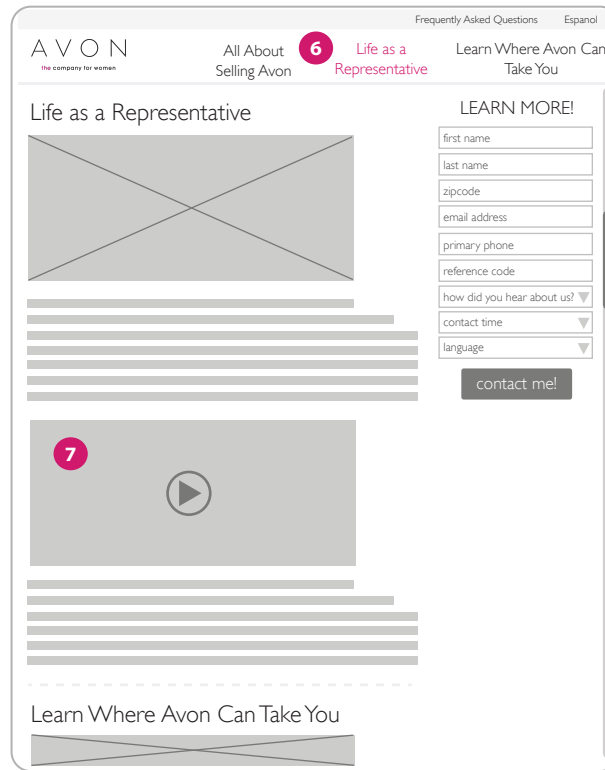
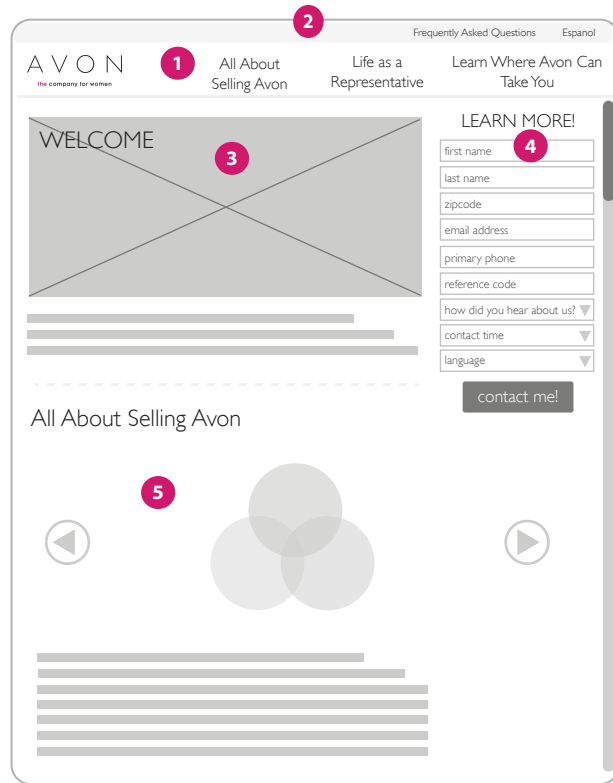


Sellavon.com

Functional Specifications

04.23.13



Specifications

1 Top navigation

This will remain static and will highlight as the user scrolls through the different sections. Clicking on the Avon logo will bring the user back to the opening hero section.

2 Links above the nav

The FAQ link will open a new page in the content area (see page 4) and the Espanol link will open the Spanish site in the current tab. They will remain static with the navigation as the user scrolls through the site.

3 Content area

All of the site's content will be contained on this one page, with the ability to jump to sections via the navigation.

4 Leader form

This will remain static as the user scrolls through the content area.

5 Carousel

Carousels will auto rotate every 3 seconds. Clicking on a navigation arrow will stop the auto-play.

6 Navigation link

Clicking a navigation link will scroll the content area to its respective section (with easing applied to the scroll). Deep-linking will be enabled for each section.

7 Youtube Player

The player will use the default player configurations (fullscreen is a must), and will not show related videos at the end. The video will not autoplay.

