



CLIENT Subaru of America, Inc.

PROJECT Love Promise National Launch

JOB # 1SOI21140107

FUNCTIONAL REQUIREMENTS DOCUMENTATION

Version 06

Version	Description of Change	Author	Date
01	Initial document	Jacob Walter	05/12/2014
02	<p>Reorganized Story Submission views (sections 2.2-2.7)</p> <p>Updated: Love Promise – Landing Page (2.1), Story Submission – Select One – Modal Window (2.2), Customer – Default – Modal Window (2.3.1), Stock Photos – View (2.3.2), Customer – Filled Out – Modal Window (2.3.3), Partner – Default – Modal Window (2.3.4), Customer – Modal Window (2.4.1), Partner – Modal Window (2.4.2), Subaru.com & DDC – Customer/Partner – Thank You – Modal Window (2.5), Subaru.com & DDC – Customer/Partner – Terms & Conditions – Modal Window (2.5.1), Customer – Page (2.6.1), Partner – Page (2.6.2), Retailer Submitting – Thank You – Modal Window (2.7), and Story Detail – Modal Window (2.9)</p> <p>Added: Retailer Submitting Story Submission – Select One (2.6), Retailer Submitting – Thank You – Modal Window (2.7), and Retailer Submitting – Terms & Conditions – Modal Window (2.7.1)</p>	Jacob Walter	05/16/2014
03	<p>Added: A global section for Desktop/Tablet (3) and Mobile (4) – renumbered all subsequent sections</p> <p>Updated: Love Promise – Landing Page (3.1), Hero Area (3.1.2), Tenet Information (3.1.3), Wall (3.1.4), Customer – Default – Modal Window (3.3.1), Stock Photos – View (3.3.2), Customer – Active – Modal Window (3.3.3), Partner – Active – Modal Window (3.3.4), Customer – Modal Window (3.4.1), Partner – Modal Window (3.4.2), Subaru.com & DDC – Customer/Partner – Terms & Conditions View (3.5.1), Retailer Submitting Story Submission – Select One (3.6), Customer – Page (3.6.1), Partner – Page (3.6.2), and Tenet – Partnerships – Modal Window (3.8)</p>	Jacob Walter	05/29/2014
04	<p>Added: Pledge & Participating Retailers – Modal Window (3.10)</p> <p>Updated: Tenet Information (3.1.3) and Wall (3.1.4)</p>	Jacob Walter	06/06/2014
05	<p>Added: Tenet – Partnerships – Page (4.2), Story Detail – Page (4.3), and Pledge & Participating Retailers – Page (4.4)</p> <p>Updated: Tenet Information (3.1.3), Wall (3.1.2), Tenet – Partnerships – Modal Window (3.8), and Love Promise – Landing Page (4.1)</p>	Jacob Walter	06/16/2014
06	<p>Added: Story Submission – Select One – Page (4.5), Story Submission – Step Two – Customer – Page (4.6), Story Submission – Step Two – Partner</p>	Jacob Walter	06/27/2014



– Page (4.7), Story Submission – Step Three – Page (4.8), Story Submission – Step Four – Page (4.9), Story Submission – Stock Photos – Page (4.10), Story Submission – Terms & Conditions – Page (4.11), and Story Submission – Thank You – Page (4.12)

Updated: Love Promise – Landing Page (4.1), Tenet – Partnerships – Page (4.2), Story Detail – Page (4.3), and Pledge & Participating Retailers – Page (4.4)



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1. DOCUMENT OVERVIEW

1.1. Document Scope

This document represents the requirements for the Subaru Love Promise page on the Subaru.com website. It serves a primary purpose as a summary of proposed functional requirements for the project. This document is to be considered the primary reference for design templates and features slated for development.

1.2. Document Details

The features and functionality described in this document were derived from requirements developed by Subaru of America, Inc. and Carmichael Lynch, Inc. The team used internal expertise gained from past experience as well as discovery research and usability testing to develop the functional recommendations noted.

Keys:

Updates – highlight in green

Technical Questions – highlight in yellow

Design Questions – highlight in pink

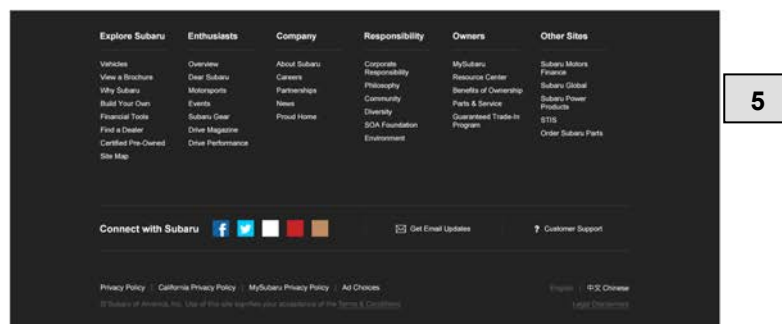
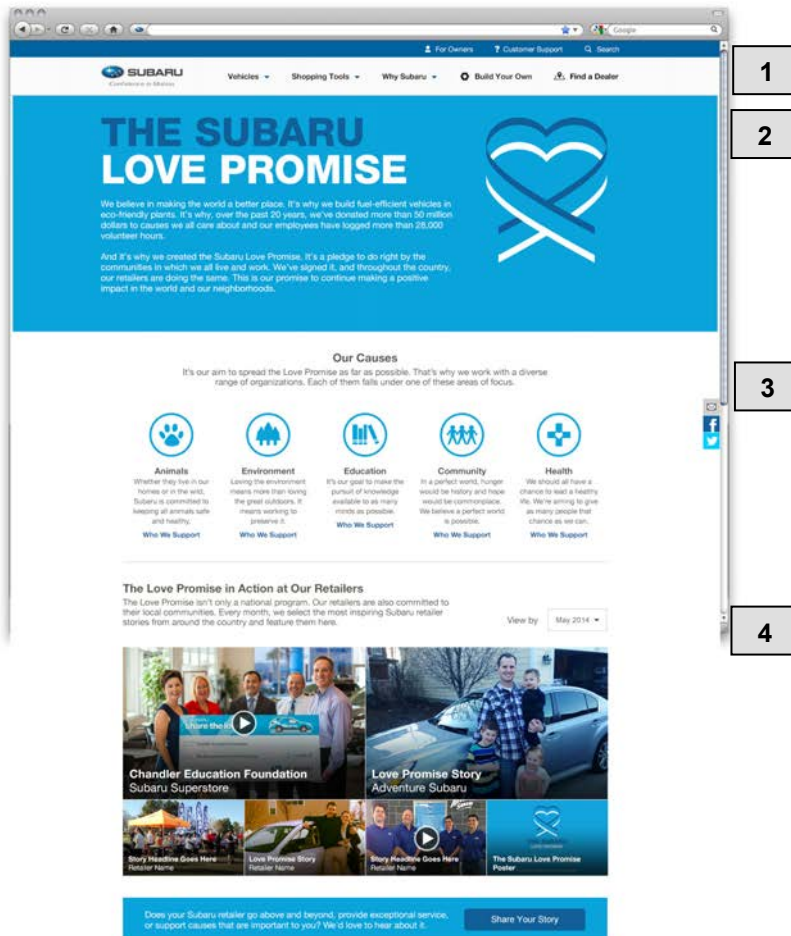
Need Comps – highlight in red



2. USER INTERFACE DESCRIPTIONS

3. DESKTOP/TABLET

3.1. Love Promise – Landing Page





	Page Element	Description	Action
	Love Promise – Landing Page	Page describing what the Love Promise is and highlighting submitted Love Promise stories	
1.	Subaru Global Header	Reference section 3.1.1	
2.	Hero Area	Reference section 3.1.2	
3.	Tenet Information	Reference section 3.1.3	
4.	Wall	Reference section 3.1.4	
5.	Subaru Global Footer	Reference section 3.1.5	

Technical Considerations

- N/A

Assumptions

- N/A

Metrics

- Tracking and analytics will be implemented using Omniture via the Ensignten tag management system. The following base code must be placed on every site page:
 - `<script type="text/javascript" src="//nexus.ensighten.com/clientName/Bootstrap.js"></script>`
 - The code references a JavaScript file served by Ensignten. Below is a screenshot of the HTML code implemented:

```
<html>
  <head>
    <script src="//nexus.ensighten.com/clientName/Bootstrap.js" type="text/javascript">
  </head>
  <body>
</html>
```

- * Please note that the protocol has been purposefully left off of the URL to the Ensignten hosted Bootstrap.js. This is indeed how the script tag should be implemented as omitting the protocol will allow the end-user's browser to determine whether it is HTTPS or HTTP dynamically

Page Metadata

- **URL:** <http://www.subaru.com/love-promise.html>
- **Title:** The Subaru Love Promise | Join Subaru in Helping Charities
 - `<title>The Subaru Love Promise | Join Subaru in Helping Charities</title>`
- **Description:** Join Subaru of America in giving back to charities & non-profits around the country and in your neighborhood. Learn more about the Subaru Love Promise today.



- <meta name="description" content="Join Subaru of America in giving back to charities & non-profits around the country and in your neighborhood. Learn more about the Subaru Love Promise today." />
- **Keywords:** The Subaru Love Promise, Love Promise, Subaru giving, Subaru non-profit giving, Subaru charities, charities supported by Subaru, 2015 Forester, 2014 Outback, 2014 Legacy, 2014 Tribeca, 2014 Impreza, 2014 Impreza WRX, 2014 Impreza WRX STI, 2014 XV Crosstrek, SUVs, crossovers, wagons, sedans
 - <meta name="keywords" content="The Subaru Love Promise, Love Promise, Subaru giving, Subaru non-profit giving, Subaru charities, charities supported by Subaru, 2015 Forester, 2014 Outback, 2014 Legacy, 2014 Tribeca, 2014 Impreza, 2014 Impreza WRX, 2014 Impreza WRX STI, 2014 XV Crosstrek, SUVs, crossovers, wagons, sedans" />



3.1.1. SUBARU GLOBAL HEADER



	Page Element	Description	Action
	Subaru Global Header	Standard Subaru.com global header and navigation with default functionality	

Technical Considerations

- Standard across the entire Subaru.com site experience

Assumptions

- N/A



3.1.2. HERO AREA

1

THE SUBARU LOVE PROMISE

2

We believe in making the world a better place. It's why we build fuel-efficient vehicles in eco-friendly plants. It's why, over the past 20 years, we've donated more than 50 million dollars to causes we all care about and our employees have logged more than 28,000 volunteer hours.

And it's why we created the Subaru Love Promise. It's a pledge to do right by the communities in which we all live and work. We've signed it, and throughout the country, our retailers are doing the same. This is our promise to continue making a positive impact in the world and our neighborhoods.

3

	Page Element	Description	Action
1.	The Subaru Love Promise	Static text	
2.	Description	Static text	
3.	Logo	Static logo	

Technical Considerations

- N/A

Assumptions

- N/A



3.1.3. TENET INFORMATION

1

Our Causes

It's our aim to spread the Love Promise as far as possible. That's why we work with a diverse range of organizations. Each of them falls under one of these areas of focus.

2



Animals

Whether they live in our homes or in the wild, Subaru is committed to keeping all animals safe and healthy.

[Who We Support](#)



Environment

Loving the environment means more than loving the great outdoors. It means working to preserve it.

[Who We Support](#)



Education

It's our goal to make the pursuit of knowledge available to as many minds as possible.

[Who We Support](#)



Community

In a perfect world, hunger would be history and hope would be commonplace. We believe a perfect world is possible.

[Who We Support](#)



Health

We should all have a chance to lead a healthy life. We're aiming to give as many people that chance as we can.

[Who We Support](#)

3



	Page Element	Description	Action
1.	Our Causes	Static text	
	Our Causes Description	Static text	
2.	Tenets		
	Animals	Static tenet logo, title, description, and 'Who We Support' text link – inactive state	Upon user interaction (click for desktop and single tap for tablet) of the 'Who We Support' text link launch the appropriate Tenet – Partnerships – Modal Window, reference section 3.8
	Environment	Static tenet logo, title, description, and 'Who We Support' text link – inactive state	Upon user interaction (click for desktop and single tap for tablet) of the 'Who We Support' text link launch the appropriate Tenet – Partnerships – Modal Window, reference section 3.8
	Education	Static tenet logo, title, description, and 'Who We Support' text link – inactive state	Upon user interaction (click for desktop and single tap for tablet) of the 'Who We Support' text link launch the appropriate Tenet – Partnerships – Modal Window, reference section 3.8
	Community	Static tenet logo, title, description, and 'Who We Support' text link – inactive state	Upon user interaction (click for desktop and single tap for tablet) of the 'Who We Support' text link launch the appropriate Tenet – Partnerships – Modal Window, reference section 3.8
	Health	Static tenet logo, title, description, and 'Who We Support' text link – inactive state	Upon user interaction (click for desktop and single tap for tablet) of the 'Who We Support' text link launch the appropriate Tenet – Partnerships – Modal Window, reference section 3.8
3.	Social Share	Social share links horizontally centered to the user's right-hand	



		side of the viewport fixed within the browser view	
	Email	Button – Inactive state	Upon user interaction (click for desktop and single tap for tablet) launch Subaru.com's own Email Share modal window
	Facebook	Button – Inactive state	Upon user interaction (click for desktop and single tap for tablet) launch the Facebook Share modal window
	Twitter	Button – Inactive state	Upon user interaction (click for desktop and single tap for tablet) launch the Twitter Share modal window

Technical Considerations

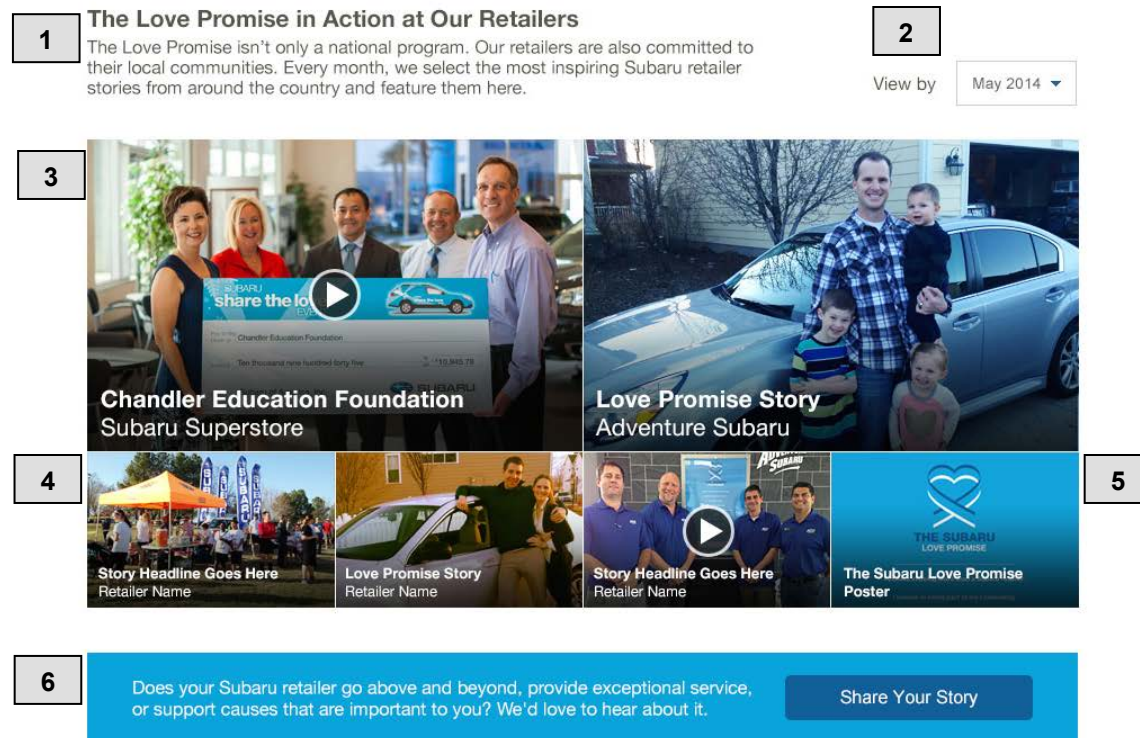
- Social share links will share on the page level
- Standard Subaru.com Email Share
 - Reference: <http://neoalpha.clynch.com/mediawiki/index.php/Mail>
- Standard Facebook Share APIs
 - User must be logged into Facebook in order to share via Facebook
- Standard Twitter Share APIs
 - User must be logged into Twitter in order to share via Twitter
- Tablet users:
 - Social Share, reference point 3 above, will move in to overlap the main content area
 - Social Share will be right-aligned with the main content area
- The Social Share links will not scroll past the main content area
 - Once the Social Share links reach the bottom of the main content area they will begin to scroll normally with the rest of the page, until the Social Share links reach their original place within the user's viewport and then at which point they will remain fixed
- The hover state of the 'Who We Support' text link, reference point 2 above, will turn the blue text a dark gray (reference the PSD for actual hex values)

Assumptions

- N/A



3.1.4. WALL



	Page Element	Description	Action
1.	The Love Promise in Action at Our Retailers	Static text	
	Description	Static text	
2.	View By	Drop-down	
3.	Featured Stories	Dynamic text and content being highlighted as featured	Upon user interaction (click for desktop and single tap for tablet) launch the Story Detail – Modal Window, reference section 3.9
4.	Runner-Up Stories	Dynamic text and content being highlighted as a runner-up	Upon user interaction (click for desktop and single tap for tablet) launch the Story Detail – Modal Window, reference section 3.9
5.	The Subaru Love Promise Poster	Static text and photo	Upon user interaction (click for desktop and single tap for tablet) launch the Pledge & Participating Retailers – Modal Window, reference section 3.10
6.	Does your Subaru retailer go above and beyond, provide	Static text	



	exceptional service, or support causes that are important to you? We'd love to hear about it.		
	Share Your Story	Button – Inactive State	Upon user interaction (click for desktop and single tap for tablet) launch the Story Submission – Modal Window, reference section 2.2

