Digital Marketing // Sales Tools

Quote Request Form Requirements Document

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# Introduction

## Purpose of this document

This document contains all requirements for this project. The project is to implement the capability for a user to provide information to an agent as a request for a quote pertaining to one or more products.

## Reference Materials

There are many other documents that together describe the complete set of requirements for this project.

Other documents such as the Vision, Project Charter, standards, regulations, business process flows, or descriptions of existing functionality to be modified should be named here. Often there are copies of common information distributed throughout the company. The definitive source of the information and/or the person who manages the information should be noted so that discrepancies may be quickly resolved with clear authority.

| Reference Document Name | Brief Description | Location of Definitive Source |
| --- | --- | --- |
| QRF Field Analysis | Excel spreadsheet identifying the data fields presented as part of the current state Quote Request Form | [Link](http://sharepoint/teams/digitalmarketing/QRF/Project%20Level%20Documents/QRF%20Field%20Analysis.xlsx) |
| Quote Request Forms Process | Visio workbook with visual models supporting the QRF Process   * Context Diagram * Work Flow | [Link](http://sharepoint/teams/digitalmarketing/QRF/Project%20Level%20Documents/Quote%20Request%20Forms%20Process.vsd) |

This document must establish an agreement between the customer and suppliers on what the system must do. The contents of this document should endeavor to reduce development effort by reducing redesign due to ambiguous statements. It should contain enough detail to provide a basis for estimating cost and schedules. Each version should provide a baseline for verification and validation. It should facilitate “transfer” of knowledge, commitment, intent and finally transfer of the viable product to the stakeholders. The final version of this document should accurately and completely describe the final product and serve as a basis for future enhancements.

Both the writer and the reader should strive for these goals in the elicitation, analysis, presentation and validation of this document. Through baselining, versions of this document should clearly identify all changes.

## Specific Terms and Acronyms

Terms here are specific to this document. Refer to “Project Glossary” for a more comprehensive list of terms used in this project.

| Term | Description |
| --- | --- |
|  |  |

## User Roles

This section describes the roles played by various users that interact with the business process or system.

Name and describe the role of kind of user. If helpful to understanding, list job titles that might play each role. If there are special skills required, outline the steps to acquire the required knowledge. If authorization is required for certain operations, be sure to create a separate role for the authorized user. However, this section should not detail the user requirements. This section is still overview for the first-time reader.

| Role | Description of Role and Activities Performed | Title(s) |
| --- | --- | --- |
| QRF User | Either an American Family customer or prospect who begins the quote request process from either an Agent Web Site or AmFam.com or other American Family web enabled tool |  |
| Agent | An American Family Agent |  |
| Sales Tool Administrator | Product Owner – monitors product usage, oversees QRF process |  |

## Assumptions

Assumptions made while writing requirements are listed below.

Assumption statements are not specific requirements themselves. They help clarify requirements that may be misinterpreted due to different definitions of terms or different opinions about how some business operation flows. During validation of requirements, assumptions may help discover omitted requirements, highlight project risks, or encourage discussion of various interpretations. Examples include: technology such as a specific operating system or database; and expectations of the development team. Linking assumptions to related requirements is optional.

| ID | Assumption Statement | Related Requirement IDs |
| --- | --- | --- |
| A001 | Chat functionality shall not be accessible from within the QRF tool |  |
| A005 | Click For Call is out of scope for this project |  |

## Constraints

Requirement constraints are listed below.

This section is often misunderstood. Pay particular attention to this description. A constraint is a statement that expresses measurable bounds on the implementation of a system. It may limit the technology or environment in which the system may be built. It may list the certain options that may be considered for implementation. It may describe limitations or conditions that users must work under. In all cases, a “constraint” is differentiated from business, user and functional requirements in that it does not describe the functionality but rather limits the design or implementation options. Examples of constraints include: hardware constraints because the software may reside on a server with other applications and compete for resources such as memory, ports, and processor speed; reliability constraints such as how often the system must be backed up or even if hot back such as RAID is required; and “criticality” refers to how long the system would be allowed to be out of operation due to some failure. These are just a few of the constraints that may make the project a success. Linking constraints to related requirements is optional.

| ID | Constraint Statement | Related Requirement IDs |
| --- | --- | --- |
|  | Process is to be developed using existing Agent Selection component which provides default functionality which cannot be modified:   * Agent Cookie * Assign Agent for Me functionality * Select a New Agent * Search for Agents * ? |  |

## Dependencies

Detail any external event, condition, or system that must be in place for a requirement to be valid. If for example another project is developing some functionality that will be reused by functions within this project, describe the dependency by replacing one of the placeholders below.

