be case insensitive.
8. Remember me checkbox - This checkbox allows the user to tell the system to remeber their username so the next time they visit the site the username field will be pre-populated. This will be remembered by the system via a cookie. If the user deletes their cookies their user name will be forgotten. This checkbox is by default unchecked. This feature needs to be added.
9. "Trouble with your username or password?" link - This link will take the user to a page where they can retrieve their password by answering security questions they setup when registering for the site.

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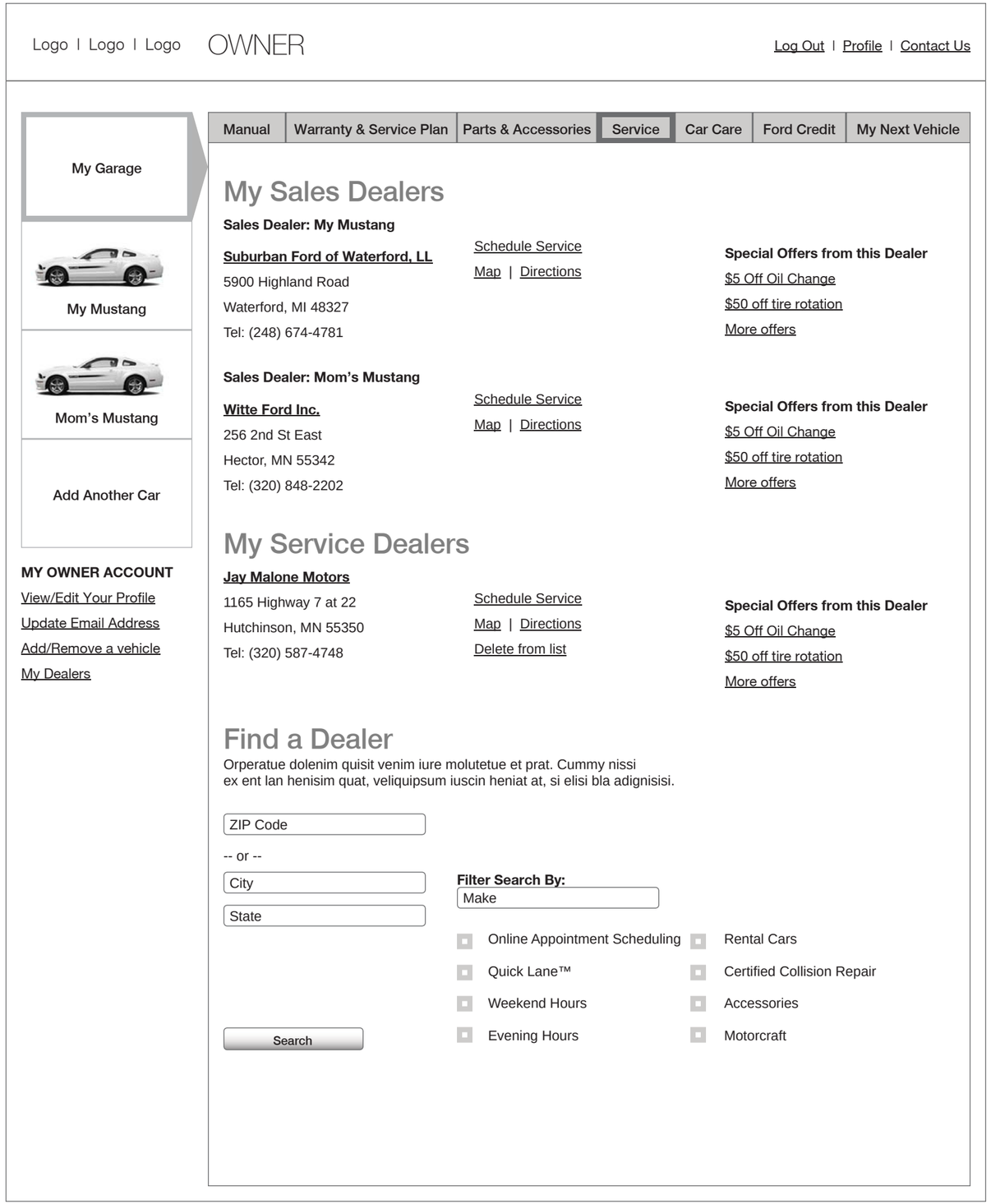
9.4 My Dealers



Page Overview

This is the My Dealers page where the user can view their sales and service dealers as well as search for additional Ford dealers using various filters. This page is comprised of five main modules/sections:

- Header
- Main (Top) Navigation bar
- Left Navigation
- Footer
- Main Content area

Page States

This page exists for authenticated users only as such it will display the authnticated versions of the main, left and header modules.

Main Content Area Details

1. My Sales Dealers - This area will display sales dealer(s) information for the vehicle(s) in the user's profile. This section only appears for authenticated users.
2. Sales Dealer info - Sales dealer information for a vehicle. This section will be repeated for every different vehicle/dealer the user is asociated with. This The following details will be displayed to the user:
   - Vehicle associated to this dealer
   - Dealer name - This will act as a link to the dealer's website
   - Dealer address
   - Dealer Telephone number
   - "Schedule Service" link - This link will bring the user to the service scheduler page for the dealer.
   - "Map " link - This link will pop up a MultiMap page that will show the location of the dealer and other dealer metadata.
   - "Directions" link - This link will pop up a Multimap driving directions page that will have directions from the address in the user's profile to the dealer's address.
   - Special Offers from dealer - This area will show 2 discount offers from the dealer and a "More offers" link to go to the dealer's special's page. Is this going to the dealer specials page or some other page?
   - What happens if multiple vehicles are bought from the same dealer? Do we only show one dealer?
3. My Service Dealers - This area will display the service dealer(s) the user has set in their profile. This section only appears for authenticated users.
4. Service Dealer info - Service dealer information. This section will be repeated for every service dealer the user has set. This The following details will be displayed to the user:
   - Dealer name - This will act as a link to the dealer detail page.
   - Dealer address
   - Dealer Telephone number
   - "Schedule Service" link - This link will bring the user to the service scheduler page for the dealer.
   - "Map " link - This link will pop up a MultiMap page that will show the location of the dealer and other dealer metadata.
   - "Directions" link - This link will pop up a Multimap driving directions page that will have directions from the address in the user's profile to the dealer's address.
   - Special Offers from dealer - This area will show 2 discount offers from the dealer and a "More offers" link to go to the dealer's special's page. Is this going to the dealer specials page or some other page?
5. Find a Dealer - This area will display controls to allow the user to search for a dealer based on zip code or city & state and filter results by specific dealer capabilities/amenities.
6. Zip code field - This field will allow the user to enter a zip code to search for a dealer. This field will only allow numeric entries.
7. City field - This field will allow the user to enter a city name to seach for a dealer. This field must be used in conjunction with the state field.
8. State field - This field will allow the user to enter a 2 letter state abbreviation or the full state name to search for a dealer. This field must be used in conjunction with the city field.
9. Search filters - The user will also be able to filter their search results by the following dealer capabilities/amenities so that only dealers that meet all the requirements are returned in the search results
   - Online Appointment Scheduling
   - QuickLane
   - Weekend Hours
   - Evening Hours
   - Rental Cars
   - Certified Collision Repair
   - Custom Accessories dealer
   - MotorCraft parts dealer
10. Search button - This button will initiate the search provided the user has input a zip code or a city and state combination. The user will be brought to the search results page to view the dealers that matched their search criteria.

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