Technical Considerations

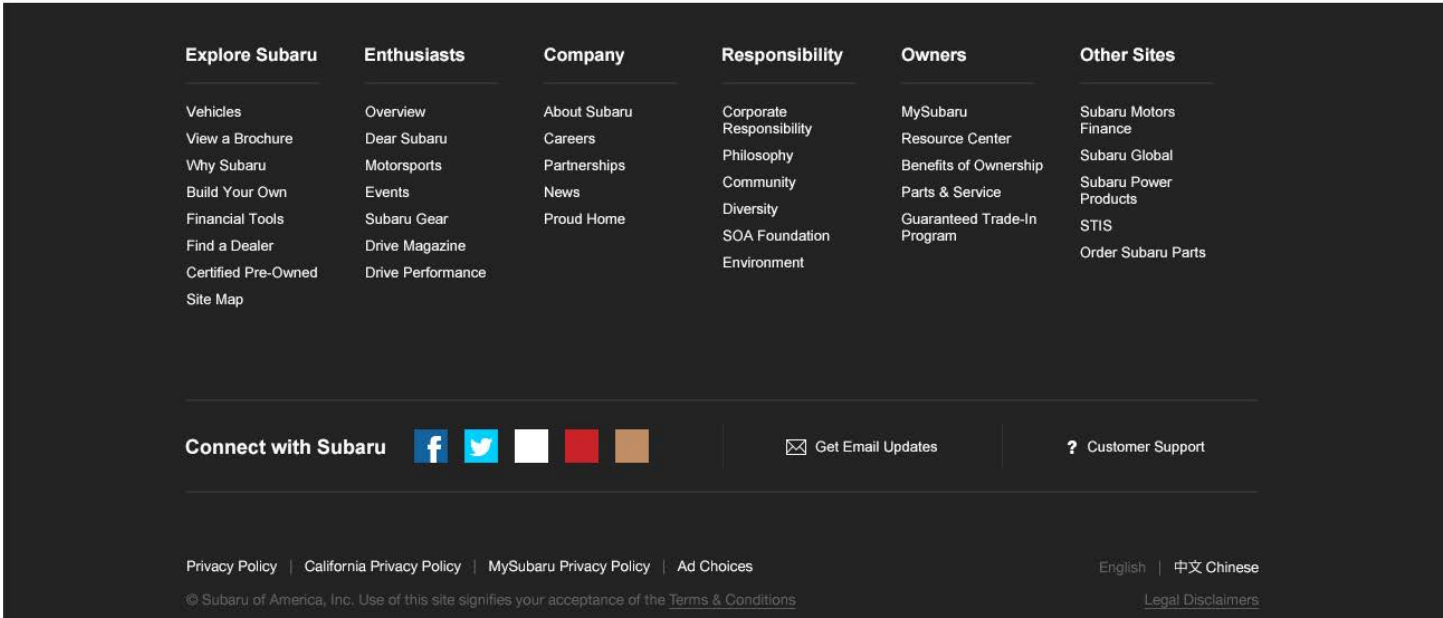
- View by, reference point 2 above, variables will be: all previous months with associated year (ex. May 2014) ordered from most recently past month to the oldest
 - The view by will function as an archive of all previous month winners and runner ups
 - If there is not a previous month (ex. when the page goes live) then this drop-down will not be shown until there is a previous month to display
- There will be two (2) Featured stories, reference point 3 above, each month
 - The Featured stories for the current month will always be displayed at the top of the wall
- There will be three (3) Runner-Up stories, reference point 4 above, each month
- The Featured stores, reference point 3 above, Runner-Up stories, reference point 4 above, and The Subaru Love Promise Poster, reference point 5 above, will all have a hover state which will make the photo 30% darker
- The hover state of the 'Share Your Story' CTA, reference point 6 above, will inverse having a white background and blue text (reference the PSD for actual hex values)

Assumptions

- N/A



3.1.5. SUBARU GLOBAL FOOTER



	Page Element	Description	Action
	Subaru Global Footer	Standard Subaru.com global footer with default functionality	

Technical Considerations

- Standard across the entire Subaru.com site experience

Assumptions

- N/A



3.2. Story Submission – Select One – Modal Window

	Page Element	Description	Action
	Story Submission – Select One	Modal window asking the user who they are in order to serve the appropriate submission form	
1.	X	Button – Inactive state	Upon user interaction (click for desktop and single tap for tablet) close the modal window while saving any un-submitted user information
2.	Story Submission Form	Static text	
3.	Select One:	Radio buttons Required field	Upon user selection (click for desktop and single tap for tablet) reveal and display the corresponding submission form appropriate for the selected radio button and the environment in which the user is submitting the story
4.	Logo	Static photo	

Technical Considerations

- Select One variables are: Customer and Partner
- This view will be utilized on:
 - Subaru.com, reference sections 3.3.1-3.3.4
 - DDC, reference sections 3.4.1-3.4.2

Assumptions

- The user has clicked (desktop) or tapped (tablet) on the 'Share Your Story' CTA, reference section 3.1.4 point 5



3.3. Subaru.com Story Submission

3.3.1. CUSTOMER – DEFAULT – MODAL WINDOW

1 X

2 Select One: ☒ Customer ☐ Partner

3 Customer Information and Story

* Customer First Name

* Customer Last Name

* Customer Email

* Your Story

4 * Upload a photo or video * Required

Photos: accepted - JPG, JPEG, BMP, PNG, GIF and must be 2 MB or less

Videos: accepted - AVI, MOV, MP4, WMV, FLV and must be 20 MB or less

Browse Files

No file selected

Don't have an image?
Choose one from our gallery

5 Retailer Information * Required

* Enter Retailer Name >

Love Promise Hearts Logo

6 ☐ I agree to the terms and conditions required by Subaru of America.

7 Submit

	Page Element	Description	Action
	Story Submission – Customer	Modal window specific to a customer submitting their own story	
1.	X	Button – Inactive state	Upon user interaction (click for desktop and single tap for tablet) close the modal window while saving any un-submitted user information
	Story Submission Form	Static text	
2.	Select One:	Radio buttons Required field	The user has selected 'Customer'
3.	Customer Information	Static text	



	and Story		
	* Required	Static photo	
	Customer First Name	Text field Required field	<ul style="list-style-type: none"> - Maximum of 30 characters - Alpha, numerical, and special characters allowed - Spaces are allowed
	Customer Last Name	Text field Required field	<ul style="list-style-type: none"> - Maximum of 30 characters - Alpha, numerical, and special characters allowed - Spaces are allowed
	Customer Email	Text field Required field	<ul style="list-style-type: none"> - Maximum of 50 characters - Alpha, numerical, and special characters allowed - No spaces allowed - Must be a valid email address (check for '@')
	Your Story	Text area Required field	<ul style="list-style-type: none"> - Maximum of 1500 characters - Alpha, numerical, and special characters allowed - Spaces are allowed
4.	Upload a photo or video	Static text Required field	
	Photo and video requirements	Static text	
	Browse Files	Button – Inactive state	Upon user interaction (click for desktop and single tap for tablet) open the user's default operating systems photo/video upload modal window
	No file selected	Dynamic text based on whether the user has uploaded a file or not	
	Don't have an image?	Static text	
	Choose one from our gallery	Text link – Inactive state	Upon user interaction (click for desktop and single tap for tablet) launch the Stock Photos view, reference section 3.3.2
5.	Retailer Information	Static text	
	* Required	Static photo	
	Enter Retailer Name	Text field Required field	<ul style="list-style-type: none"> - Unlimited character count - Alpha, numerical, and special characters allowed - Spaces are allowed
	Logo	Static photo	
6.	I agree to the <u>terms and conditions</u> required by Subaru of America.	Checkbox Required field Default state will be unchecked	User must agree to the terms & conditions in order to submit their Subaru Love Promise story
	terms and conditions	Text link – Inactive state	Upon user interaction (click for desktop and single tap for tablet) reveal and display the Subaru.com & DDC –



			Customer/Partner – Terms and Conditions View, reference section 3.5.1
7.	Submit	Button – Inactive state	Upon user interaction (click for desktop and single tap for tablet) submit all of the retailer's entered information and display the Subaru.com & DDC – Customer/Partner – Thank You – Modal Window, reference section 3.5

Technical Considerations

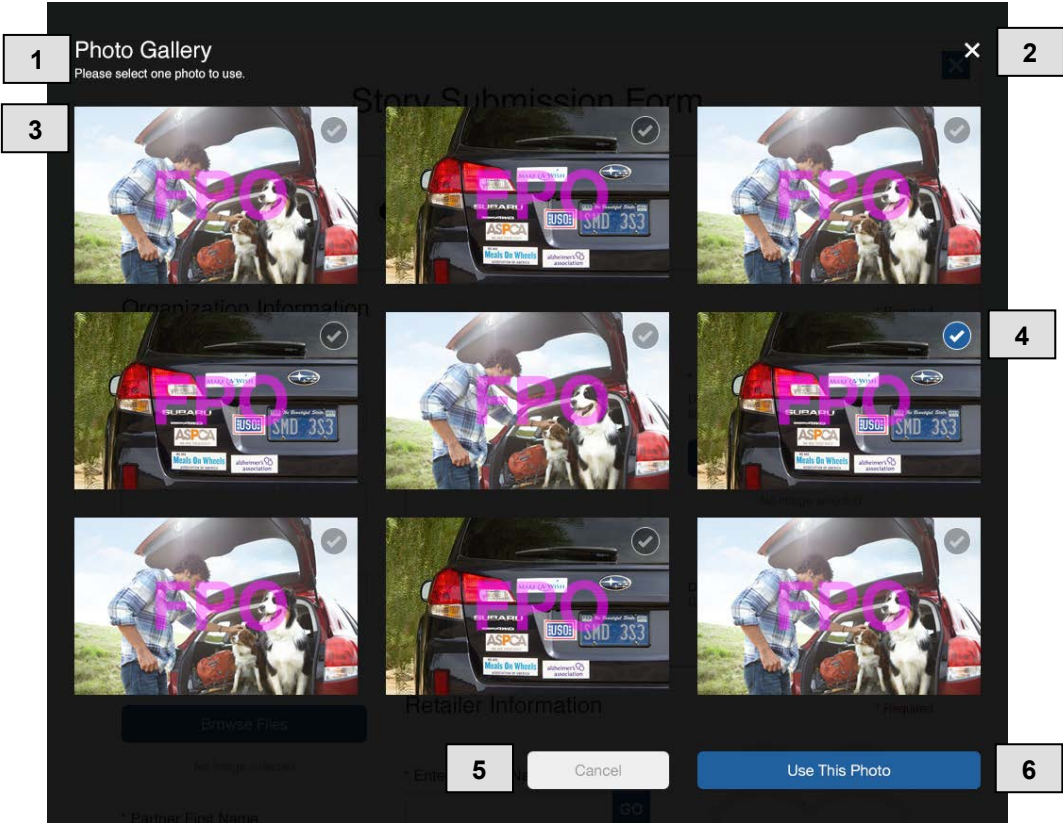
- The Subaru.com story submission modal window will be an iFrame
- Uploading a photo or video or using a Subaru stock photo will be required for all story submissions
 - Photo upload requirements: JPG, JPEG, BMP, PNG, GIF and must be 2 MB or less
 - Video upload requirements: AVI, MOV, MP4, WMV, FLV and must be 20 MB or less
- No file selected:
 - If the user has uploaded a file (either a photo or video) then the file name will be shown (ex. myFile.jpg)
 - If the user has selected a Subaru stock photo then the file name shown will be the name of the selected stock photo (ex. Subaru Photo #2)
- Enter Retailer Name text field will utilize Auto Complete
 - All Subaru retailers will be shown in alphabetical order
 - Once the user starts typing within the text field Auto Complete will automatically be shown and options will be dependent upon what the user has typed
- Once the user has completed all of the required fields then the 'Submit' CTA, reference point 7 above, will become active
- Web service for submitting the story, reference <http://jira.clynch.com/browse/LP-8>, for the latest web services documentation

Assumptions

- The user has clicked (desktop) or tapped (tablet) on the 'Share Your Story' CTA, reference section 3.1.4 point 5
- The user has clicked (desktop) or tapped (tablet) on the 'Customer' radio button, reference section 3.2 point 3



3.3.2. STOCK PHOTOS – VIEW



	Page Element	Description	Action
	Stock Photos	View allowing the user to select a Subaru stock photo instead of having to upload a photo of their own	
1.	Photo Gallery	Static text	
	Please select one photo to use.	Static text	
2.	X	Button – Inactive state	Upon user interaction (click for desktop and single tap for tablet) close the modal window while saving any un-submitted user information
3.	Photo	Static photo – Unselected state	Upon user interaction (click for desktop and single tap for tablet) update this photo to have the selected checkmark, reference point 4 below
4.	Photo	Static photo – Selected state	
5.	Cancel	Button – Inactive state	Upon user interaction (click for desktop and single tap for tablet) close the modal window without saving or selecting a



			photo
7.	Use This Photo	Button – Inactive state	Upon user interaction (click for desktop and single tap for tablet) close the Stock Photos section and update the 'No file selected' text, reference section 3.2.1 point 3, with the name of the selected Subaru stock photo

Technical Considerations

- The Subaru.com story submission modal window will be an iFrame
- The Stock Photos view will take over and overlay on top of the current modal window
- By default all photos will be unselected, reference point 3 above
- The user will only be able to have one (1) selected photo, reference point 4 above, at any given time
- This modal window will be utilized for Subaru.com, DDC, and Retailer submitted stories via Subarunet

Assumptions

- The user has clicked (desktop) or tapped (tablet) on the 'Share Your Story' CTA, reference section 3.1.4 point 5
- The user has clicked (desktop) or tapped (tablet) on the 'Choose one from our gallery' text link, reference section 3.3.4 point 5



3.3.3. CUSTOMER – ACTIVE – MODAL WINDOW

Story Submission Form

Select One: ☒ Customer ☐ Partner

Customer Information and Story

* Customer First Name

* Customer Last Name

* Customer Email

* Your Story

* Upload a photo or video

Photos: accepted - JPG, JPEG, BMP, PNG, GIF and must be 2 MB or less

Videos: accepted - AVI, MOV, MP4, WMV, FLV and must be 20 MB or less

Browse Files

[SELECTED FILE NAME]

Don't have an image?

[Choose one from our gallery](#)

Retailer Information

* Enter Retailer Name

Retailer Name

>

Retailer Name

Street Address Goes Here

City, ST, XXXXX

(XXX)XXX-XXXX

Love Promise Hearts Logo

☒ I agree to the [terms and conditions](#) required by Subaru of America.

Submit

	Page Element	Description	Action
	Story Submission – Customer – Filled Out	Modal window specific to a customer submitting their own story	
1.	[Selected File Name]	Dynamic text based on the uploaded/selected photo file name	
2.	Enter Retailer Name	Text field Required field	- Unlimited character count - Alpha, numerical, and special characters allowed - Spaces are allowed
	Retailer Name, Address, and Phone	Dynamic text based on the entered/selected Subaru retailer	

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	Number		
3.	I agree to the <u>terms and conditions</u> required by Subaru of America.	Checkbox Required field Default state will be unchecked	User must agree to the terms & conditions in order to submit their Subaru Love Promise story
	terms and conditions	Text link – Inactive state	Upon user interaction (click for desktop and single tap for tablet) reveal and display the Subaru.com & DDC – Customer/Partner – Terms and Conditions View, reference section 3.5.1
4.	Submit	Button – Inactive state	Upon user interaction (click for desktop and single tap for tablet) submit all of the retailer's entered information and display the Subaru.com & DDC – Customer/Partner – Thank You – Modal Window, reference section 3.5

Technical Considerations

- The Subaru.com story submission modal window will be an iFrame
- Once the user has completed all of the required fields then the 'Submit Story' CTA, reference point 4 above, will become active
- Web service for submitting the story, reference <http://jira.clynch.com/browse/LP-8>, for the latest web services documentation

Assumptions

- The user has clicked (desktop) or tapped (tablet) on the 'Share Your Story' CTA, reference section 3.1.4 point 5
- The user has clicked (desktop) or tapped (tablet) on the 'Customer' radio button, reference section 3.2 point 3
- The user has uploaded/selected a photo, reference point 1 above
- The user has entered/selected a Subaru retailer, reference point 2 above
- The user has agreed to the terms & conditions, reference point 3 above



3.3.4. PARTNER – ACTIVE – MODAL WINDOW

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Story Submission Form

Select one: ☐ Customer ☒ Partner

Organization Information

* Organization Name

* Organization Website URL

* Organization Email

* Organization Logo

Description of acceptable file formats and file size.

Browse Files

No image selected

* Your Story

* Upload a Photo or Video

Description of acceptable file formats and file size.

Browse Files

No image selected

Don't have an image?

Choose one from our gallery:

5

Retailer Information

* Enter Retailer Name

GO

Dealership Name

📍 Street Address Goes Here

City, ST XXXXX

📞 (000) 000-0000

* Partner First Name

* Partner Last Name

* Partner Email

☐ I agree to the terms and conditions required by Subaru of America.

SUBMIT

	Page Element	Description	Action
	Story Submission – Partner	Modal window specific to a partner submitting their own story	
1.	X	Button – Inactive state	Upon user interaction (click for desktop and single tap for tablet) close the modal window while saving any un-



			submitted user information
	Story Submission Form	Static text	
2.	Select One:	Radio buttons Required field	The user has selected 'Partner'
3.	Organization Information and Story (currently says 'Organization Information')	Static text	
	* Required	Static text	
	Organization Name	Text field Required field	- Maximum of 50 characters - Alpha, numerical, and special characters allowed - Spaces are allowed
	Organization Website URL	Text field Required field	- Maximum of 100 characters - Alpha, numerical, and special characters allowed - No spaces allowed
	Organization Logo	Static text Required field	
	Logo requirements	Static text	
	Browse Files	Button – Inactive state	Upon user interaction (click for desktop and single tap for tablet) open the user's default operating systems photo/video upload modal window
	No file selected	Dynamic text based on whether the user has uploaded a file or not	
	Partner First Name	Text field Required field	- Maximum of 30 characters - Alpha, numerical, and special characters allowed - Spaces are allowed
	Partner Last Name	Text field Required field	- Maximum of 30 characters - Alpha, numerical, and special characters allowed - Spaces are allowed
	Partner Email	Text field Required field	- Maximum of 50 characters - Alpha, numerical, and special characters allowed - No spaces allowed - Must be a valid email address (check for '@')
	Your Story	Text area Required field	- Maximum of 1500 characters - Alpha, numerical, and special characters allowed - Spaces are allowed
4.	Upload a photo or video	Static text Required field	



	Photo and video requirements	Static text	
	Browse Files	Button – Inactive state	Upon user interaction (click for desktop and single tap for tablet) open the user's default operating systems photo/video upload modal window
	No file selected	Dynamic text based on whether the user has uploaded a file or not	
	Don't have an image?	Static text	
	Choose one from our gallery	Text link – Inactive state	Upon user interaction (click for desktop and single tap for tablet) launch the Stock Photos view, reference section 3.3.2
5.	Retailer Information	Static text	
	* Required	Static text	
	Enter Retailer Name	Text field Required field	- Unlimited character count - Alpha, numerical, and special characters allowed - Spaces are allowed
	Retailer Name, Address, and Phone Number	Dynamic text based on the entered/selected Subaru retailer	
	Logo	Static photo	
6.	I agree to the <u>terms and conditions</u> required by Subaru of America.	Checkbox Required field Default state will be unchecked	User must agree to the terms & conditions in order to submit their Subaru Love Promise story
	terms and conditions	Text link – Inactive state	Upon user interaction (click for desktop and single tap for tablet) reveal and display the Subaru.com & DDC – Customer/Partner – Terms and Conditions View, reference section 3.5.1
7.	Submit	Button – Inactive state	Upon user interaction (click for desktop and single tap for tablet) submit all of the retailer's entered information and display the Subaru.com & DDC – Customer/Partner – Thank You – Modal Window, reference section 3.5

Technical Considerations

- The Subaru.com story submission modal window will be an iFrame
- Uploading a photo or video or using a Subaru stock photo will be required for all story submissions
 - Photo upload requirements: JPG, JPEG, BMP, PNG, GIF and must be 2 MB or less
 - Video upload requirements: AVI, MOV, MP4, WMV, FLV and must be 20 MB or less
- No file selected:
 - If the user has uploaded a file (either a photo or video) then the file name will be shown (ex. myFile.jpg)



- If the user has selected a Subaru stock photo then the file name shown will be the name of the selected stock photo (ex. Subaru Photo #2)
- Enter Retailer Name text field will utilize Auto Complete
 - All Subaru retailers will be shown in alphabetical order
 - Once the user starts typing within the text field Auto Complete will automatically be shown and options will be dependent upon what the user has typed
- Once the user has completed all of the required fields then the 'Submit' CTA, reference point 8 above, will become active
- Web service for submitting the story, reference <http://jira.clynch.com/browse/LP-8>, for the latest web services documentation

Assumptions

- The user has clicked (desktop) or tapped (tablet) on the 'Share Your Story' CTA, reference section 3.1.4 point 5
- The user has clicked (desktop) or tapped (tablet) on the 'Partner' radio button, reference section 3.2 point 3
- The user has entered/selected a Subaru retailer, reference point 6 above



3.4. DDC Story Submission

3.4.1. CUSTOMER – MODAL WINDOW

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Story Submission Form

Select One: ☒ Customer ☐ Partner

Customer Information and Story

* Customer First Name

* Customer Last Name

* Customer Email

* Your Story

* Upload a photo or video

Photos: accepted - JPG, JPEG, BMP, PNG, GIF and must be 2 MB or less

Videos: accepted - AVI, MOV, MP4, WMV, FLV and must be 20 MB or less

Browse Files

No file selected

Don't have an image?