Linking dependencies to related requirements is optional.

| ID | Dependency Statement | Related Requirement IDs |
| --- | --- | --- |
|  |  |  |

Assign each rule a unique identifier.

The “Static or Dynamic” column indicates how likely the rule is to change over time.

Sources of the business rules include corporate and management policies, subject matter experts; documents, and existing software code or database definitions.

# Requirements

This section should contain all of the requirements to a level of detail sufficient to enable designers to design a system to satisfy those requirements, and testers to validate that the system satisfies those requirements. Throughout this section, every stated requirement should be externally perceivable by users, operators, or other external systems.

While completing this section, the writer should consider these suggestions:

Each requirement statement must be uniquely identifiable.

Every statement must be correct, unambiguous, complete, consistent, verifiable, modifiable, traceable and ranked for importance.

Each statement should define a single requirement.

The whole of the document should be organized to maximize readability and reference.

## Business Requirements

The business requirements identify the reason why the project is being done or what business objective it supports, as well as the benefits to the business.

Business-level requirements are written from the sponsor’s perspective. Business requirements are typically documented early in the project life cycle or the planning phase of the project, and are frequently documented in project management deliverables.

|  |  |
| --- | --- |
| ID | Business Requirement Statements |
| BR001 | The purpose of the Quote Request Form Enhancement project is to:   * Enhance the Quote Request Form process to be accessible in either English or Spanish via AmFam.com and Agent Website across PC, Tablet and Mobile operating platforms * Capture additional user and product specific information * Provide additional information and cross sell other products * Implement reporting capabilities to understand how the QRF is being used and allow for sales match-back capabilities in the future   So that:   * Amount of quote requests is increased due to expanded reach and scope * Agents close a greater percentage of leads with the assistance of additional user information * Leads through quote request form(s) can be matched-back to new business |

## Features

Features are major services provided by the product or offered by the business. They are identified early in the project and are composed of logically related functional requirements that provide a capability to the user or enable the satisfaction of a business need.

|  |  |  |
| --- | --- | --- |
| ID | Feature Statements | Priority |
|  | Dynamic Quote Request Form |  |
|  | Additional Information Bar |  |
|  | QRF Notifications   * QRF User   + Confirmation   + Abandonment – place in email nurture program * Agent   + Quote Request Form Notification |  |
|  | Metrics and Reporting |  |
|  |  |  |
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## User Requirements

User-level requirements are written from the user role’s perspective.