8 Footer links

These will sit at the end of the long scrolling page and will open in new windows.

State #1: On page load

LEARN MORE!

first name

last name

U.S. zipcode **1**

email address

primary phone

reference code **2**

how did you hear about us? **3**

contact time: anytime **4**

language: english **5**

contact me!

State #2: Focus on pre-populated fields

LEARN MORE!

first name

last name

U.S. zipcode

email address

primary phone

reference code: jsmith **6** → newCodeEntered

how did you hear about us? ▼

contact time: anytime ▼

language: english **7**

english
spanish
bi-lingual

State #3: Error messages

LEARN MORE!

first name

last name

U.S zipcode **8**

email address

primary phone **8**

reference code

how did you hear about us? ▼

contact time: anytime ▼

language: english ▼

8 Make sure you type in a US zipcode.
9 Oops! Please fix the fields in red.

contact me!

Specifications

***All fields are required unless specified.**

1 Zipcode

Field has a 5 character max.

2 Reference code

Optional field. Pre-populates the value of shopURL param (if it exists).

3 How did you hear about us?

Optional field. Only appears if there is a value in the querystring for the "p" param or "c" param. Also, the list in this dropdown should be different depending on the SiteID value. List of values is in copy deck.

4 Contact time

Defaults to 'Anytime'. Has "Contact time:" prepended to the selected value.

5 Language

Defaults to the current Language context. Has "Language:" prepended to the selected value.

6 Pre-populated reference code

If the reference code is pre-populated, it will have the "Refence code:" label prepended to the value. If the user inputs a new value, both the prepended label and default value will be replaced. If the user simply clicks into and out of it without changing its value, the label and default value will remain.

7 Contact & Language pre-populated drop-downs

Only the selected value will be prepended with its respective label.

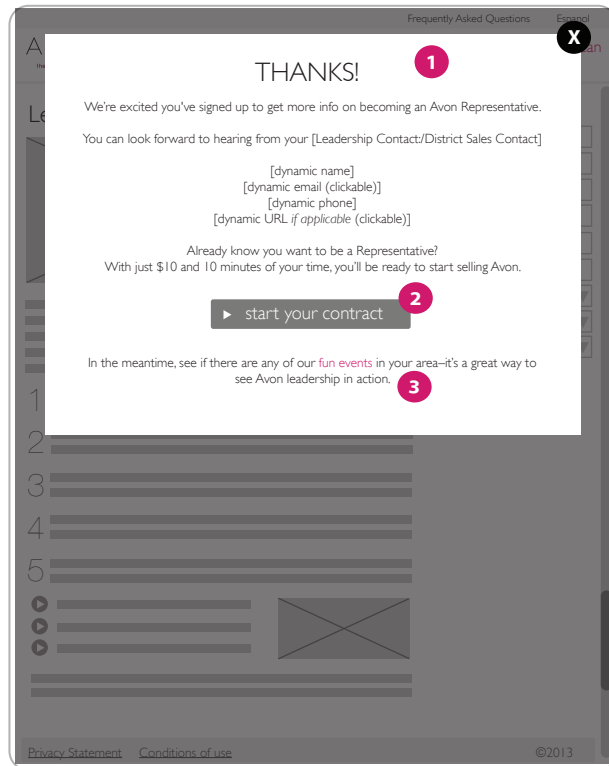
8 Zipcode validation & error message

The form validation checks whether or not a zipcode is from the US. If a person enters a non-US or invalid zipcode, then a new error message will appear in the same space as the generic one. If both errors are thrown, then the one thrown first will appear first.

9 Generic error message

There will be one error message to cover all errors (with the exception of Zipcode), and the offending fields will have a red border. Once the user corrects a field, the border will be removed.

State #3: Thank you overlay (desktop)



State #4: Form replacement (desktop)



Specifications

- 1 Thank you overlay**

After the user successfully submits the form, they will see a thank you overlay. If the form is a success, it will display **either** the DSM **or** the Leadership Contact information (never both) with the self-appointment link (if applicable). If the form is a duplicate lead, then the message will change, but the leadership contact and self-appointment link (if applicable) will remain. See copy deck for details.
- 2 Self-appointment link**

This will open Avon's full contract in a new window. The link will be generated when the user submits a form, and will contain parameters passed onto the contract form for the auto-population of fields.