Choose one from our gallery

Retailer Information

Retailer Name

Street Address Goes Here

City, ST, XXXXX

(XXX)XXX-XXXX

Love Promise Hearts Logo

☐ I agree to the [terms and conditions](#) required by Subaru of America.

Submit

	Page Element	Description	Action
	Story Submission – Customer – DDC Page	Modal window specific to a customer submitting a story on a Subaru retailer page	
1.	X	Button – Inactive state	Upon user interaction (click for desktop and single tap for tablet) close the modal window while saving any un-submitted user information
	Story Submission Form	Static text	
2.	Select One:	Radio buttons Required field	The user has selected ‘Customer’

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3.	Customer Information and Story	Static text	
	* Required	Static text	
	Customer First Name	Text field Required field	- Maximum of 30 characters - Alpha, numerical, and special characters allowed - Spaces are allowed
	Customer Last Name	Text field Required field	- Maximum of 30 characters - Alpha, numerical, and special characters allowed - Spaces are allowed
	Customer Email	Text field Required field	- Maximum of 50 characters - Alpha, numerical, and special characters allowed - No spaces allowed - Must be a valid email address (check for '@')
	Your Story	Text area Required field	- Maximum of 1500 characters - Alpha, numerical, and special characters allowed - Spaces are allowed
4.	Upload a photo or video	Static text Required field	
	Photo and video requirements	Static text	
	Browse Files	Button – Inactive state	Upon user interaction (click for desktop and single tap for tablet) open the user's default operating systems photo/video upload modal window
	No file selected	Dynamic text based on whether the user has uploaded a file or not	
	Don't have an image?	Static text	
	Choose one from our gallery	Text link – Inactive state	Upon user interaction (click for desktop and single tap for tablet) launch the Stock Photos view, reference section 3.3.2
5.	Retailer Information	Static text	
	* Required	Static text	
	Retailer Name, Address, and Phone Number	Dynamic text based on the Subaru retailer the user is currently visiting	
	Logo	Static photo	
6.	I agree to the <u>terms and conditions</u> required by Subaru of America.	Checkbox Required field Default state will be unchecked	User must agree to the terms & conditions in order to submit their Subaru Love Promise story
	<u>terms and conditions</u>	Text link – Inactive state	Upon user interaction (click for desktop and single tap for



			tablet) reveal and display the Subaru.com & DDC – Customer/Partner – Terms and Conditions View, reference section 3.5.1
7.	Submit	Button – Un-Clickable state	Upon user interaction (click for desktop and single tap for tablet) submit all of the retailer's entered information and display the Subaru.com & DDC – Customer/Partner – Thank You – Modal Window, reference section 3.5

Technical Considerations

- The DDC story submission modal window will be an iFrame
- The Retailer Information will be pre-populated based on the Subaru retailer the user is currently visiting
- Web service for submitting the story, reference <http://jira.clynch.com/browse/LP-8>, for the latest web services documentation

Assumptions

- The user has clicked (desktop) or tapped (tablet) on the 'Customer' radio button, reference section 3.2 point 3
- The user has clicked (desktop) or tapped (tablet) on the 'Share Your Story' CTA within the DDC Love Promise page



3.4.2. PARTNER – MODAL WINDOW

The screenshot shows a 'Story Submission Form' modal window. It includes a close button (1) in the top right corner. Below the title bar, there is a 'Select One:' section (2) with radio buttons for 'Customer' and 'Partner'. The main form area is divided into two sections: 'Organization Information and Story' (3) and 'Retailer Information' (5). The 'Organization Information and Story' section contains fields for 'Organization Name', 'Organization Website URL', 'Organization Email', and 'Organization Logo' (with a 'Browse Files' button), and a 'Your Story' text area. The 'Retailer Information' section contains fields for 'Retailer Name', 'Street Address Goes Here', 'City, ST, XXXXX', and '(XXX)XXX-XXXX', along with a 'Love Promise Hearts Logo' placeholder. A 'Submit' button (7) is located at the bottom right. A checkbox (6) at the bottom left indicates agreement to terms and conditions.

	Page Element	Description	Action
	Story Submission – Partner – DDC Page	Modal window specific to a partner submitting a story on a Subaru retailer page	
1.	X	Button – Inactive state	Upon user interaction (click for desktop and single tap for tablet) close the modal window while saving any un-submitted user information
	Story Submission Form	Static text	
2.	Select One:	Radio buttons Required field	The user has selected 'Partner'
3.	Organization	Static text	



	Information and Story		
	* Required	Static text	
	Organization Name	Text field Required field	<ul style="list-style-type: none"> - Maximum of 50 characters - Alpha, numerical, and special characters allowed - Spaces are allowed
	Organization Website URL	Text field Required field	<ul style="list-style-type: none"> - Maximum of 100 characters - Alpha, numerical, and special characters allowed - No spaces allowed
	Organization Logo	Static text Required field	
	Logo requirements	Static text	
	Browse Files	Button – Inactive state	Upon user interaction (click for desktop and single tap for tablet) open the user's default operating systems photo/video upload modal window
	No file selected	Dynamic text based on whether the user has uploaded a file or not	
	Partner First Name	Text field Required field	<ul style="list-style-type: none"> - Maximum of 30 characters - Alpha, numerical, and special characters allowed - Spaces are allowed
	Partner Last Name	Text field Required field	<ul style="list-style-type: none"> - Maximum of 30 characters - Alpha, numerical, and special characters allowed - Spaces are allowed
	Partner Email	Text field Required field	<ul style="list-style-type: none"> - Maximum of 50 characters - Alpha, numerical, and special characters allowed - No spaces allowed - Must be a valid email address (check for '@')
	Your Story	Text area Required field	<ul style="list-style-type: none"> - Maximum of 1500 characters - Alpha, numerical, and special characters allowed - Spaces are allowed
4.	Upload a photo or video	Static text Required field	
	Photo and video requirements	Static text	
	Browse Files	Button – Inactive state	Upon user interaction (click for desktop and single tap for tablet) open the user's default operating systems photo/video upload modal window
	No file selected	Dynamic text based on whether the user has uploaded a file or not	



	Don't have an image?	Static text	
	Choose one from our gallery	Text link – Inactive state	Upon user interaction (click for desktop and single tap for tablet) launch the Stock Photos view, reference section 3.3.2
5.	Retailer Information	Static text	
	* Required	Static text	
	Retailer Name, Address, and Phone Number	Dynamic text based on the entered/selected Subaru retailer	
	Logo	Static photo	
6.	I agree to the <u>terms and conditions</u> required by Subaru of America.	Checkbox Required field Default state will be unchecked	User must agree to the terms & conditions in order to submit their Subaru Love Promise story
	terms and conditions	Text link – Inactive state	Upon user interaction (click for desktop and single tap for tablet) reveal and display the Subaru.com & DDC – Customer/Partner – Terms and Conditions View, reference section 3.5.1
7.	Submit	Button – Inactive state	Upon user interaction (click for desktop and single tap for tablet) submit all of the retailer's entered information and display the Subaru.com & DDC – Customer/Partner – Thank You – Modal Window, reference section 3.5

Technical Considerations

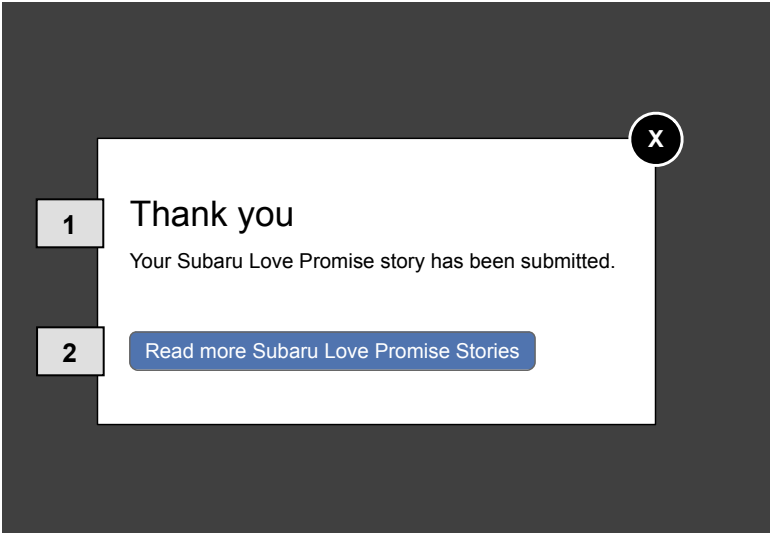
- The DDC story submission modal window will be an iFrame
- The Retailer Information will be pre-populated based on the Subaru retailer the user is currently visiting
- Web service for submitting the story, reference <http://jira.clynch.com/browse/LP-8>, for the latest web services documentation

Assumptions

- The user has clicked (desktop) or tapped (tablet) on the 'Partner' radio button, reference section 3.2 point 3
- The user has clicked (desktop) or tapped (tablet) on the 'Share Your Story' CTA within the DDC Love Promise page



3.5. Subaru.com & DDC – Customer/Partner – Thank You – Modal Window



	Page Element	Description	Action
	Subaru.com & DDC – Customer/Partner – Thank You	Modal window thanking the user for submitting their Subaru Love Promise story	
1.	Thank You messaging	Static text telling the user their story has been successfully submitted	
2.	Read more Subaru Love Promise Stories	Button – Inactive state	Upon user interaction (click for desktop and single tap for tablet) close the Thank You – Modal Window

Technical Considerations

- Clicking (desktop) or tapping (tablet) anywhere out of the Thank You – Modal Window will close the modal window

Assumptions

- The user has successfully submitted their Subaru Love Promise story either on Subaru.com, reference sections 3.3.1-3.3.4, or on a DDC page, reference sections 3.4.1-3.4.2



3.5.1. SUBARU.COM & DDC – CUSTOMER/PARTNER – TERMS & CONDITIONS VIEW

Story Submission Form

Select One:

Customer

Partner

Customer Information and Story

* Required

* Customer First Name

* Customer Last Name

* Customer Email

* Your Story

* Upload a photo or video

Photos: accepted - JPG, JPEG, BMP, PNG, GIF and must be 2 MB or less

Videos: accepted - AVI, MOV, MP4, WMV, FLV and must be 20 MB or less

Browse Files

No file selected

Don't have an image?

Choose one from our gallery

Retailer Information

* Required

* Enter Retailer Name

>

Retailer Name

Street Address Goes Here

City, ST, XXXXX

(XXX)XXX-XXXX

Love Promise Hearts Logo

I agree to the terms and conditions required by Subaru of America.

Submit

1

Terms & Conditions

Close

2

3

I hereby give Subaru of America, Inc. (SOA) a non-exclusive right to use the content of this email with my name, including any uploaded content, for use in any Subaru marketing or advertising materials, in whole or in part, together with other materials, in any manner, worldwide in perpetuity, without compensation or permission from, or notification to, me.

I represent that I sent the email with my name to and/or shared this image with SOA and understand that this email content and/or image and any attachments submitted with it may be used and republished in any form or medium (including, without limitation, in print, broadcast, and online including social media channels). I understand that this email content and/or image and attachments will not be returned to me.

I understand that I shall receive no compensation or remuneration of any type for the use of the email content and/or image, any attachments or my name (and that I will have no approval over any use), and SOA shall be under no obligation to use the email content, and/or image and attachments or my name.

I represent and warrant that I am 18 years of age or older and I have the full right, power and authority to grant the rights granted herein and that use of this email content and/or image and attachments will not violate any rights of any kind or nature whatsoever of any third party.

I release SOA, its parent, subsidiaries and affiliates, and each of their respective officers, directors, employees, and agents and their successors and assigns from any and all liability with respect to whatever manner they use the email content and/or image and attachments or my name. By uploading and sharing any image with SOA, if said image includes minors, then I represent and warrant that I am the parent or legal guardian of pictured minors.

	Page Element	Description	Action
	Subaru.com & DDC – Customer/Partner –	Modal window with all of the terms & conditions	

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	Terms & Conditions		
1.	Terms & Conditions	Static text	
2.	Close	Text Link – Inactive state	Upon user interaction (click for desktop and single tap for tablet) collapse and hide the Terms & Conditions
3.	Content	Static text	

Technical Considerations

- The terms & conditions functionality will work the same for Customer and Partner submissions on Subaru.com and DDC

Assumptions


- The user has clicked (desktop) or tapped (tablet) on the 'Terms & Conditions' text link, reference section 3.3.1 point 5

3.6. Retailer Submitting Story Submission – Select One

1


2

3



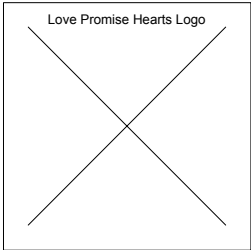
THE SUBARU LOVE PROMISE

Story Submission Form



Select One: ☐ Customer ☐ Partner

Love Promise Hearts Logo



	Page Element	Description	Action
	Retailer Submitting Story Submission – Select One	Page asking the retailer who they are submitting a story on behalf of in order to serve the appropriate submission form	
1.	Header	Static photo and text	
2.	Select One:	Radio buttons Required field	Upon user selection (click for desktop and single tap for tablet) reveal and display the corresponding submission form appropriate for the selected radio button and the environment in which the user is submitting the story
3.	Logo	Static photo	

- Technical Considerations
- Select One variables are: Customer and Partner
 - This view will be utilized on for Retailer submitted stories

- Assumptions
- The Subaru retailer has clicked (desktop) or tapped (tablet) on a ‘Submit a Subaru Love Promise Story’ CTA within the logged in state of Subarunet



3.6.1. CUSTOMER – PAGE

	Page Element	Description	Action
	Story Submission – Customer – Retailer Submitting	Page specific to a retailer submitting a story on behalf of a customer	
1.	Header	Static photo and text	
2.	Select One:	Radio buttons Required field	The retailer has selected 'Customer'
3.	Customer Information and Story	Static text	
	* Required	Static text	
	Customer First Name	Text field Required field	- Maximum of 30 characters - Alpha, numerical, and special characters allowed - Spaces are allowed
	Customer Last Name	Text field Required field	- Maximum of 30 characters - Alpha, numerical, and special characters allowed



			- Spaces are allowed
	Customer Email	Text field Required field	- Maximum of 50 characters - Alpha, numerical, and special characters allowed - No spaces allowed - Must be a valid email address (check for '@')
	Love Promise Story	Text area Required field	- Maximum of 1500 characters - Alpha, numerical, and special characters allowed - Spaces are allowed
4.	Upload a photo or video	Static text Required field	
	Photo and video requirements	Static text	
	Browse Files	Button – Inactive state	Upon user interaction (click for desktop and single tap for tablet) open the user's default operating systems photo/video upload modal window
	No file selected	Dynamic text based on whether the user has uploaded a file or not	
	Don't have an image?	Static text	
	Choose one from our gallery	Text link – Inactive state	Upon user interaction (click for desktop and single tap for tablet) launch the Stock Photos view, reference section 3.3.2
5.	Retailer Information	Static text	
	* Required	Static text	
	Retailer Name, Address, and Phone Number	Dynamic text based on the logged in Subaru retailer	
	Retailer First Name	Text field Required field	- Maximum of 30 characters - Alpha, numerical, and special characters allowed - Spaces are allowed
	Retailer Last Name	Text field Required field	- Maximum of 30 characters - Alpha, numerical, and special characters allowed - Spaces are allowed
	Retailer Email	Text field Required field	- Maximum of 50 characters - Alpha, numerical, and special characters allowed - No spaces allowed - Must be a valid email address (check for '@')
	Logo	Static photo	
6.	I agree to the terms and conditions required	Checkbox Required field	The Subaru retailer must agree to the terms & conditions in order to submit their Subaru Love Promise story on behalf of



	by Subaru of America.	Default state will be unchecked	a Customer
	terms and conditions	Text link – Inactive state	Upon user interaction (click for desktop and single tap for tablet) launch the Retailer Submitting – Terms & Conditions – Modal Window, reference section 3.7.1
7.	Submit	Button – Inactive state	Upon user interaction (click for desktop and single tap for tablet) submit all of the retailer's entered information and display the Retailer Submitting – Thank You – Modal Window, reference section 3.7

Technical Considerations

- The Subaru retailer will be pre-populated based on the logged in (via Subarunet) Subaru retailer
- Once the user has completed all of the required fields then the 'Submit' CTA, reference point 6 above, will become active
- Web service for submitting the story, reference <http://jira.clynch.com/browse/LP-8>, for the latest web services documentation

Assumptions

- The Subaru retailer has clicked (desktop) or tapped (tablet) on a 'Submit a Subaru Love Promise Story' CTA within the logged in state of Subarunet
 - The Subaru retailer will be submitting a story on behalf of the customer
- The Subaru retailer has clicked (desktop) or tapped (tablet) on the 'Customer' radio button, reference section 3.6 point 3



3.6.2. PARTNER – PAGE

1 THE SUBARU LOVE PROMISE Story Submission Form

2 Select One: ☐ Customer ☒ Partner

3 Organization Information and Story * Required

* Organization Name

* Organization Website URL

* Organization Email

* Organization Logo Photos: accepted - JPG, JPEG, BMP, PNG, GIF and must be 2 MB or less

4 * Upload a photo or video * Required

Photos: accepted - JPG, JPEG, BMP, PNG, GIF and must be 2 MB or less

Videos: accepted - AVI, MOV, MP4, WMV, FLV and must be 20 MB or less

No file selected

Don't have an image?
[Choose one from our gallery](#)

5 Retailer Information * Required

Retailer Name
Street Address Goes Here
City, ST, XXXXX
(XXX)XXX-XXXX

Love Promise Hearts Logo

* Partner First Name

* Partner Last Name

* Partner Email

* Retailer First Name

* Retailer Last Name

* Retailer Email

6 ☐ I agree to the terms and conditions required by Subaru of America.