**2.3.1 Dynamic Quote Request Form**

|  |  |  |
| --- | --- | --- |
| **ID** | **Requirement** |  |
| **U1001** | **The *AmFam.com* or *Agent Website* visitor shall be able initiate a Quote Request Form** |  |
|  | The system shall provide a function which when selected initiates the Quote Request Form (QRF) process |  |
|  | The system shall determine the language version of the QRF process to initiate based on the URL of the request |  |
|  | The system shall determine the device type the visitor is using to access the QRF process |  |
|  | The system shall serve the QRF process based on the language version and device type |  |
|  | The system shall generate a unique identifier to associate to the new Quote Request Form |  |
|  | The system shall capture the location of orgin (Agent Website, AmFam.com) |  |
| **U1005** | **The QRF User shall be required to provide:**   * **Provide Personal Information**  |  |  |  | | --- | --- | --- | | **Fields** | **Required** | **Notes** | | **First Name** | **Yes** | **Text** | | **Last Name** | **Yes** | **Text** | | **Address** | **Yes** | **Text** | | **City** | **Yes** | **Text** | | **State** | **Yes** | **Selection List** | | **Zip code** | **Yes** | **Text** | |  |
|  | The system shall verify data exists for each of the Personal Information required data fields when the user attempts to navigate away from the page.  If data is not present for a data field an error message field is to be displayed to indicate data is required |  |
|  | The system shall validate the State to determine if they are valid as part of American Family Insurance operating area (this functionality exists in current state)  Note: Will not validate by Zip code since this requires IS involvement. |  |
|  | The system shall validate the Zip Code as all numeric  If test fails display an error message and identify the appropriate field(s):  **Some information is missing or invalid. Please check the areas listed below.** |  |
|  | The system shall validate the First and Last Name fields as all alphabetic  **Some information is missing or invalid. Please check the areas listed below.**   * **Last Name** |  |
|  | The systems shall validate all fields for the existence of special characters (to prevent scripting hacks) Need list |  |
|  | The system shall store the following information pertaining to each new Quote Request Form started:   |  |  | | --- | --- | | Field | Format | | QRF Unique Identifier | GUID? | | Date/Time Started | yy/mm/ddd hh.mm:ss | | Date/Time Submitted | yy/mm/ddd hh.mm:ss | | First Name | Text | | Last Name | Text | | Address | Text | | City | Text | | State | Text | | Zip code | Numeric | | Orgin of QRF | AgentWeb or AmFam.com | | Email address |  | | Products Selected |  | |  |  | |  |  | |  |
| **U1010** | **The QRF User shall be required to provide their contact information** |  |
|  | The system shall display the Call Me and Best Time fields only when Phone is selected as the Preferred Method |  |
|  | The system shall update the Quote Request data table with the QRF Users email address after Contact Information is validated |  |
|  | The systems shall….put in validations for the Contact fields |  |
|  | The systems shall |  |
|  | The systems shall |  |
|  | The systems shall |  |
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| **U1015** | **The QRF User shall be required to select at least one product of interest** |  |
|  | The system shall list the following products :   * Auto – Car/Truck, Motorcycle, Motor Home, Boat, Snowmobile, ATV * Health * Business * Home – Homeowners, Renters, Mobile/Manufactured Homes, Condominium * Travel * Farm and Ranch * Life and Annuities * Liability Umbrella – Personal, Commercial, and Farm and Ranch |  |
|  |  |  |
| **U1020** | **The quote user shall be able to select multiple products of interest** |  |
|  |  |  |
| **U1025** | **The quote user shall be able to provide responses to each Product Question Set** |  |
|  | The system shall present a single product question set at a time |  |
|  | The system shall provide a function which enable the user to move to the next Product Question Set |  |
| **U1030** | **The QRF User shall be required to select an Agent prior to submitting their form when the QRF User accessed the form from AmFam.com** |  |
|  | The system shall bypass the Agent Selection process when the QRF User accessed the tool from an Agent Website |  |
|  | The system shall assign the Preferred Agent when the QRF User accesses the QRF tool from an Agent Website  Preferred Agent = Agent associated to the Agent Website |  |
|  | The system shall assign the Preferred Agent when the QRF User accesses the QRF tool from the AmFam.com website and the QRF User has an Agent Cookie located on their device  Preferred Agent = Agent associated via the Agent Cookie |  |
|  | The system shall not allow the user to move forward until an Agent has been selected |  |
|  |  |  |
|  |  |  |
| **U1035** | **The QRF User shall be able to change an assigned Agent** (except in case where QRF user comes from Agent Website) |  |
|  | The system shall allow the user to select a different agent (except in case where QRF user comes from Agent Website) |  |
| **U1040** | **The QRF User shall be able to change any Personal, Contact and Product information provided prior to submission** |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  | **The QRF User who has completed the personal information and provided an email address; however does not submit the QRF form shall receive an email and placed into an email nurture program** |  |
|  | The system shall determine when a user abandons the QRF process prior to submitting the form |  |
|  | The system shall send an “Acknowledgement” email |  |
|  | The system shall enroll the QRF User into a Nurture Program |  |
|  |  |  |
|  |  |  |