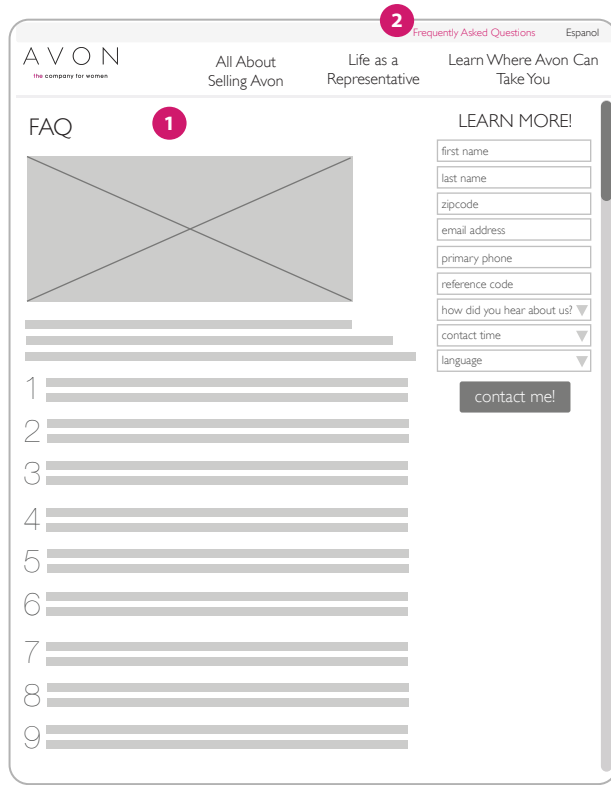
This link may or may not appear based on external business rules.

- 3 “Fun Events” link**

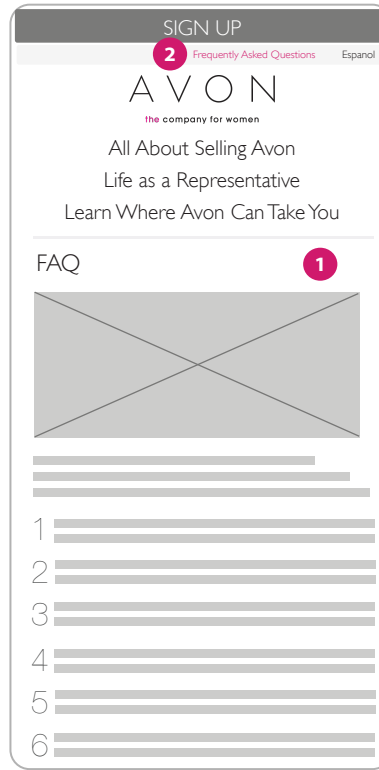
This link (found in copy deck) will open the Avon events page in a new window.
- 4 Form replacement**

On desktop, the user's Avon leadership contact and the self-appointment link (if applicable) will replace the form. The user will see this after they close the Thank you overlay. This will remain until the user refreshes the page.