7

	Page Element	Description	Action
	Story Submission – Partner – Retailer Submitting	Page specific to a retailer submitting a story on behalf of a partner	
1.	Header	Static photo and text	
2.	Select One:	Radio buttons Required field	The retailer has selected 'Customer'
3.	Organization Information and Story	Static text	
	* Required	Static text	
	Organization Name	Text field Required field	- Maximum of 50 characters - Alpha, numerical, and special characters allowed



			- Spaces are allowed
	Organization Website URL	Text field Required field	- Maximum of 100 characters - Alpha, numerical, and special characters allowed - No spaces allowed
	Organization Logo	Static text Required field	
	Logo requirements	Static text	
	Browse Files	Button – Inactive state	Upon user interaction (click for desktop and single tap for tablet) open the user's default operating systems photo/video upload modal window
	No file selected	Dynamic text based on whether the user has uploaded a file or not	
	Partner First Name	Text field Required field	- Maximum of 30 characters - Alpha, numerical, and special characters allowed - Spaces are allowed
	Partner Last Name	Text field Required field	- Maximum of 30 characters - Alpha, numerical, and special characters allowed - Spaces are allowed
	Partner Email	Text field Required field	- Maximum of 50 characters - Alpha, numerical, and special characters allowed - No spaces allowed - Must be a valid email address (check for '@')
	Your Story	Text area Required field	- Maximum of 1500 characters - Alpha, numerical, and special characters allowed - Spaces are allowed
4.	Upload a photo or video	Static text Required field	
	Photo and video requirements	Static text	
	Browse Files	Button – Inactive state	Upon user interaction (click for desktop and single tap for tablet) open the user's default operating systems photo/video upload modal window
	No file selected	Dynamic text based on whether the user has uploaded a file or not	
	Don't have an image?	Static text	
	Choose one from our gallery	Text link – Inactive state	Upon user interaction (click for desktop and single tap for tablet) launch the Stock Photos view, reference section 3.3.2



5.	Retailer Information	Static text	
	* Required	Static text	
	Retailer Name, Address, and Phone Number	Dynamic text based on the logged in Subaru retailer	
	Retailer First Name	Text field Required field	- Maximum of 30 characters - Alpha, numerical, and special characters allowed - Spaces are allowed
	Retailer Last Name	Text field Required field	- Maximum of 30 characters - Alpha, numerical, and special characters allowed - Spaces are allowed
	Retailer Email	Text field Required field	- Maximum of 50 characters - Alpha, numerical, and special characters allowed - No spaces allowed - Must be a valid email address (check for '@')
	Logo	Static photo	
6.	I agree to the <u>terms and conditions</u> required by Subaru of America.	Checkbox Required field Default state will be unchecked	The Subaru retailer must agree to the terms & conditions in order to submit their Subaru Love Promise story on behalf of a Customer
	terms and conditions	Text link – Inactive state	Upon user interaction (click for desktop and single tap for tablet) launch the Retailer Submitting – Terms & Conditions – Modal Window, reference section 3.7.1
7.	Submit	Button – Inactive state	Upon user interaction (click for desktop and single tap for tablet) submit all of the retailer's entered information and display the Retailer Submitting – Thank You – Modal Window, reference section 3.7

Technical Considerations

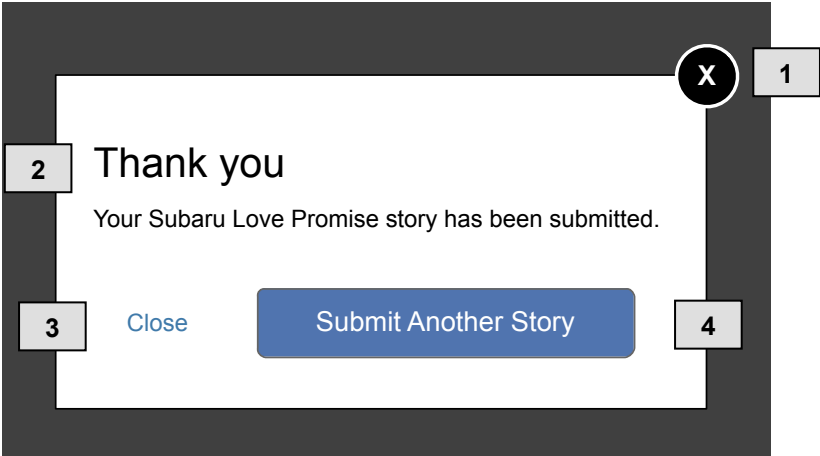
- The Subaru retailer will be pre-populated based on the logged in (via Subarunet) Subaru retailer
- Once the user has completed all of the required fields then the 'Submit' CTA, reference point 6 above, will become active
- Web service for submitting the story, reference <http://jira.clynch.com/browse/LP-8>, for the latest web services documentation

Assumptions

- The Subaru retailer has clicked (desktop) or tapped (tablet) on a 'Submit a Subaru Love Promise Story' CTA within the logged in state of Subarunet
 - The Subaru retailer will be submitting a story on behalf of the partner
- The Subaru retailer has clicked (desktop) or tapped (tablet) on the 'Partner' radio button, reference section 3.6 point 3



3.7. Retailer Submitting – Thank You – Modal Window



	Page Element	Description	Action
	Retailer Submitting – Thank You	Modal window thanking the retailer for submitting a Subaru Love Promise story	
1.	X	Button – Inactive state	Upon user interaction (click for desktop and single tap for tablet) close the Thank You – Modal Window
2.	Thank You messaging	Static text telling the user their story has been successfully submitted	
3.	Close	Text Link – Inactive state	Upon user interaction (click for desktop and single tap for tablet) close the Thank You – Modal Window
4.	Submit Another Story	Button – Inactive state	Upon user interaction (click for desktop and single tap for tablet) close the Thank You – Modal Window and direct the retailer back to the Retailer Submitting Story Submission – Select One, reference section 3.6

Technical Considerations

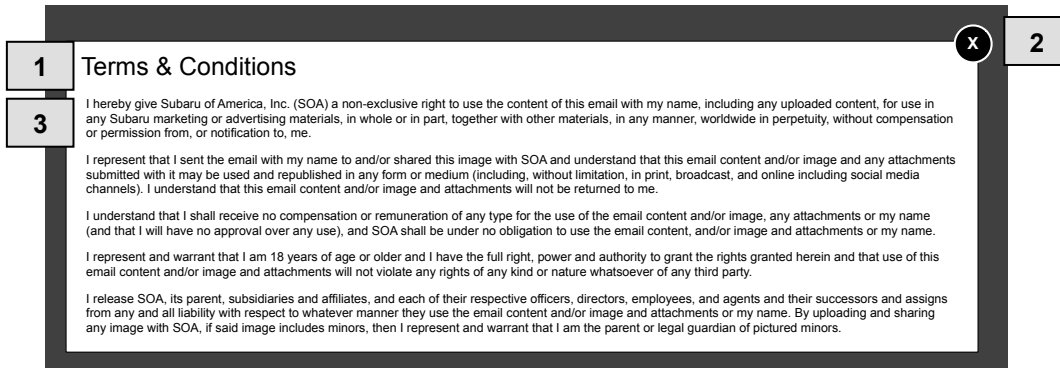
- Clicking (desktop) or tapping (tablet) anywhere out of the Retailer Submitting – Thank You – Modal Window will close the modal window

Assumptions

- The user has successfully submitted their Subaru Love Promise story, reference sections 3.6.1-3.6.2



3.7.1. RETAILER SUBMITTING – TERMS & CONDITIONS – MODAL WINDOW



	Page Element	Description	Action
	Retailer Submitting – Terms & Conditions	Modal window with all of the terms & conditions	
1.	Terms & Conditions	Static text	
2.	Close	Text Link – Inactive state	Upon user interaction (click for desktop and single tap for tablet) close the Retailer Submitting – Terms & Conditions – Modal Window
3.	Content	Static text	

Technical Considerations

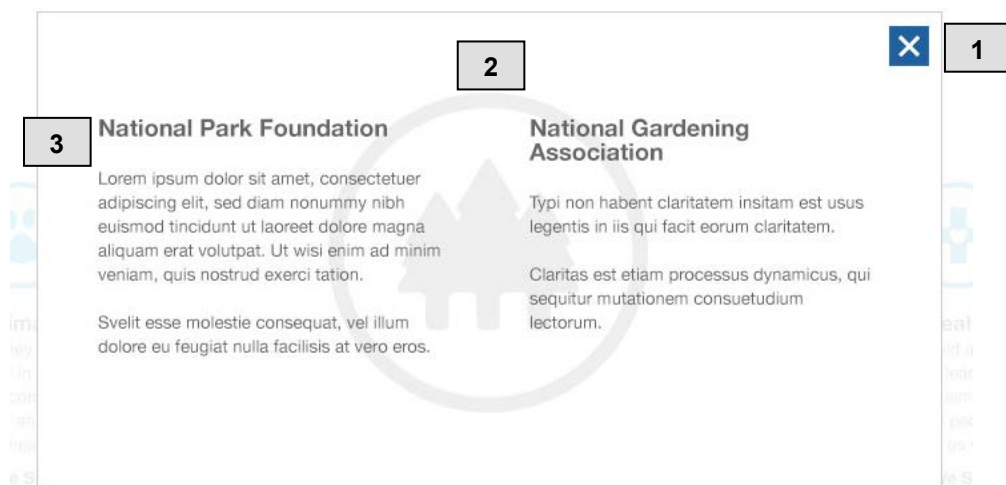
- Clicking (desktop) or tapping (tablet) anywhere out of the Retailer Submitting – Terms & Conditions – Modal Window will close the modal window

Assumptions

- The user has clicked (desktop) or tapped (tablet) on the 'Terms & Conditions' text link, reference section 3.6.1 point 2, or section 3.6.2 point 2



3.8. Tenet – Partnerships – Modal Window



	Page Element	Description	Action
	Tenet – Partnerships	Modal window describing the partnerships	
1.	Close	Button – Inactive state	Upon user interaction (click for desktop and single tap for tablet) close the Tenet – Partnerships – Modal Window
2.	Tenet Watermark	Static photo	
3.	Charity/Partnership Name	Static text	
	Charity/Partnership Description	Static text	
	Charity/Partnership URL	Text link – Inactive state	Upon user interaction (click for desktop and single tap for tablet) open the appropriate URL in a new window/tab

Technical Considerations

- Clicking (desktop) or tapping (tablet) anywhere out of the Tenet – Partnerships – Modal Window will close the modal window
- There will be a separate modal window for each tenet:
 - Animals
 - Environment (currently shown)
 - Education
 - Community
 - Health
- The Tenet Watermark, reference point 2 above, will be centered horizontally and vertically within the modal window
- The modal window will be able to accommodate for six (6) or more charities/partners within a given tenet



- All charity/partner information will be static per their associated tenet
- Charity/Partnership URL, reference point 3 above, will only be shown if applicable and if shown it will be included in the Charity/Partnership Description

Assumptions

- The user has clicked (desktop) or tapped (tablet) on the 'Who We Support' text link, reference section 3.1.3 point 2



3.9. Story Detail – Modal Window


1

2 CHANDLER EDUCATION FOUNDATION

3 <

4 >

5




6

Subaru Superstore of Chandler presented a \$10,945 donation to the Chandler Education Foundation (CEF) on March 17, 2014. The partnership between them and Subaru of America enabled CEF to participate in Subaru's recent "Share the Love" event. This annual event allowed each customer purchasing or leasing a vehicle to direct \$250 of Subaru money toward the CEF Scholarship Fund benefiting Chandler teachers and students. Collectively, it amounted to almost \$11,000.

Subaru Superstore of Chandler owners, Richard and Lisa Cvijanovich are big supporters of CUSD, donating a \$6,000 Apple computer media lab to CUSD last year.

7



Posted by Subaru Superstore
June 27, 2014

8

[Share](#)

9

[Visit Retailer's Love Promise Page](#)

10

Does your Subaru retailer go above and beyond, provide exceptional service or support causes that are important to you? We'd love to hear about it.

[Share Your Story](#)

3a

July 19

PREVIOUS

Seek the Peak

4a

May 18

NEXT

Merrell Down & Dirty Obst...



	Page Element	Description	Action
	Story Detail – Modal Window	Modal window showcasing the Love Promise story	
1.	X	Button – Inactive state	Upon user interaction (click for desktop and single tap for tablet) close the modal window
2.	Title	Dynamic text based on the story currently being viewed	
	Retailer Name	Dynamic text based on the story currently being viewed	
3.	< (left arrow – collapsed state)	Button – Inactive state	<ul style="list-style-type: none"> - Upon user interaction (hover for desktop) expand the arrow to view the previous story title, reference point 3a below - Upon user interaction (single tap for tablet) transition to the previous story within the sequence - If the user is on the first story within the sequence then this button will not be displayed
3a.	< (left arrow – expanded state)	Button – Active state Dynamic text of the previous story title	Upon user interaction (click for desktop) transition to the previous story within the sequence
4.	> (right arrow – collapsed state)	Button – Inactive state	<ul style="list-style-type: none"> - Upon user interaction (hover for desktop) expand the arrow to view the next story title, reference point 4a below - Upon user interaction (single tap for tablet) transition to the next story within the sequence - If the user is on the last story within the sequence then this button will not be displayed
4a.	> (right arrow – expanded state)	Button – Active state Dynamic text of the next story title	Upon user interaction (click for desktop) transition to the next story within the sequence
5.	Story Photo/Video	Dynamic piece of content (either a photo or video) associated to the story currently being viewed	
6.	Story	Dynamic text based on the story	



		currently being viewed	
7.	Author Information		
	Logo	Dynamic logo/photo of who submitted the story	
	Posted by:	Dynamic text of the name of the user who submitted the story	
	Date	Dynamic date based on when the story was submitted	
8.	Share	Button – Inactive state	Upon user interaction (click for desktop and single tap for tablet) open the Share drop-down, reference point 8a below
8a.	Share	Button – Active state	Upon user interaction (click for desktop and single tap for tablet) close the Share drop-down and return it to its default state, reference point 8 above
	[Facebook Logo] Post to your wall	Button – Inactive state	Upon user interaction (click for desktop and single tap for tablet) launch the Facebook Share modal window
	[Twitter Logo] Tweet this	Button – Inactive state	Upon user interaction (click for desktop and single tap for tablet) launch the Twitter Share modal window
	[Paperclip Icon] Get link	Button – Inactive state	Upon user interaction (click for desktop and single tap for tablet) automatically copy the page URL to the user's clipboards
9.	Visit Retailer's Love Promise Page	Text link – Inactive state	Upon user interaction (click for desktop and single tap for tablet) open the appropriate retailer's Love Promise page in a new window/tab
10.	Does your Subaru retailer go above and beyond, provide exceptional service or support causes that are important to you? We'd love to hear about it.	Static text	
	Share Your Story	Button – Inactive State	Upon user interaction (click for desktop and single tap for tablet) launch the Story Submission – Modal Window, reference section 2.2

Technical Considerations

- Clicking (desktop) or tapping (tablet) anywhere outside of the Story Detail – Modal Window will automatically close the modal window
- The left arrow, reference point 3 above, right arrow, reference point 4 above, and the X, reference point 1 above, will be docked in position so they're always visible in screen view, even when the content requires scrolling
- Videos, reference point 5 above, will not auto-play upon the Story Detail – Modal Window opening



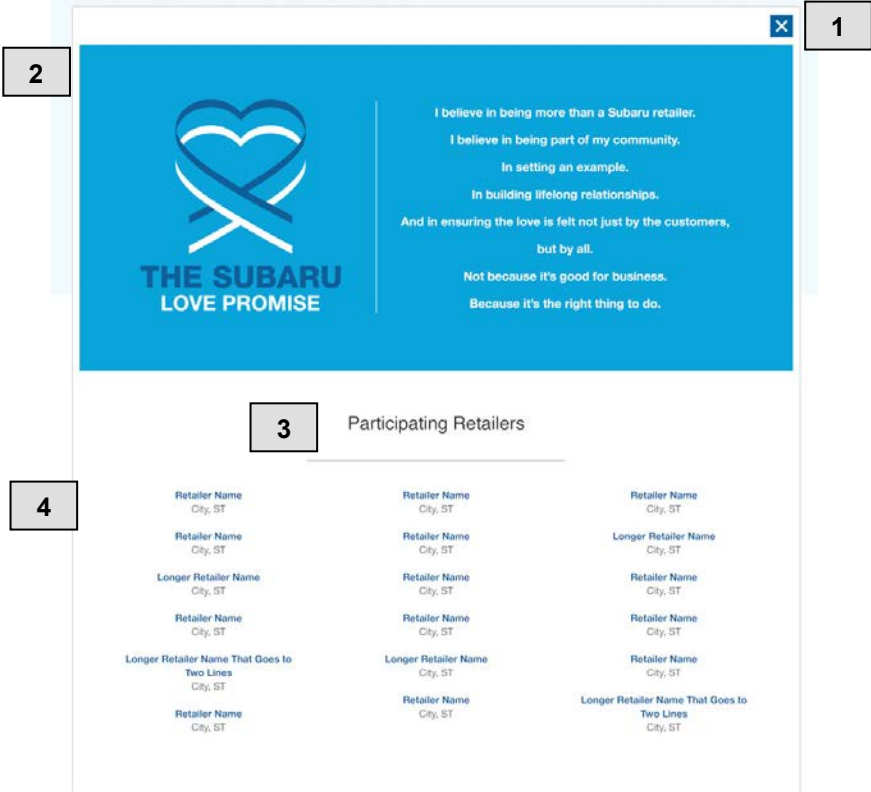
- Arrow – Expanded, reference points 3a and 4a above, will show dynamic text of the story title and photo thumbnail of the previous (left arrow) or next (right arrow) story within the sequence
 - Tablet users will not see the Arrow – Expanded state
- Tablet users will be able to swipe screen right to screen left to view the next story within the sequence
- Tablet users will be able to swipe screen left to screen right to view the previous story within the sequence
- Title, reference point 2 above, will be manually entered by the admin user via the admin interface
- Author Information – Logo:
 - If a Retailer has submitted the story then the logo will be the Subaru logo, as seen above
 - If a Partner has submitted the story then their submitted logo will be used, reference section 3.3.4 point 3
 - If a Customer has submitted the story then the Love Promise logo will be used
- Author Information – Posted by:
 - If a retailer has submitted the story then their retailer name will be shown, as seen above
 - If a Partner has submitted the story then their partner name will be shown, reference section 3.3.4 point 3
 - If a Customer has submitted the story then their first name and the first letter of their last name will be shown (ex. John S.)
- Clicking (desktop) or tapping (tablet) anywhere outside of the Share drop-down will automatically close the drop-down
- Standard Facebook Share APIs
 - User must be logged into Facebook in order to share via Facebook
- Standard Twitter Share APIs
 - User must be logged into Twitter in order to share via Twitter
- Web service for retrieving a story, reference <http://jira.clynch.com/browse/LP-8>, for the latest web services documentation