**2.3.2 Additional Information Bar**

|  |  |  |
| --- | --- | --- |
| **ID** | **Requirement** |  |
|  | **The QRF User will be able to view and access additional information about discounts pertaining to the products they are interested in** |  |
|  | Not for handheld |  |
|  | **The QRF User will be able to access product brochures pertaining to the products they are interested in** |  |
|  |  |  |
|  |  |  |

**2.3.3 QRF Notifications**

|  |  |  |
| --- | --- | --- |
| **ID** | **Requirement** |  |
|  | **The QRF User who abandons the QFR process prior to submitting their QRF to an agent shall receive an QRF Abandonment email notification** |  |
|  |  |  |
|  | **The QRF User who abandons the QRF process prior to submitting their QRF to an agent shall be placed into an email nurture program** |  |
|  |  |  |
|  | **The QRF User who submits a QRF to an agent successfully shall received an email notification/confirmation** |  |
|  | The system shall send the email in real time |  |
|  | **The Agent shall receive an email notification when a QRF assigned to them has been submitted successfully**  **Information in email to include:**  **Personal**  **Contact**  **Products Selected with responses to question** |  |
|  | The system shall send the email in real time |  |
|  |  |  |

**2.3.4 Metrics and Reporting**

|  |  |  |
| --- | --- | --- |
| **ID** | **Requirement** |  |
|  | **The Sales Tools Administrator shall have the capability to identify the number of Quote Request Forms *started* within a specified date range.** |  |
|  |  |  |
|  | **The Sales Tools Administrator shall have the capability to identify the number of Quote Request Forms *submitted* within a specified date range** |  |
|  |  |  |
|  | **The Sales Tools Administrator shall have the capability to identify the point in the process where a QRF user abandons the process prior to submission of the form** |  |
|  |  |  |
|  | **The Sales Tools Administrator shall have the capability to identify which Agent or Agents received a quote request form(s) during a specified date range** |  |
|  |  |  |
|  | **The Sales Tools Administrator shall have the capability to extract all submitted QRF forms submitted within a specified date range** |  |
|  |  |  |
|  | **The STA shall have the capability to identify the number of times a product has been selected** |  |
|  |  |  |
|  | The STA shall have the capability to break out each metric by language (English or Spanish version of the tool) |  |
|  |  |  |
|  | The STA shall have the capability to determine the number of QRFs started by device type |  |
|  |  |  |
|  | Page fallout |  |
|  |  |  |
|  |  |  |

## External Interface Requirements

### User Interfaces

### Hardware Interfaces

### Software Interfaces

## Nonfunctional Requirements (Quality Attributes)

Nonfunctional requirements focus on the qualities that must be applied to design and implement the system. These are specific standards and attributes in support of the other requirements.

|  |  |  |  |
| --- | --- | --- | --- |
| ID | Nonfunctional Requirement Statements | Priority | Status |
|  | The Quote Request Form shall be available across Personal Computers, Tablet and Mobile devices |  |  |
|  |  |  |  |

## Common Information

In the other Requirements subsections, specific information that is referenced multiple times may be described once here. This “named information” may then be referenced by its name with quotes around it in the rest of the document.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ID | Named Information | Related Req. ID | Definition/ Business Usage | Definitive Source |
|  |  |  |  |  |

# Appendices

## Revision History

1. Each time a change is made to the document (even if several are released together) make a short note describing the change briefly. Do not use non-descript statements like: “Modified issues” or “Changed some assumptions”. Rather, make statements like: “added issues 21 through 27, resolved issues 8, 17, 18.” To determine what version a change was released, review the “save date” of the file on the title page. Verify that all participants are using the same version of this document.

|  |  |  |  |
| --- | --- | --- | --- |
| Change Date | Changed by | Description of Change | Version |
| 12/01/11 | D. Page | Initial Document | 1.0 |
|  |  |  |  |

## Validation History

The Requirements Management Process suggests the following 5 stages: Elicitation, Analysis, Representation, Validation, and Change Control. Upon successful review and approval, the version of the document Approved should be “Baselined”. That is, a copy of the version should be archived so that future changes can be compared

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Review Date | Overall Outcome | Supplier Outcome(s) | User Outcome(s) | Identified Issues | Issues Assigned To / Date |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

## Requirements Issues

Issues related to completing the requirements statements are listed here. Other project-related issues raised should be sent to the Project Manager for resolution. Project risks should also be forwarded to the Project Manager.