Desktop view - FAQ Page



Mobile view - FAQ Page



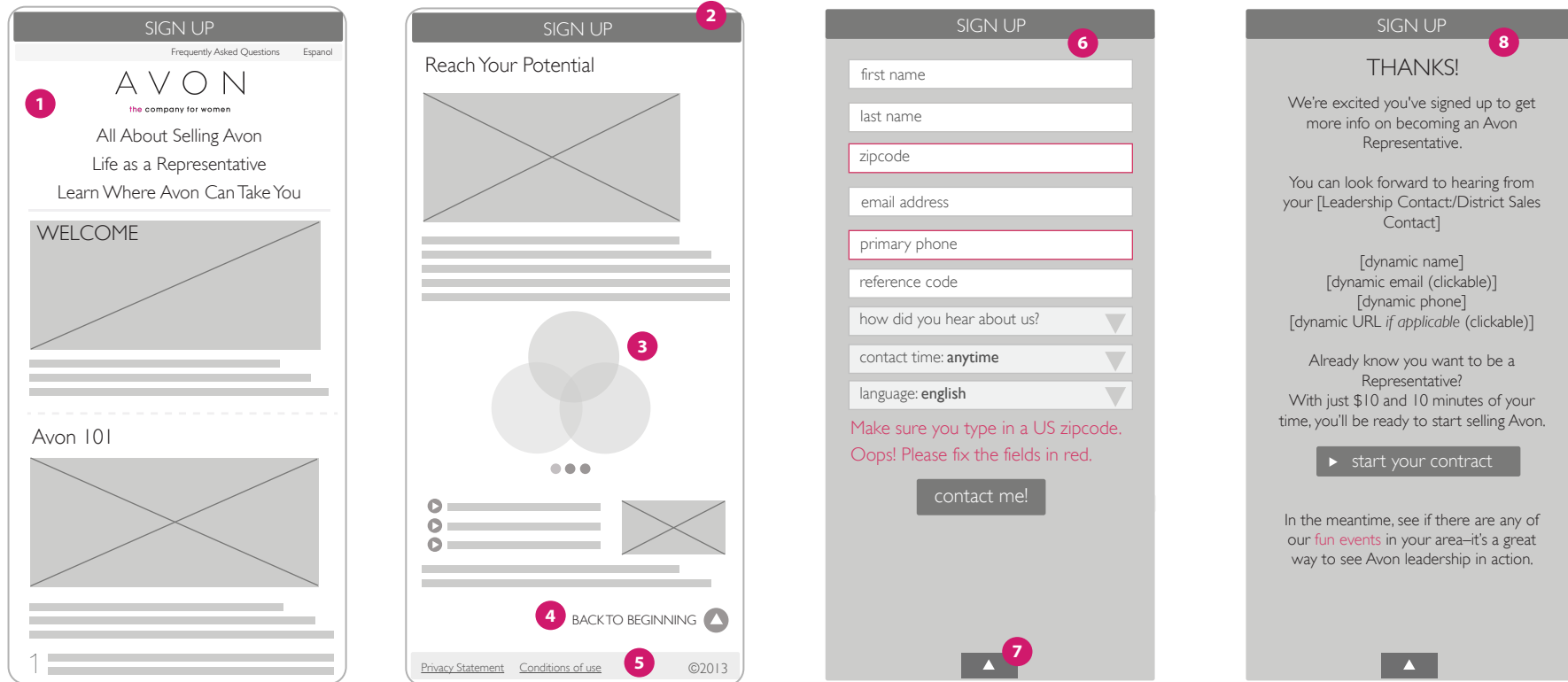
Specifications

1 FAQ Page

This page will share the same top navigation and desktop side-bar/mobile sign-up banner present throughout the site. It is separate from the main content of the site, and will exist in its own separate page.

Clicking/tapping on a top navigation link will jump you back to that section in the main content.

2 Active state



Specifications

- 1 Navigation link**
Tapping a navigation link will scroll the content area to its respective section. Unlike the desktop experience, this navigation will not remain static.
- 2 Sign-up button**
This will remain static as the user scrolls through the content area. Tapping or swiping downwards on it will pull the leader form into view.
- 3 Mobile Carousel**
It will continue to autoscroll, but users must be able to swipe through the images.
- 4 Back to Beginning link**
Clicking this link will scroll the page back to the beginning.
- 5 Footer links**
These will sit at the end of the long scrolling page.
- 6 Leader form**
This will live in an overlay. When activated, it will snap into place over the content, and will lock the screen so the user cannot continue to scroll through the site.
- 7 Close button**
Tapping or swiping upwards on this will close the leader form. Any progress will be saved until the page is refreshed.
- 8 Mobile thank you screen**
The only way the user can close this overlay is by using the close button (6) or by tapping a link. If the user closes this overlay and reopens it, she will still see the thank you screen until she refreshes the page.