Assumptions

- The user has clicked (desktop) or tapped (tablet) on a story, reference section 3.1.4 points 5



3.10. Pledge & Participating Retailers – Modal Window



	Page Element	Description	Action
	Pledge & Participating Retailers – Modal Window	Modal window showcasing the Subaru Love Promise pledge and all of the participating retailers	
1.	X	Button – Inactive state	Upon user interaction (click for desktop and single tap for tablet) close the modal window
2.	Pledge	Static text and photo	
3.	Participating Retailers	Static text	
4.	Retailer Name City, ST	Dynamic text based of the participating retailer’s name and their city, state	Upon user interaction (click for desktop and single tap for tablet) of a retailer name open the selected retailer’s Love Promise page in a new window/tab

Technical Considerations

- Clicking (desktop) or tapping (tablet) anywhere outside of the Pledge & Participating Retailers – Modal Window will automatically close the modal window



- Web service for retrieving a story, reference <http://jira.clynch.com/browse/LP-9> for the latest web services documentation

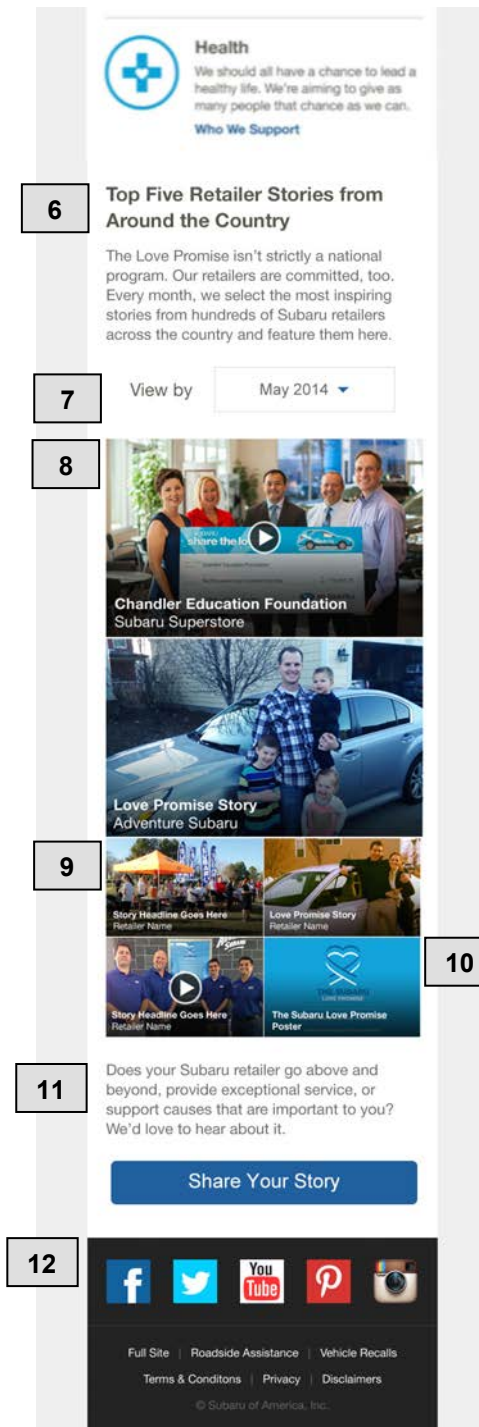
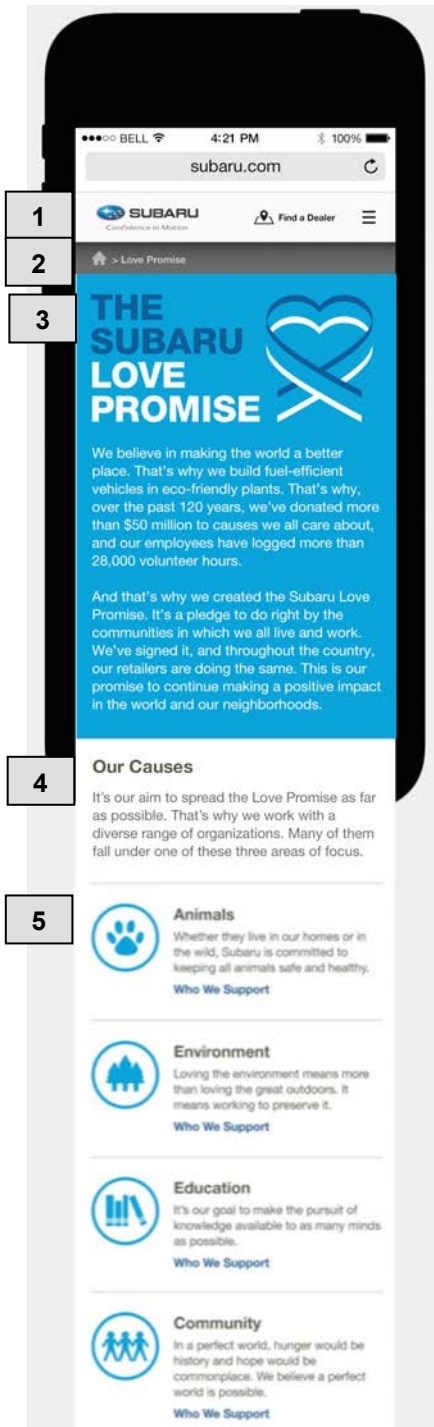
Assumptions

- The user has clicked (desktop) or tapped (tablet) on the 'The Subaru Love Promise Poster' pod, reference section 3.1.4 points 5



4. MOBILE

4.1. Love Promise – Landing Page





	Page Element	Description	Action
	Love Promise – Landing Page	Page describing what the Love Promise is and highlighting submitted Love Promise stories	
1.	Subaru Global Header	Standard Subaru.com/mobile/global header with default functionality	
2.	Breadcrumb	Standard Subaru.com/mobile/breadcrumb with default functionality	
3.	The Subaru Love Promise	Static text	
	Hearts Logo	Static logo	
	Description	Static text	
4.	Our Causes	Static text	
	Description	Static text	
5.	Tenets		
	Animals	Static tenet logo, title, description, and 'Who We Support' text link – inactive state	Upon user interaction (single tap for mobile) of the entire tenet area open the appropriate Tenet – Partnerships – Page, reference section 4.2
	Environment	Static tenet logo, title, description, and 'Who We Support' text link – inactive state	Upon user interaction (single tap for mobile) of the entire tenet area open the appropriate Tenet – Partnerships – Page, reference section 4.2
	Education	Static tenet logo, title, description, and 'Who We Support' text link – inactive state	Upon user interaction (single tap for mobile) of the entire tenet area open the appropriate Tenet – Partnerships – Page, reference section 4.2
	Community	Static tenet logo, title, description, and 'Who We Support' text link – inactive state	Upon user interaction (single tap for mobile) of the entire tenet area open the appropriate Tenet – Partnerships – Page, reference section 4.2
	Health	Static tenet logo, title, description, and 'Who We Support' text link – inactive state	Upon user interaction (single tap for mobile) of the entire tenet area open the appropriate Tenet – Partnerships – Page, reference section 4.2
6.	Top Five Retailer Stories from Around the Country	Static text	
	Description	Static text	
7.	View by	Drop-down	
8.	Featured Stories	Dynamic text and content being highlighted as featured	Upon user interaction (single tap for mobile) open the Story Detail – Page, reference section 4.3
9.	Runner-Up Stories	Dynamic text and content being	Upon user interaction (single tap for mobile) open the Story



		highlighted as a runner-up	Detail – Page, reference section 4.3
10.	The Subaru Love Promise Poster	Static text and photo	Upon user interaction (single tap for mobile) open the Pledge & Participating Retailers – Page, reference section 4.4
11.	Does your Subaru retailer go above and beyond, provide exceptional service, or support causes that are important to you? We'd love to hear about it.	Static text	
	Share Your Story	Button – Inactive State	Upon user interaction (single tap for mobile) open the Story Submission – Select One – Page, reference section 4.5
12.	Subaru Global Footer	Standard Subaru.com/mobile/global footer with default functionality	

Technical Considerations

- Subaru Global Header will be standard across the entire Subaru.com/mobile/ site experience
- Breadcrumb will be: [Home Icon] > Love Promise
- View by, reference point 7 above, variables will be: all previous months with associated year (ex. May 2014) ordered from most recently past month to the oldest
 - The view by will function as an archive of all previous month winners and runner ups
 - If there is not a previous month (ex. when the page goes live) then this drop-down will not be shown until there is a previous month to display
- There will be two (2) Featured stories, reference point 8 above, each month
- There will be three (3) Runner-Up stories, reference point 9 above, each month
- Subaru Global Footer will be standard across the entire Subaru.com/mobile/ site experience

Assumptions

- N/A

Metrics

- Tracking and analytics will be implemented using Omniture via the Ensignen tag management system. The following base code must be placed on every site page:
 - <script type="text/javascript" src="//nexus.ensighen.com/clientName/Bootstrap.js"></script>
 - The code references a JavaScript file served by Ensignen. Below is a screenshot of the HTML code implemented:



```
<html>
  <head>
    <script src="//nexus.ensighten.com/clientName/Bootstrap.js" type="text/javascript">
  </head>
  <body>
</html>
```

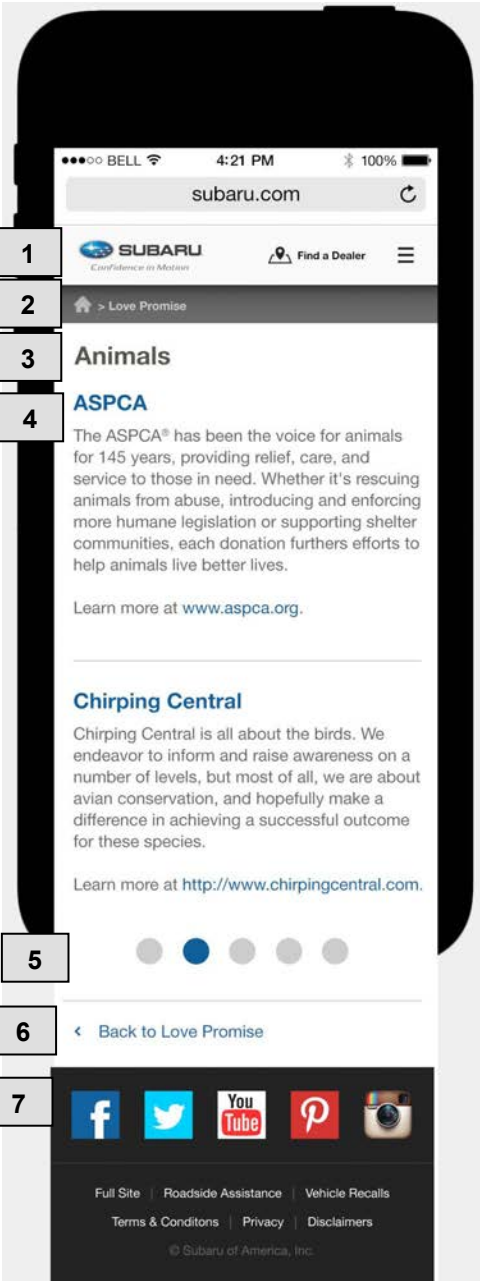
- * Please note that the protocol has been purposefully left off of the URL to the Ensignten hosted Bootstrap.js. This is indeed how the script tag should be implemented as omitting the protocol will allow the end-user's browser to determine whether it is HTTPS or HTTP dynamically

Page Metadata

- URL:** <http://www.subaru.com/love-promise.html>
- Title:** The Subaru Love Promise | Join Subaru in Helping Charities
 - <title>The Subaru Love Promise | Join Subaru in Helping Charities</title>
- Description:** Join Subaru of America in giving back to charities & non-profits around the country and in your neighborhood. Learn more about the Subaru Love Promise today.
 - <meta name="description" content="Join Subaru of America in giving back to charities & non-profits around the country and in your neighborhood. Learn more about the Subaru Love Promise today." />
- Keywords:** The Subaru Love Promise, Love Promise, Subaru giving, Subaru non-profit giving, Subaru charities, charities supported by Subaru, 2015 Forester, 2014 Outback, 2014 Legacy, 2014 Tribeca, 2014 Impreza, 2014 Impreza WRX, 2014 Impreza WRX STI, 2014 XV Crosstrek, SUVs, crossovers, wagons, sedans
 - <meta name="keywords" content="The Subaru Love Promise, Love Promise, Subaru giving, Subaru non-profit giving, Subaru charities, charities supported by Subaru, 2015 Forester, 2014 Outback, 2014 Legacy, 2014 Tribeca, 2014 Impreza, 2014 Impreza WRX, 2014 Impreza WRX STI, 2014 XV Crosstrek, SUVs, crossovers, wagons, sedans" />



4.2. Tenet – Partnerships – Page



	Page Element	Description	Action
	Tenet – Partnerships	Page describing the partnerships	
1.	Subaru Global Header	Standard Subaru.com/mobile/ global header with default functionality	



2.	Breadcrumb	Standard Subaru.com/mobile/ breadcrumb with default functionality	
3.	[Tenet Name]	Static text	
4.	Charity/Partnership Name	Static text	
	Charity/Partnership Description	Static text	
	Charity/Partnership URL	Text link – Inactive state	Upon user interaction (single tap for mobile) open the appropriate URL in a new window/tab
5.	Pagination Navigational Dots	Buttons	- Upon user interaction (single tap for mobile) cycle to the selected Tenet – Partnerships – Page associated with the navigational dot - Pagination Navigational Dots will automatically update based on the Tenet – Partnership – Page being viewed
6.	< Back to Love Promise	Text link – Inactive state	Upon user interaction (single tap for mobile) direct the user back to the Love Promise – Landing Page, reference section 4.1
7.	Subaru Global Footer	Standard Subaru.com/mobile/ global footer with default functionality	

Technical Considerations

- Subaru Global Header will be standard across the entire Subaru.com/mobile/ site experience
- Breadcrumb will be: [Home Icon] > Love Promise
- There will be a separate page view for each tenet:
 - Animals (currently shown)
 - Environment
 - Education
 - Community
 - Health
- The page will be able to accommodate for six (6) or more charities/partners within a given tenet
- All charity/partner information will be static per their associated tenet
- Charity/Partnership URL, reference point 4 above, will only be shown if applicable and if shown it will be included in the Charity/Partnership Description
- Pagination Navigational Dots:
 - 1st dot is inactive
 - 2nd dot is active/currently being viewed
 - 3rd+ dots are inactive
- Users may swipe screen right to screen left to view the next Tenet – Partnership – Page within the cycle



- If the user is currently on the last Tenet – Partnership – Page and swipes screen right to screen left then cycle to the first Tenet – Partnership – Page
- Users may swipe screen left to screen right to view the previous Tenet – Partnership – Page within the cycle
 - If the user is currently on the first Tenet – Partnership – Page and swipes screen left to screen right then cycle to the last Tenet – Partnership – Page
- Subaru Global Footer will be standard across the entire Subaru.com/mobile/ site experience

Assumptions

- The user has tapped (mobile) on the 'Who We Support' text link, reference section 4.1 point 5

Metrics

- Tracking and analytics will be implemented using Omniture via the Ensignten tag management system. The following base code must be placed on every site page:
 - `<script type="text/javascript" src="//nexus.ensighten.com/clientName/Bootstrap.js"></script>`
 - The code references a JavaScript file served by Ensignten. Below is a screenshot of the HTML code implemented:

```
<html>
  <head>
    <script src="//nexus.ensighten.com/clientName/Bootstrap.js" type="text/javascript">
  </head>
  <body>
</html>
```

- * Please note that the protocol has been purposefully left off of the URL to the Ensignten hosted Bootstrap.js. This is indeed how the script tag should be implemented as omitting the protocol will allow the end-user's browser to determine whether it is HTTPS or HTTP dynamically