Generate a unique identifier for each Issue. Do not reuse numbers as issues are closed. Items closed more than one version ago may be removed from the document, however. Describe the issue in sufficient detail to distinguish it from other issues and to allow it to be resolved. When someone is assigned to research, resolve or review and issue, place their name or initials in the “Assigned to” column. The current status should be manually updated just prior to publishing this version of the document.

|  |  |  |  |
| --- | --- | --- | --- |
| ID | Description | Assigned to | Status |
|  |  |  |  |
|  |  |  |  |

## Attachments

**3.4.1 Customer Emails**

3.4.1.1 System Unavailable Email

**From:** [TestSystem@amfam.com](mailto:TestSystem@amfam.com) [[mailto:TestSystem@amfam.com]](mailto:[mailto:TestSystem@amfam.com])   
**Sent:** Wednesday, December 08, 2010 9:11 AM  
**To:** Mailbox, AUTOPLUSCIM  
**Subject:** American Family Insurance quote follow-up (INT TEST\_MESSAGE)

|  |  |
| --- | --- |
| [American Family Insurance](http://www.amfam.com/) | Need Help? Call 1-800-MyAmFam |
|  | |
| family in car interior | |
| Dear LIBERTELLI,  When requesting an American Family Insurance quote online, you received an error message. We want to make sure you have the information you need to complete the process. For assistance, please call our Customer Care Center at 1.800.MYAMFAM (692.6326). Please provide Reference Number 100098418 when calling.  Sincerely, American Family Insurance | Red car  Family car shopping |
| This is a promotional message from American Family Insurance, a mutual insurance company providing a full selection of reliable insurance products, including auto, home, health, life & annuities\*, business and farm & ranch insurance. If you do not wish to receive commercial electronic mail messages from American Family, use this [link](https://www3.dncsolution.com/DNESolution/OptOutCode/OptOut.aspx?el=2011) to let us know.   American Family Mutual Insurance Company and its Subsidiaries American Family Insurance Company Home Office - Madison, WI 53783  \*Life insurance and annuities are underwritten/offered by American Family Life Insurance Company, Home Office - Madison, WI 53783   [privacy policy](http://www.amfam.com/security/privacy.asp)  ©2009 American Family Insurance. All Rights Reserved. |  |

3.4.1.2 Quote Abandonment Email

**From:** [TestSystem@amfam.com](mailto:TestSystem@amfam.com) [[mailto:TestSystem@amfam.com]](mailto:[mailto:TestSystem@amfam.com])   
**Sent:** Wednesday, December 08, 2010 9:35 AM  
**To:** Mailbox, AUTOPLUSCIM  
**Subject:** Quote follow-up: American Family can help meet your insurance needs (INT TEST\_MESSAGE QuoteExit)

|  |  |
| --- | --- |
| [American Family Insurance](http://www.amfam.com/) | Need Help? Call 1-800-MyAmFam |
|  | |
| family in car interior | |
| Thanks for your interest in an American Family auto insurance quote. Our Customer Care Center will contact you soon to offer assistance. If you’d prefer to talk with us immediately, give us a call at 1.800.MYAMFAM (692.6326). We look forward to the conversation. | Red car  Family car shopping |
| This is a promotional message from American Family Insurance, a mutual insurance company providing a full selection of reliable insurance products, including auto, home, health, life & annuities\*, business and farm & ranch insurance. If you do not wish to receive commercial electronic mail messages from American Family, use this [link](https://www3.dncsolution.com/DNESolution/OptOutCode/OptOut.aspx?el=2011) to let us know.   American Family Mutual Insurance Company and its Subsidiaries American Family Insurance Company Home Office - Madison, WI 53783  \*Life insurance and annuities are underwritten/offered by American Family Life Insurance Company, Home Office - Madison, WI 53783   [privacy policy](http://www.amfam.com/security/privacy.asp)  ©2009 American Family Insurance. All Rights Reserved. |  |