Page Metadata

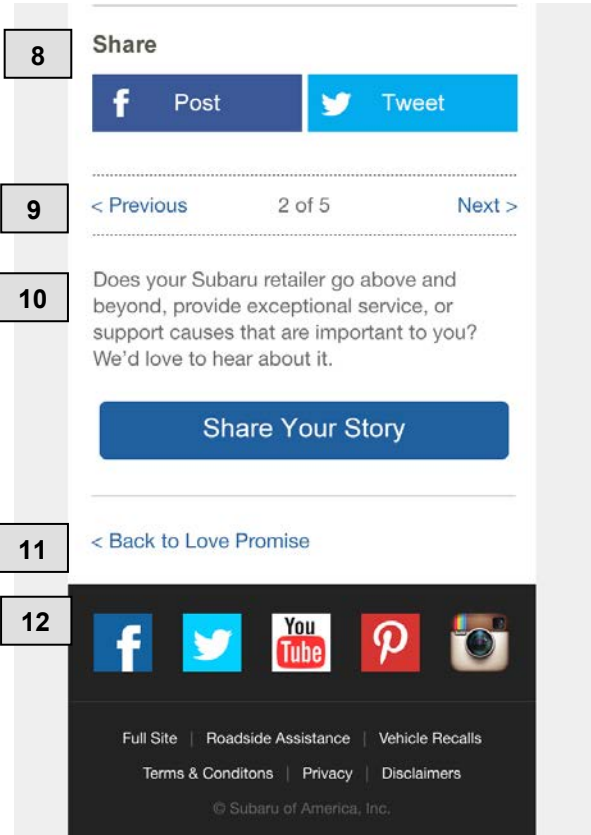
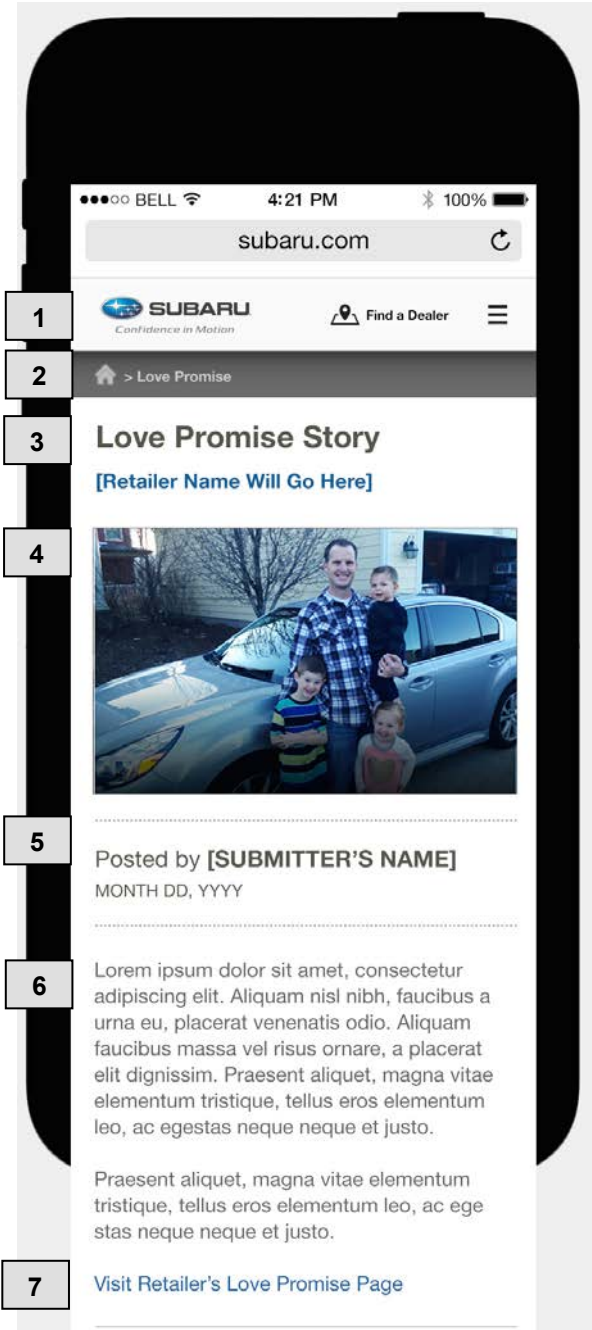
- **URL:**
 - Animals: <http://www.subaru.com/love-promise/our-causes.html#animals> (default page)
 - Environment: <http://www.subaru.com/love-promise/our-causes.html#environment>
 - Education: <http://www.subaru.com/love-promise/our-causes.html#education>
 - Community: <http://www.subaru.com/love-promise/our-causes.html#community>
 - Health: <http://www.subaru.com/love-promise/our-causes.html#health>
- **Title:** The Subaru Love Promise | Our Causes
 - `<title>The Subaru Love Promise | Our Causes</title>`
- **Description:** Join Subaru of America in giving back to charities & non-profits around the country and in your neighborhood. Learn more about our causes for animals, environment, education, community, and health.



- <meta name="description" content=" Join Subaru of America in giving back to charities & non-profits around the country and in your neighborhood. Learn more about our causes for animals, environment, education, community, and health." />
- **Keywords:** The Subaru Love Promise, Love Promise, Subaru giving, Subaru non-profit giving, Subaru charities, charities supported by Subaru, 2015 Forester, 2014 Outback, 2014 Legacy, 2014 Tribeca, 2014 Impreza, 2014 Impreza WRX, 2014 Impreza WRX STI, 2014 XV Crosstrek, SUVs, crossovers, wagons, sedans
 - <meta name="keywords" content="The Subaru Love Promise, Love Promise, Subaru giving, Subaru non-profit giving, Subaru charities, charities supported by Subaru, 2015 Forester, 2014 Outback, 2014 Legacy, 2014 Tribeca, 2014 Impreza, 2014 Impreza WRX, 2014 Impreza WRX STI, 2014 XV Crosstrek, SUVs, crossovers, wagons, sedans" />



4.3. Story Detail – Page



	Page Element	Description	Action
	Story Detail – Page	Page showcasing the Love Promise story	



1.	Subaru Global Header	Standard Subaru.com/mobile/global header with default functionality	
2.	Breadcrumb	Standard Subaru.com/mobile/breadcrumb with default functionality	
3.	Title	Dynamic text based on the story currently being viewed	
	Retailer Name	Dynamic text based on the story currently being viewed	
4.	Story Photo/Video	Dynamic piece of content (either a photo or video) associated to the story currently being viewed	
5.	Author Information		
	Posted by:	Dynamic text of the name of the user who submitted the story	
	Date	Dynamic date based on when the story was submitted	
6.	Story	Dynamic text based on the story currently being viewed	
7.	Visit Retailer's Love Promise Page	Text link – Inactive state	Upon user interaction (single tap for mobile) open the appropriate retailer's Love Promise page in a new window/tab
8.	Share		
	[Facebook Logo] Post	Button – Inactive state	Upon user interaction (single tap for mobile) open the Facebook Share page in a new window/tab
	[Twitter Logo] Tweet	Button – Inactive state	Upon user interaction (single tap for mobile) open the Twitter Share page in a new window/tab
9.	< Previous	Text link – Inactive state	Upon user interaction (single tap for mobile) cycle to the previous story within the sequence
	[#] of 5	Dynamic text based on the story currently being viewed	
	Next >	Text link – Inactive state	Upon user interaction (single tap for mobile) cycle to the next story within the sequence
10.	Does your Subaru retailer go above and beyond, provide exceptional service, or support causes that are important to you? We'd	Static text	



	love to hear about it.		
	Share Your Story	Button – Inactive State	Upon user interaction (single tap for mobile) open the Story Submission – Select One – Page, reference section 4.5
11.	< Back to Love Promise	Text link – Inactive state	Upon user interaction (single tap for mobile) direct the user back to the Love Promise – Landing Page, reference section 4.1
12.	Subaru Global Footer	Standard Subaru.com/mobile/global footer with default functionality	

Technical Considerations

- Subaru Global Header will be standard across the entire Subaru.com/mobile/ site experience
- Breadcrumb will be: [Home Icon] > Love Promise
- Videos, reference point 4 above, will not auto-play upon the Story Detail – Page opening
 - Tapping on a video thumbnail will launch the video in the user's devices native video playing application
- Users will be able to swipe screen right to screen left to view the next story within the sequence
 - If the user is currently on the last story and swipes screen right to screen left then cycle to the first story
- Users will be able to swipe screen left to screen right to view the previous story within the sequence
 - If the user is currently on the first story and swipes screen left to screen right then cycle to the last story
- Title, reference point 3 above, will be manually entered by the admin user via the admin interface
- Author Information – Posted by:
 - If a retailer has submitted the story then their retailer name will be shown, as seen above
 - If a Partner has submitted the story then their partner name will be shown, reference section 3.3.4 point 3
 - If a Customer has submitted the story then their first name and the first letter of their last name will be shown (ex. John S.)
- Standard Facebook Share APIs
 - User must be logged into Facebook in order to share via Facebook
- Standard Twitter Share APIs
 - User must be logged into Twitter in order to share via Twitter
- Web service for retrieving a story, reference <http://jira.clynch.com/browse/LP-8>, for the latest web services documentation
- Subaru Global Footer will be standard across the entire Subaru.com/mobile/ site experience

Assumptions

- The user has tapped (mobile) on a story, reference section 4.1 points 8-9

Metrics

- Tracking and analytics will be implemented using Omniture via the Ensignen tag management system. The following base code must be placed on every site page:
 - `<script type="text/javascript" src="//nexus.ensighten.com/clientName/Bootstrap.js"></script>`



- The code references a JavaScript file served by Ensignten. Below is a screenshot of the HTML code implemented:

```
<html>
  <head>
    <script src="//nexus.ensighten.com/clientName/Bootstrap.js" type="text/javascript">
  </head>
  <body>
</html>
```

- * Please note that the protocol has been purposefully left off of the URL to the Ensignten hosted Bootstrap.js. This is indeed how the script tag should be implemented as omitting the protocol will allow the end-user's browser to determine whether it is HTTPS or HTTP dynamically

Page Metadata

- **URL:** [http://www.subaru.com/love-promise/\[story-name\].html](http://www.subaru.com/love-promise/[story-name].html)
- **Title:** The Subaru Love Promise | [Story Name]
 - <title>The Subaru Love Promise | [Story Name]</title>
- **Description:** [Story Name]
 - <meta name="description" content="[Story Name]" />
- **Keywords:** The Subaru Love Promise, Love Promise, Subaru giving, Subaru non-profit giving, Subaru charities, charities supported by Subaru, 2015 Forester, 2014 Outback, 2014 Legacy, 2014 Tribeca, 2014 Impreza, 2014 Impreza WRX, 2014 Impreza WRX STI, 2014 XV Crosstrek, SUVs, crossovers, wagons, sedans
 - <meta name="keywords" content="The Subaru Love Promise, Love Promise, Subaru giving, Subaru non-profit giving, Subaru charities, charities supported by Subaru, 2015 Forester, 2014 Outback, 2014 Legacy, 2014 Tribeca, 2014 Impreza, 2014 Impreza WRX, 2014 Impreza WRX STI, 2014 XV Crosstrek, SUVs, crossovers, wagons, sedans" />



110 North Fifth Street
Minneapolis MN 55403
P (612) 334 6000
F (612) 334 6090

4.4. Pledge & Participating Retailers – Page

1

2

3

4

BELL

4:21 PM

100%

subaru.com

SUBARU

Confidence in Motion

Find a Dealer

> Love Promise

THE SUBARU
LOVE PROMISE

I believe in being part of my community.

In setting an example.

In building lifelong relationships.

And in ensuring the love is felt not just by

our customers,

but by all.

Not because it's good for business.

Because it's the right thing to do.

Participating Retailers

Maple Hill Subaru

Kalamazoo, MI

Nate Wade Subaru Salt

Lake City, UT

Austin Subaru

Austin, TX

Sommer's Subaru

Mequon, WI

Mid-Hudson Subaru

Wappingers Falls, NY

Subaru of Jacksonville

Jacksonville, FL

Premier Subaru

Branford, CT

Minooka Subaru

Moosic, PA

John Howard Subaru

Morgantown, WV

5

6

Tucson Subaru

Tucson, AZ

Adventure Subaru

Fayetteville, AR

Mark Miller Subaru

South Towne Sandy, UT

Subaru Superstore

Chandler, AZ

Bowser Subaru

Pittsburgh, PA

Ciocca Subaru

Allentown, PA

Patriot Subaru

Saco, ME

Capitol Subaru

San Jose, CA

Redding Subaru

Redding, CA

Subaru of Kings Automall

Cincinnati, OH

Annapolis Subaru

Annapolis, MD

Subaru of Gwinnett

Duluth, GA

Capitol Subaru (PDX)

Salem, OR

< Back to Love Promise

f

You Tube

Full Site

Roadside Assistance

Vehicle Recalls

Terms & Conditions

Privacy

Disclaimers

© Subaru of America, Inc.

SUBARU | Love Promise National Launch – Desktop/Tablet & Mobile | Functional Requirements Documentation

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	Page Element	Description	Action
	Pledge & Participating Retailers – Page	Page showcasing the Subaru Love Promise pledge and all of the participating retailers	
1.	Subaru Global Header	Standard Subaru.com/mobile/ global header with default functionality	
2.	Breadcrumb	Standard Subaru.com/mobile/ breadcrumb with default functionality	
3.	Pledge	Static text and photo	
4.	Participating Retailers	Static text	
	Retailer Name City, ST	Dynamic text based of the participating retailer's name and their city, state	Upon user interaction (single tap for mobile) of a retailer name open the selected retailer's Love Promise page in a new window/tab
5.	< Back to Love Promise	Text link – Inactive state	Upon user interaction (single tap for mobile) direct the user back to the Love Promise – Landing Page, reference section 4.1
6.	Subaru Global Footer	Standard Subaru.com/mobile/ global footer with default functionality	

Technical Considerations

- Subaru Global Header will be standard across the entire Subaru.com/mobile/ site experience
- Breadcrumb will be: [Home Icon] > Love Promise
- Web service for retrieving a story, reference <http://jira.clynch.com/browse/LP-9> for the latest web services documentation
- Subaru Global Footer will be standard across the entire Subaru.com/mobile/ site experience

Assumptions

- The user has (mobile) on the 'The Subaru Love Promise Poster' pod, reference section 4.1 point 10

Metrics

- Tracking and analytics will be implemented using Omniture via the Ensignten tag management system. The following base code must be placed on every site page:
 - <script type="text/javascript" src="//nexus.ensighten.com/clientName/Bootstrap.js"></script>
 - The code references a JavaScript file served by Ensignten. Below is a screenshot of the HTML code implemented:



```
<html>
  <head>
    <script src="//nexus.ensighten.com/clientName/Bootstrap.js" type="text/javascript">
  </head>
  <body>
</html>
```

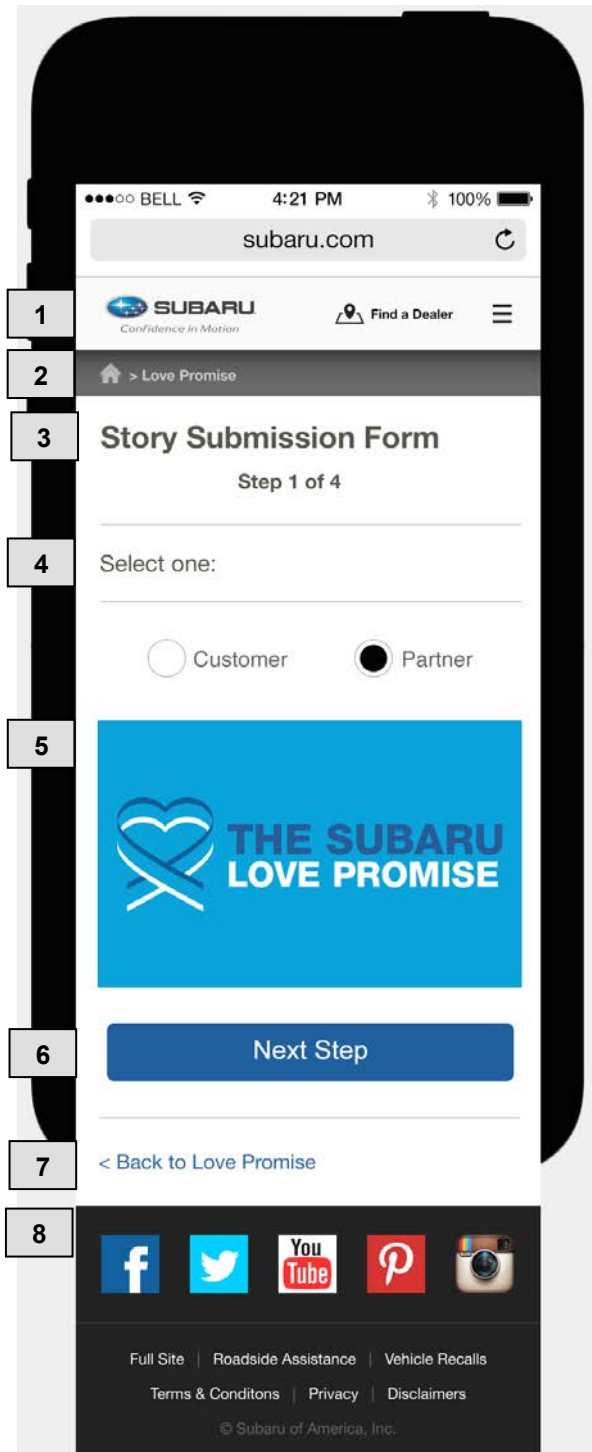
- * Please note that the protocol has been purposefully left off of the URL to the Ensignten hosted Bootstrap.js. This is indeed how the script tag should be implemented as omitting the protocol will allow the end-user's browser to determine whether it is HTTPS or HTTP dynamically

Page Metadata

- URL:** <http://www.subaru.com/love-promise/pledge.html>
- Title:** The Subaru Love Promise | Pledge
 - <title>The Subaru Love Promise | Pledge</title>
- Description:** View the Subaru Love Promise pledge and all of the participating retailers.
 - <meta name="description" content=" View the Subaru Love Promise pledge and all of the participating retailers." />
- Keywords:** The Subaru Love Promise, Love Promise, Subaru giving, Subaru non-profit giving, Subaru charities, charities supported by Subaru, 2015 Forester, 2014 Outback, 2014 Legacy, 2014 Tribeca, 2014 Impreza, 2014 Impreza WRX, 2014 Impreza WRX STI, 2014 XV Crosstrek, SUVs, crossovers, wagons, sedans
 - <meta name="keywords" content="The Subaru Love Promise, Love Promise, Subaru giving, Subaru non-profit giving, Subaru charities, charities supported by Subaru, 2015 Forester, 2014 Outback, 2014 Legacy, 2014 Tribeca, 2014 Impreza, 2014 Impreza WRX, 2014 Impreza WRX STI, 2014 XV Crosstrek, SUVs, crossovers, wagons, sedans" />



4.5. Story Submission – Select One – Page



Page Element	Description	Action
--------------	-------------	--------



	Story Submission – Select One	Page asking the user who they are in order to serve the appropriate submission form	
1.	Subaru Global Header	Standard Subaru.com/mobile/global header with default functionality	
2.	Breadcrumb	Standard Subaru.com/mobile/breadcrumb with default functionality	
3.	Story Submission Form	Static text	
	Step 1 of 4	Dynamic text of which step the user is currently on	
4.	Select One:	Radio buttons Required field	Upon user selection (single tap for mobile) activate the 'Next Step' button, reference point 6 below
5.	Logo	Static photo	
6.	Next Step	Button – Inactive State	Upon user selection (single tap for mobile) direct the user to the appropriate submission form based on the selected radio button, reference point 4 above - Story Submission – Step Two – Customer – Page, reference section 4.6 - Story Submission – Step Two – Partner – Page, reference section 4.7
7.	< Back to Love Promise	Text link – Inactive state	Upon user interaction (single tap for mobile) direct the user back to the Love Promise – Landing Page, reference section 4.1
8.	Subaru Global Footer	Standard Subaru.com/mobile/global footer with default functionality	

Technical Considerations

- Select One variables are: Customer and Partner
- Once the user has made a selection then the 'Next Step' button, reference point 6 above, will become active

Assumptions

- The user has tapped (mobile) on the 'Share Your Story' CTA, reference section 4.1 point 11 and section 4.3 point 10

Metrics

- Tracking and analytics will be implemented using Omniture via the Ensign tag management system. The following base code must be placed on every site page:



- `<script type="text/javascript" src="//nexus.ensighten.com/clientName/Bootstrap.js"></script>`
- The code references a JavaScript file served by Ensignten. Below is a screenshot of the HTML code implemented:

```
<html>  
  <head>  
    <script src="//nexus.ensighten.com/clientName/Bootstrap.js" type="text/javascript">  
  </head>  
  <body>  
</html>
```

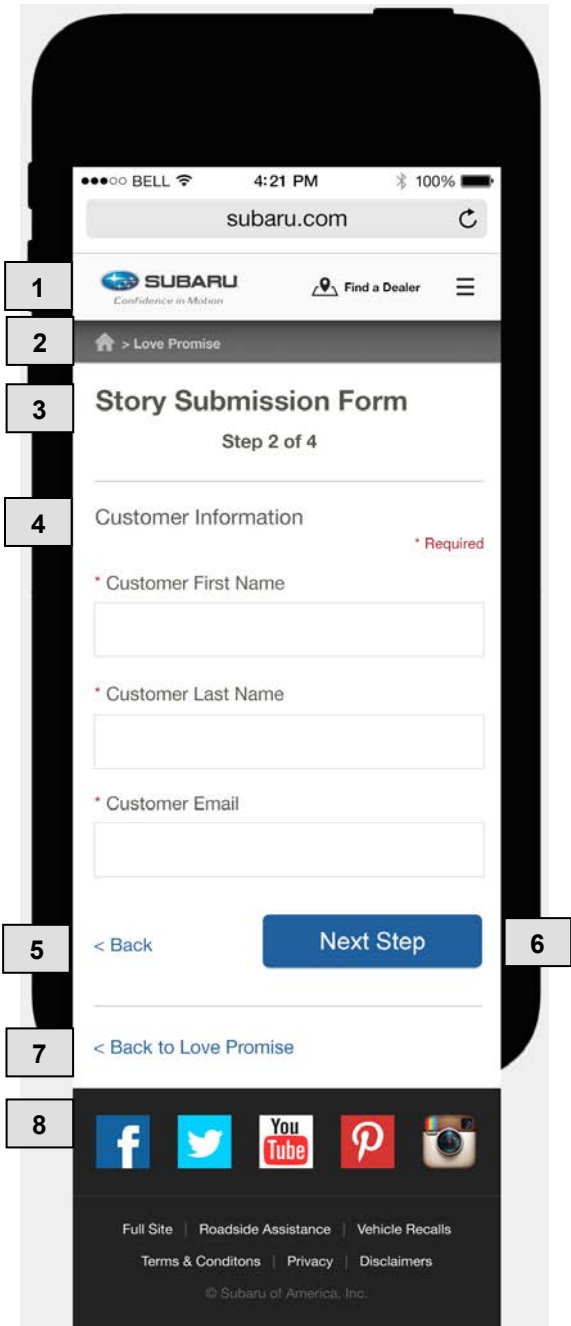
- * Please note that the protocol has been purposefully left off of the URL to the Ensignten hosted Bootstrap.js. This is indeed how the script tag should be implemented as omitting the protocol will allow the end-user's browser to determine whether it is HTTPS or HTTP dynamically

Page Metadata

- **URL:** <http://www.subaru.com/love-promise/pledge.html>
- **Title:** The Subaru Love Promise | Story Submission
 - `<title>The Subaru Love Promise | Story Submission</title>`
- **Description:** View the Subaru Love Promise pledge and all of the participating retailers.
 - `<meta name="description" content=" View the Subaru Love Promise pledge and all of the participating retailers." />`
- **Keywords:** The Subaru Love Promise, Love Promise, Subaru giving, Subaru non-profit giving, Subaru charities, charities supported by Subaru, 2015 Forester, 2014 Outback, 2014 Legacy, 2014 Tribeca, 2014 Impreza, 2014 Impreza WRX, 2014 Impreza WRX STI, 2014 XV Crosstrek, SUVs, crossovers, wagons, sedans
 - `<meta name="keywords" content="The Subaru Love Promise, Love Promise, Subaru giving, Subaru non-profit giving, Subaru charities, charities supported by Subaru, 2015 Forester, 2014 Outback, 2014 Legacy, 2014 Tribeca, 2014 Impreza, 2014 Impreza WRX, 2014 Impreza WRX STI, 2014 XV Crosstrek, SUVs, crossovers, wagons, sedans" />`



4.6. Story Submission – Step Two – Customer – Page



	Page Element	Description	Action
	Story Submission – Customer	Page specific to a customer submitting their own story	



1.	Subaru Global Header	Standard Subaru.com/mobile/global header with default functionality	
2.	Breadcrumb	Standard Subaru.com/mobile/breadcrumb with default functionality	
3.	Story Submission Form	Static text	
	Step 2 of 4	Dynamic text of which step the user is currently on	
4.	Customer Information	Static text	
	* Required	Static photo	
	Customer First Name	Text field Required field	- Maximum of 30 characters - Alpha, numerical, and special characters allowed - Spaces are allowed
	Customer Last Name	Text field Required field	- Maximum of 30 characters - Alpha, numerical, and special characters allowed - Spaces are allowed
	Customer Email	Text field Required field	- Maximum of 50 characters - Alpha, numerical, and special characters allowed - No spaces allowed - Must be a valid email address (check for '@')
5.	< Back	Button – Inactive State	Upon user selection (single tap for mobile) direct the user back to the Story Submission – Select One – Page, reference section 4.5
6.	Next Step	Button – Inactive State	Upon user selection (single tap for mobile) direct the user to Story Submission – Step Three – Page, reference section 4.8
7.	< Back to Love Promise	Text link – Inactive state	Upon user interaction (single tap for mobile) direct the user back to the Love Promise – Landing Page, reference section 4.1
8.	Subaru Global Footer	Standard Subaru.com/mobile/global footer with default functionality	

Technical Considerations

- Once the user has completed all of the required fields then the 'Next Step' button, reference point 6 above, will become active

Assumptions



- The user has tapped (mobile) on the 'Share Your Story' CTA, reference section 4.1 point 11 and section 4.3 point 10
- The user has tapped (mobile) on the 'Customer' radio button, reference section 4.5 point 4

Metrics

- Tracking and analytics will be implemented using Omniture via the Ensignten tag management system. The following base code must be placed on every site page:
 - `<script type="text/javascript" src="//nexus.ensighten.com/clientName/Bootstrap.js"></script>`
 - The code references a JavaScript file served by Ensignten. Below is a screenshot of the HTML code implemented:

```

<html>
  <head>
    <script src="//nexus.ensighten.com/clientName/Bootstrap.js" type="text/javascript">
  </head>
  <body>
</html>

```

- * Please note that the protocol has been purposefully left off of the URL to the Ensignten hosted Bootstrap.js. This is indeed how the script tag should be implemented as omitting the protocol will allow the end-user's browser to determine whether it is HTTPS or HTTP dynamically

Page Metadata

- **URL:** <http://www.subaru.com/love-promise/pledge.html>
- **Title:** The Subaru Love Promise | Story Submission
 - `<title>The Subaru Love Promise | Story Submission</title>`
- **Description:** View the Subaru Love Promise pledge and all of the participating retailers.
 - `<meta name="description" content=" View the Subaru Love Promise pledge and all of the participating retailers." />`
- **Keywords:** The Subaru Love Promise, Love Promise, Subaru giving, Subaru non-profit giving, Subaru charities, charities supported by Subaru, 2015 Forester, 2014 Outback, 2014 Legacy, 2014 Tribeca, 2014 Impreza, 2014 Impreza WRX, 2014 Impreza WRX STI, 2014 XV Crosstrek, SUVs, crossovers, wagons, sedans
 - `<meta name="keywords" content="The Subaru Love Promise, Love Promise, Subaru giving, Subaru non-profit giving, Subaru charities, charities supported by Subaru, 2015 Forester, 2014 Outback, 2014 Legacy, 2014 Tribeca, 2014 Impreza, 2014 Impreza WRX, 2014 Impreza WRX STI, 2014 XV Crosstrek, SUVs, crossovers, wagons, sedans" />`



4.7. Story Submission – Step Two – Partner – Page

1

2

3

4

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6

7

8

subaru.com

SUBARU
Commitment to Motion

Find a Dealer

> Love Promise

Story Submission Form

Step 2 of 4

Organization Information

* Required

* Organization Name

* Organization Website URL

* Organization Email

* Organization Logo

Browse Files

THE SUBARU
LOVE PROMISE

* Partner First Name

* Partner Last Name

* Partner Email

< Back

Next Step

< Back to Love Promise

f t YouTube p i

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	Page Element	Description	Action
	Story Submission – Partner	Page specific to a partner submitting their own story	
1.	Subaru Global Header	Standard Subaru.com/mobile/global header with default functionality	
2.	Breadcrumb	Standard Subaru.com/mobile/breadcrumb with default functionality	
3.	Story Submission Form	Static text	
	Step 2 of 4	Dynamic text of which step the user is currently on	
4.	Organization Information	Static text	
	* Required	Static text	
	Organization Name	Text field Required field	<ul style="list-style-type: none"> - Maximum of 50 characters - Alpha, numerical, and special characters allowed - Spaces are allowed
	Organization Website URL	Text field Required field	<ul style="list-style-type: none"> - Maximum of 100 characters - Alpha, numerical, and special characters allowed - No spaces allowed
	Organization Logo	Static text Required field	
	Browse Files	Button – Inactive state	Upon user interaction (single tap for mobile) open the user's default device photo/video upload
	Logo Preview Area	Dynamic area for logo preview	
	Partner First Name	Text field Required field	<ul style="list-style-type: none"> - Maximum of 30 characters - Alpha, numerical, and special characters allowed - Spaces are allowed
	Partner Last Name	Text field Required field	<ul style="list-style-type: none"> - Maximum of 30 characters - Alpha, numerical, and special characters allowed - Spaces are allowed
	Partner Email	Text field Required field	<ul style="list-style-type: none"> - Maximum of 50 characters - Alpha, numerical, and special characters allowed - No spaces allowed - Must be a valid email address (check for '@')
5.	< Back	Button – Inactive State	Upon user selection (single tap for mobile) direct the user back to the Story Submission – Select One – Page, reference section 4.5
6.	Next Step	Button – Inactive State	Upon user selection (single tap for mobile) direct the user to



			Story Submission – Step Three – Page, reference section 4.8
7.	< Back to Love Promise	Text link – Inactive state	Upon user interaction (single tap for mobile) direct the user back to the Love Promise – Landing Page, reference section 4.1
8.	Subaru Global Footer	Standard Subaru.com/mobile/global footer with default functionality	

Technical Considerations

- Logo Preview Area will automatically show the user their uploaded photo after they've completed the upload process
- Once the user has completed all of the required fields then the 'Next Step' button, reference point 6 above, will become active

Assumptions

- The user has tapped (mobile) on the 'Share Your Story' CTA, reference section 4.1 point 11 and section 4.3 point 10
- The user has tapped (mobile) on the 'Partner' radio button, reference section 4.5 point 4

Metrics

- Tracking and analytics will be implemented using Omniture via the Ensignten tag management system. The following base code must be placed on every site page:
 - `<script type="text/javascript" src="//nexus.ensighten.com/clientName/Bootstrap.js"></script>`
 - The code references a JavaScript file served by Ensignten. Below is a screenshot of the HTML code implemented:

```

<html>
<head>
  <script src="//nexus.ensighten.com/clientName/Bootstrap.js" type="text/javascript">
</head>
<body>
</html>

```

- * Please note that the protocol has been purposefully left off of the URL to the Ensignten hosted Bootstrap.js. This is indeed how the script tag should be implemented as omitting the protocol will allow the end-user's browser to determine whether it is HTTPS or HTTP dynamically

Page Metadata

- **URL:** <http://www.subaru.com/love-promise/pledge.html>



- **Title:** The Subaru Love Promise | Story Submission
 - <title>The Subaru Love Promise | Story Submission</title>
- **Description:** View the Subaru Love Promise pledge and all of the participating retailers.
 - <meta name="description" content=" View the Subaru Love Promise pledge and all of the participating retailers." />
- **Keywords:** The Subaru Love Promise, Love Promise, Subaru giving, Subaru non-profit giving, Subaru charities, charities supported by Subaru, 2015 Forester, 2014 Outback, 2014 Legacy, 2014 Tribeca, 2014 Impreza, 2014 Impreza WRX, 2014 Impreza WRX STI, 2014 XV Crosstrek, SUVs, crossovers, wagons, sedans
 - <meta name="keywords" content="The Subaru Love Promise, Love Promise, Subaru giving, Subaru non-profit giving, Subaru charities, charities supported by Subaru, 2015 Forester, 2014 Outback, 2014 Legacy, 2014 Tribeca, 2014 Impreza, 2014 Impreza WRX, 2014 Impreza WRX STI, 2014 XV Crosstrek, SUVs, crossovers, wagons, sedans" />



4.8. Story Submission – Step Three – Page

1 SUBARU Find a Dealer

2 > Love Promise

3 Story Submission Form
Step 3 of 4

4 Your Story * Required

* Story

* Upload a photo or video

Browse Files

Don't have an image?
Choose one from our gallery

5 < Back Next Step 6

7 < Back to Love Promise

8

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	Page Element	Description	Action
	Story Submission – Step Three	Page allowing the Customer/Partner to enter their story	
1.	Subaru Global Header	Standard Subaru.com/mobile/global header with default functionality	
2.	Breadcrumb	Standard Subaru.com/mobile/breadcrumb with default functionality	
3.	Story Submission Form	Static text	
	Step 3 of 4	Dynamic text of which step the user is currently on	
4.	Your Story	Static text	
	* Required	Static text	
	Story	Text area Required field	<ul style="list-style-type: none"> - Maximum of 1500 characters - Alpha, numerical, and special characters allowed - Spaces are allowed
	Upload a photo or video	Static text Required field	
	Browse Files	Button – Inactive state	Upon user interaction (single tap for mobile) open the user's default device photo/video upload
	Photo/Video Preview Area	Dynamic area for Photo/Video preview	
	Don't have an image?	Static text	
	Choose one from our gallery	Text link – Inactive state	Upon user interaction (single tap for mobile) open the Story Submission – Stock Photos – Page, reference section 4.10
5.	< Back	Button – Inactive State	Upon user selection (single tap for mobile) direct the user back to either the Story Submission – Select Two – Customer – Page, reference section 4.6 or the Story Submission – Select Two – Partner – Page, reference section 4.7
6.	Next Step	Button – Inactive State	Upon user selection (single tap for mobile) direct the user to Story Submission – Step Four – Page, reference section 4.9
7.	< Back to Love Promise	Text link – Inactive state	Upon user interaction (single tap for mobile) direct the user back to the Love Promise – Landing Page, reference section 4.1
8.	Subaru Global Footer	Standard Subaru.com/mobile/global footer with default functionality	



Technical Considerations

- This page will be utilized for Customers and Partners
- Photo/Video Preview Area will automatically show the user their uploaded photo/video after they've completed the upload process
- Once the user has completed all of the required fields then the 'Next Step' button, reference point 6 above, will become active

Assumptions

- The user has tapped (mobile) on the 'Share Your Story' CTA, reference section 4.1 point 11 and section 4.3 point 10
- The user has tapped (mobile) on the 'Customer' or 'Partner' radio button, reference section 4.5 point 4
- The user has completed the Step Two – Customer form, reference section 4.6, or Step Two – Partner form, reference section 4.7

Metrics

- Tracking and analytics will be implemented using Omniture via the Ensignten tag management system. The following base code must be placed on every site page:
 - `<script type="text/javascript" src="//nexus.ensighten.com/clientName/Bootstrap.js"></script>`
 - The code references a JavaScript file served by Ensignten. Below is a screenshot of the HTML code implemented:

```
<html>
  <head>
    <script src="//nexus.ensighten.com/clientName/Bootstrap.js" type="text/javascript">
  </head>
  <body>
</html>
```

- * Please note that the protocol has been purposefully left off of the URL to the Ensignten hosted Bootstrap.js. This is indeed how the script tag should be implemented as omitting the protocol will allow the end-user's browser to determine whether it is HTTPS or HTTP dynamically

Page Metadata

- **URL:** <http://www.subaru.com/love-promise/pledge.html>
- **Title:** The Subaru Love Promise | Story Submission
 - `<title>The Subaru Love Promise | Story Submission</title>`
- **Description:** View the Subaru Love Promise pledge and all of the participating retailers.
 - `<meta name="description" content=" View the Subaru Love Promise pledge and all of the participating retailers." />`



- **Keywords:** The Subaru Love Promise, Love Promise, Subaru giving, Subaru non-profit giving, Subaru charities, charities supported by Subaru, 2015 Forester, 2014 Outback, 2014 Legacy, 2014 Tribeca, 2014 Impreza, 2014 Impreza WRX, 2014 Impreza WRX STI, 2014 XV Crosstrek, SUVs, crossovers, wagons, sedans
 - `<meta name="keywords" content="The Subaru Love Promise, Love Promise, Subaru giving, Subaru non-profit giving, Subaru charities, charities supported by Subaru, 2015 Forester, 2014 Outback, 2014 Legacy, 2014 Tribeca, 2014 Impreza, 2014 Impreza WRX, 2014 Impreza WRX STI, 2014 XV Crosstrek, SUVs, crossovers, wagons, sedans" />`



4.9. Story Submission – Step Four – Page

The screenshot shows the Subaru mobile app interface for the 'Story Submission Form' at Step 4 of 4. The form is titled 'Story Submission Form' and 'Step 4 of 4'. It contains a section for 'Retailer Information' with a required field for 'Retailer Name' and a 'GO' button. Below this is a section for 'Retailer Name' with a placeholder for 'Street Address Goes Here' and a placeholder for 'City, ST, XXXXXX'. There is also a checkbox for 'I agree to the terms and conditions required by Subaru of America.' and a 'Submit' button. The bottom of the screen features social media icons for Facebook, Twitter, YouTube, Pinterest, and Instagram, and a footer with links to 'Full Site', 'Roadside Assistance', 'Vehicle Recalls', 'Terms & Conditions', 'Privacy', and 'Disclaimers'.

1 SUBARU Confidence in Motion Find a Dealer

2 > Love Promise

3 Story Submission Form Step 4 of 4

4 Retailer Information * Required

* Enter Retailer Name

Retailer Name GO

Retailer Name

Street Address Goes Here

City, ST, XXXXXX

(XXX) XXX-XXXX

☐ I agree to the terms and conditions required by Subaru of America.