3.4.1.3 Completed Quote Email

**From:** Amfam Online - Auto   
**Sent:** Tuesday, September 21, 2010 6:35 PM  
**To:** [salberk2@gmail.com](mailto:salberk2@gmail.com)  
**Cc:** Amfam Online - Auto  
**Subject:** Quote follow-up: American Family can help meet your insurance needs

|  |  |
| --- | --- |
| [American Family Insurance](http://www.amfam.com/) | Need Help? Call 1-800-MyAmFam |
|  | |
| family in car interior | |
| Dear Kelsey ,  Recently, you received an online quote from American Family Insurance. We’d like to talk with you further about the many products and services we offer our customers. For more information, or to be put in touch with an agent, please call our Customer Care Center at 1.800.MYAMFAM (692.6326). Please provide Reference Number 104514912 when calling.  Sincerely, American Family Insurance | Red car  Family car shopping |
| ©2009 American Family Insurance. All Rights Reserved. | |

3.4.1.4 Bind Abandonment Email

**From:** Amfam Online - Auto   
**Sent:** Monday, September 20, 2010 9:50 AM  
**To:** [kkginga@yahoo.com](mailto:kkginga@yahoo.com)  
**Cc:** Amfam Online - Auto  
**Subject:** Thanks for your interest in American Family Insurance

|  |  |
| --- | --- |
| [American Family Insurance](http://www.amfam.com/) | Need Help? Call 1-800-MyAmFam |
|  | |
| family in car interior | |
| Dear Khadija,  Thank you for your interest in American Family auto insurance. Though you have discontinued the online purchase process, we hope you'll consider us again in the future.  To assist with any questions about our products, an agent will be in touch with you soon. Additionally, you may call 1-800-MYAMFAM (692-6326) for 24-7 service. Please provide Reference Number 104509683 when calling.  Sincerely, American Family Insurance | Red car  Family car shopping |
| ©2009 American Family Insurance. All Rights Reserved. | |

3.4.1.5 Bind Confirmation Email

**From:** American Family Insurance [[mailto:amfam@amfam.com]](mailto:[mailto:amfam@amfam.com])   
**Sent:** Tuesday, December 07, 2010 3:14 PM  
**To:** Mailbox, BINDGAAUTO\_TESTINBOX  
**Subject:** Confirmation - American Family Insurance Auto - Online Purchase

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | [American Family Insurance](http://wwwa.amfam.com/) | Need Help? Call 1-800-MyAmFam | |  | | | family in car interior | | | Dear DEAN,  Thank you for choosing American Family Insurance. We appreciate your business. You can depend on us to make your insurance experience easy and provide personalized coverage for your situation.  Your Reference Number: 100099894   |  |  | | --- | --- | | **Payment Summary** | | | Payment Amount: | $162.45 | | Account Type: | MasterCard | | Debit/ Credit Number: | \*\*\*\*\*\*\*\*\*\*\*\*1111 | | Authorization Number: | AMFAM1 | | Payment Date: | 12/07/10 | | Confirmation Number: | 00000000890000n |   The following American Family agent has been assigned to your policy:   |  | | --- | | JASON DIETRICH | | 540 W 12TH ST | | GRAFTON, ND  58237 | | (701)352-3320 | | [jdietric@amfam.com](mailto:jdietric@amfam.com) |   JASON will contact you to schedule a vehicle inspection, review your auto policy and answer any questions you may have.  If you have not already enrolled in [My Account](https://secureqa4.amfam.com/MyAccount/) we encourage you to sign up. In My Account, you can view and pay for your policies as well as access important policy documents and much more!  Sincerely, American Family Insurance | Son on father's shoulders   Red car   Family car shopping | |
| ©2009 American Family Insurance. All Rights Reserved. |