5 < Back Submit 6

7 < Back to Love Promise

8

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	Page Element	Description	Action
	Story Submission – Step Three	Page allowing the Customer/Partner to enter their retailer information and agree to the terms and conditions	
1.	Subaru Global Header	Standard Subaru.com/mobile/global header with default functionality	
2.	Breadcrumb	Standard Subaru.com/mobile/breadcrumb with default functionality	
3.	Story Submission Form	Static text	
	Step 4 of 4	Dynamic text of which step the user is currently on	
4.	Retailer Information	Static text	
	* Required	Static photo	
	Enter Retailer Name	Text field Required field	- Unlimited character count - Alpha, numerical, and special characters allowed - Spaces are allowed
	I agree to the terms and conditions required by Subaru of America.	Checkbox Required field Default state will be unchecked	User must agree to the terms & conditions in order to submit their Subaru Love Promise story
	terms and conditions	Text link – Inactive state	Upon user interaction (single tap for mobile) open the Story Submission – Terms and Conditions – Page, reference section 4.11
5.	< Back	Button – Inactive State	Upon user selection (single tap for mobile) direct the user back to either the Story Submission – Select Three – Page, reference section 4.8
6.	Submit	Button – Inactive state	Upon user interaction (single tap for mobile) submit all of the entered information and display the Story Submission – Thank You – Page, reference section 4.12
7.	< Back to Love Promise	Text link – Inactive state	Upon user interaction (single tap for mobile) direct the user back to the Love Promise – Landing Page, reference section 4.1
8.	Subaru Global Footer	Standard Subaru.com/mobile/global footer with default functionality	

Technical Considerations

- This page will be utilized for Customers and Partners



- Once the user has completed all of the required fields then the 'Submit' button, reference point 6 above, will become active
- Enter Retailer Name text field will utilize Auto Complete
 - All Subaru retailers will be shown in alphabetical order
 - Once the user starts typing within the text field Auto Complete will automatically be shown and options will be dependent upon what the user has typed
- Web service for submitting the story, reference <http://jira.clynch.com/browse/LP-8>, for the latest web services documentation

Assumptions

- The user has tapped (mobile) on the 'Share Your Story' CTA, reference section 4.1 point 11 and section 4.3 point 10
- The user has tapped (mobile) on the 'Customer' or 'Partner' radio button, reference section 4.5 point 4
- The user has completed the Step Two – Customer form, reference section 4.6, or Step Two – Partner form, reference section 4.7
- The user has completed the Step Three, reference section 4.8

Metrics

- Tracking and analytics will be implemented using Omniture via the Ensignten tag management system. The following base code must be placed on every site page:
 - `<script type="text/javascript" src="//nexus.ensighten.com/clientName/Bootstrap.js"></script>`
 - The code references a JavaScript file served by Ensignten. Below is a screenshot of the HTML code implemented:

```
<html>
<head>
  <script src="//nexus.ensighten.com/clientName/Bootstrap.js" type="text/javascript">
</head>
<body>
</html>
```

- * Please note that the protocol has been purposefully left off of the URL to the Ensignten hosted Bootstrap.js. This is indeed how the script tag should be implemented as omitting the protocol will allow the end-user's browser to determine whether it is HTTPS or HTTP dynamically

Page Metadata

- **URL:** <http://www.subaru.com/love-promise/pledge.html>
- **Title:** The Subaru Love Promise | Story Submission
 - `<title>The Subaru Love Promise | Story Submission</title>`
- **Description:** View the Subaru Love Promise pledge and all of the participating retailers.



- `<meta name="description" content=" View the Subaru Love Promise pledge and all of the participating retailers." />`
- **Keywords:** The Subaru Love Promise, Love Promise, Subaru giving, Subaru non-profit giving, Subaru charities, charities supported by Subaru, 2015 Forester, 2014 Outback, 2014 Legacy, 2014 Tribeca, 2014 Impreza, 2014 Impreza WRX, 2014 Impreza WRX STI, 2014 XV Crosstrek, SUVs, crossovers, wagons, sedans
 - `<meta name="keywords" content="The Subaru Love Promise, Love Promise, Subaru giving, Subaru non-profit giving, Subaru charities, charities supported by Subaru, 2015 Forester, 2014 Outback, 2014 Legacy, 2014 Tribeca, 2014 Impreza, 2014 Impreza WRX, 2014 Impreza WRX STI, 2014 XV Crosstrek, SUVs, crossovers, wagons, sedans" />`



4.10. Story Submission – Stock Photos – Page





	Page Element	Description	Action
	Stock Photos	Page allowing the user to select a Subaru stock photo instead of having to upload a photo of their own	
1.	Subaru Global Header	Standard Subaru.com/mobile/global header with default functionality	
2.	Breadcrumb	Standard Subaru.com/mobile/breadcrumb with default functionality	
3.	Photo Gallery	Static text	
	Please select one photo to use.	Static text	
4.	Photo	Static photo – Unselected state	Upon user interaction (single tap for mobile) update this photo to have the selected checkmark, reference point 5 below
5.	Photo	Static photo – Selected state	
6.	Use This Photo	Button – Inactive state	Upon user interaction (single tap for mobile) direct the user back to Story Submission – Step Three – Page, reference section 4.8, and update the Photo/Video Preview Area, reference section 4.8 point 4, with the selected Subaru stock photo
	Cancel	Button – Inactive state	Upon user interaction (single tap for mobile) direct the user back to Story Submission – Step Three – Page, reference section 4.8, without saving or selecting a photo
7.	< Back to Love Promise	Text link – Inactive state	Upon user interaction (single tap for mobile) direct the user back to the Love Promise – Landing Page, reference section 4.1
8.	Subaru Global Footer	Standard Subaru.com/mobile/global footer with default functionality	

Technical Considerations

- This page will be utilized for Customers and Partners
- By default all photos will be unselected, reference point 4 above
- The user will only be able to have one (1) selected photo, reference point 5 above, at any given time

Assumptions



- The user has tapped (mobile) on the 'Share Your Story' CTA, reference section 4.1 point 11 and section 4.3 point 10
- The user has tapped (mobile) on the 'Customer' or 'Partner' radio button, reference section 4.5 point 4
- The user has completed the Step Two – Customer form, reference section 4.6, or Step Two – Partner form, reference section 4.7
- The user has tapped (mobile) on the 'Choose one from our gallery' text link, reference section 4.8 point 4

Metrics

- Tracking and analytics will be implemented using Omniture via the Ensignten tag management system. The following base code must be placed on every site page:
 - `<script type="text/javascript" src="//nexus.ensighten.com/clientName/Bootstrap.js"></script>`
 - The code references a JavaScript file served by Ensignten. Below is a screenshot of the HTML code implemented:

```

<html>
  <head>
    <script src="//nexus.ensighten.com/clientName/Bootstrap.js" type="text/javascript">
  </head>
  <body>
</html>

```

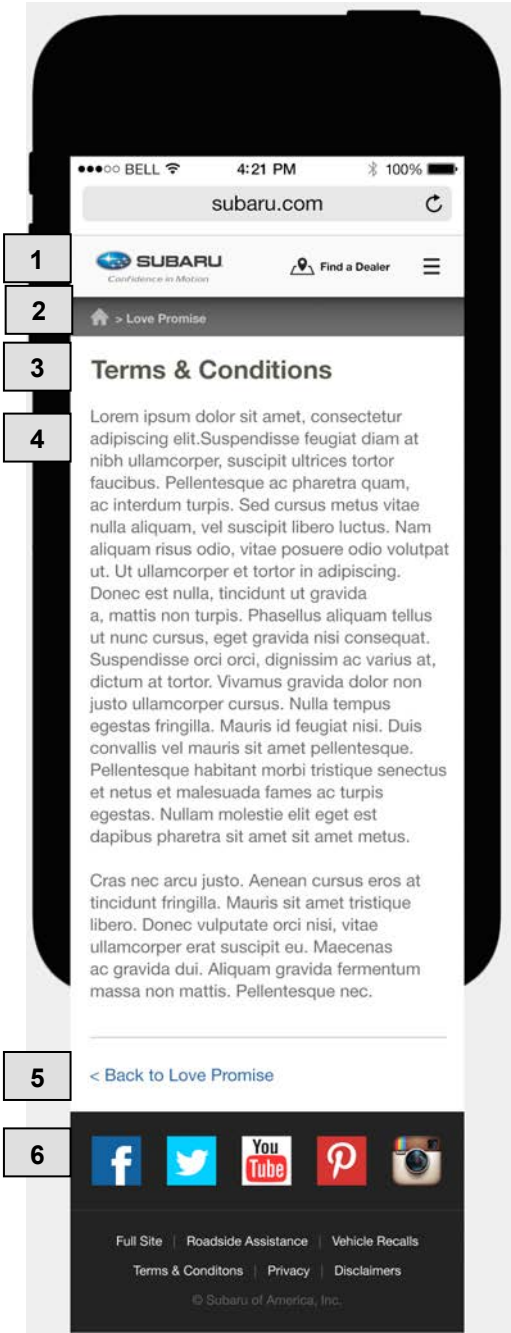
- * Please note that the protocol has been purposefully left off of the URL to the Ensignten hosted Bootstrap.js. This is indeed how the script tag should be implemented as omitting the protocol will allow the end-user's browser to determine whether it is HTTPS or HTTP dynamically

Page Metadata

- **URL:** <http://www.subaru.com/love-promise/pledge.html>
- **Title:** The Subaru Love Promise | Story Submission
 - `<title>The Subaru Love Promise | Story Submission</title>`
- **Description:** View the Subaru Love Promise pledge and all of the participating retailers.
 - `<meta name="description" content=" View the Subaru Love Promise pledge and all of the participating retailers." />`
- **Keywords:** The Subaru Love Promise, Love Promise, Subaru giving, Subaru non-profit giving, Subaru charities, charities supported by Subaru, 2015 Forester, 2014 Outback, 2014 Legacy, 2014 Tribeca, 2014 Impreza, 2014 Impreza WRX, 2014 Impreza WRX STI, 2014 XV Crosstrek, SUVs, crossovers, wagons, sedans
 - `<meta name="keywords" content="The Subaru Love Promise, Love Promise, Subaru giving, Subaru non-profit giving, Subaru charities, charities supported by Subaru, 2015 Forester, 2014 Outback, 2014 Legacy, 2014 Tribeca, 2014 Impreza, 2014 Impreza WRX, 2014 Impreza WRX STI, 2014 XV Crosstrek, SUVs, crossovers, wagons, sedans" />`



4.11. Story Submission – Terms & Conditions – Page



	Page Element	Description	Action
	Terms & Conditions	Page with all of the terms & conditions	
1.	Subaru Global Header	Standard Subaru.com/mobile/	



		global header with default functionality	
2.	Breadcrumb	Standard Subaru.com/mobile/breadcrumb with default functionality	
3.	Terms & Conditions	Static text	
4.	Content	Static text	
5.	< Back to Love Promise	Text link – Inactive state	Upon user interaction (single tap for mobile) direct the user back to the Love Promise – Landing Page, reference section 4.1
6.	Subaru Global Footer	Standard Subaru.com/mobile/global footer with default functionality	

Technical Considerations

- This page will be utilized for Customers and Partners

Assumptions

- The user has tapped (mobile) on the 'Share Your Story' CTA, reference section 4.1 point 11 and section 4.3 point 10
- The user has tapped (mobile) on the 'Customer' or 'Partner' radio button, reference section 4.5 point 4
- The user has completed the Step Two – Customer form, reference section 4.6, or Step Two – Partner form, reference section 4.7
- The user has completed the Step Three, reference section 4.8
- The user has tapped (mobile) on the 'Terms and Conditions' text link, reference section 4.9 point 4

Metrics

- Tracking and analytics will be implemented using Omniture via the Ensignen tag management system. The following base code must be placed on every site page:
 - <script type="text/javascript" src="//nexus.ensighten.com/clientName/Bootstrap.js"></script>
 - The code references a JavaScript file served by Ensignen. Below is a screenshot of the HTML code implemented:

```

<html>
<head>
<script src="//nexus.ensighten.com/clientName/Bootstrap.js" type="text/javascript">
</head>
<body>
</html>

```



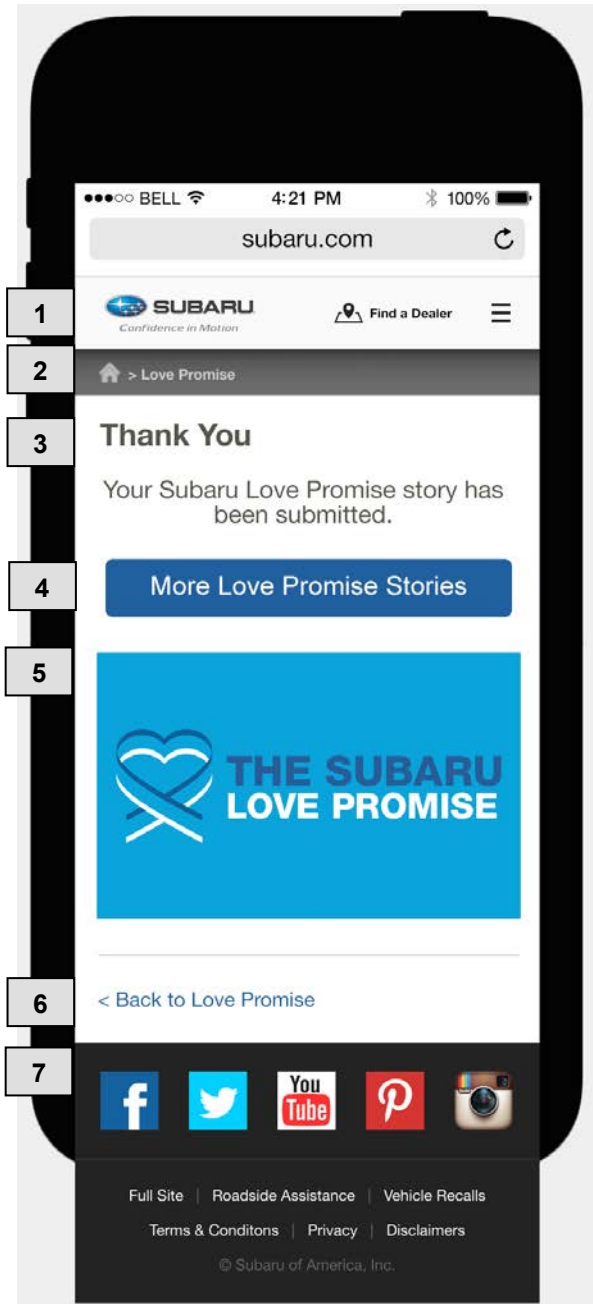
- * Please note that the protocol has been purposefully left off of the URL to the Ensign hosted Bootstrap.js. This is indeed how the script tag should be implemented as omitting the protocol will allow the end-user's browser to determine whether it is HTTPS or HTTP dynamically

Page Metadata

- **URL:** <http://www.subaru.com/love-promise/pledge.html>
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4.12. Story Submission – Thank You – Page



	Page Element	Description	Action
	Thank You	Page thanking the user for submitting their Subaru Love Promise story	



1.	Subaru Global Header	Standard Subaru.com/mobile/global header with default functionality	
2.	Breadcrumb	Standard Subaru.com/mobile/breadcrumb with default functionality	
3.	Thank You messaging	Static text telling the user their story has been successfully submitted	
4.	More Love Promise Stories	Button – Inactive state	Upon user interaction (single tap for mobile) direct the user back to the Love Promise – Landing Page, reference section 4.1
5.	Love Promise Logo	Static photo	
6.	< Back to Love Promise	Text link – Inactive state	Upon user interaction (single tap for mobile) direct the user back to the Love Promise – Landing Page, reference section 4.1
7.	Subaru Global Footer	Standard Subaru.com/mobile/global footer with default functionality	

Technical Considerations

- This page will be utilized for Customers and Partners

Assumptions

- The user has tapped (mobile) on the 'Share Your Story' CTA, reference section 4.1 point 11 and section 4.3 point 10
- The user has tapped (mobile) on the 'Customer' or 'Partner' radio button, reference section 4.5 point 4
- The user has completed the Step Two – Customer form, reference section 4.6, or Step Two – Partner form, reference section 4.7
- The user has completed the Step Three, reference section 4.8
- The user has completed Step Four, reference section 4.9

Metrics

- Tracking and analytics will be implemented using Omniture via the Ensignten tag management system. The following base code must be placed on every site page:
 - `<script type="text/javascript" src="//nexus.ensighten.com/clientName/Bootstrap.js"></script>`
 - The code references a JavaScript file served by Ensignten. Below is a screenshot of the HTML code implemented:



```

<html>
  <head>
    <script src="//nexus.ensighten.com/clientName/Bootstrap.js" type="text/javascript">
  </head>
  <body>
</html>

```

- * Please note that the protocol has been purposefully left off of the URL to the Ensignten hosted Bootstrap.js. This is indeed how the script tag should be implemented as omitting the protocol will allow the end-user's browser to determine whether it is HTTPS or HTTP dynamically

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5. DESIGN REQUIREMENTS

5.1. Global Style Guide

- Font color: Blue (#20609F), Gray (#56564C), Dark Gray (#232323)
- Font type: Helvetica Neue, Helvetica, Arial
- Font size (body): 13px



6. NON-FUNCTIONAL REQUIREMENTS

6.1. Usability Requirements

- Section 508 Compliance
- HTML validation
- CSS validation
- XML validation

6.2. Scalability

6.2.1. USER SCALABILITY

6.2.2. APPLICATION SCALABILITY

6.3. Security

6.3.1. AUTHENTICATION

6.3.2. AUTHENTICATION AND ACCESS CONTROLS

6.3.3. SECURITY REQUIREMENTS

6.3.4. BACKUP AND RECOVERY

6.4. Performance

6.4.1. STORAGE CAPACITY

6.4.2. RESPONSE TIMES

6.5. Maintainability and Upgradability

6.6. Business Life-cycle



7. ENVIRONMENTAL REQUIREMENTS

7.1. Browsers & Devices

Primary Personal Computer Web	
Operating System	Browser: 1024 x 768
Win 7	IE 10, IE 9, Firefox and Google Chrome (latest versions)
Mac OS 10.8.x+	Safari 6+
Device	Grade and Resolution
iPad 2 & 3 with iOS 7+	A Grade, 1024 x 768 (landscape) <ul style="list-style-type: none"> The website is displayed in landscape and portrait Does not support plug-ins, Flash, Java
Mobile Devices	
Device	
iPhone 4S and 5+ with iOS 7+	Safari
Android OS 4+	Chrome (latest version)
Secondary Personal Computer Web*	
Operating System	Browser: 1024 x 768
Win 7	IE 8
Mac OS 10.8.x+	Firefox & Google Chrome (latest versions)

* Secondary browsers will be used only for weekly regression and smoke test after global changes made on design or functionality



7.2. System Languages

7.2.1. AEM – FRONT END DEVELOPMENT

- CSS2 (Full Site/Mobile Site)
- CSS3 (Full Site/Mobile Site with review/approval)
- HTML5 (Mobile Site with review/approval)
- JSON
- XPath
- JavaScript
- JQuery 1.8.3 (Mobile Site)
- JQuery 1.10 (Full Site)
- MVEL (component construction/logic layer)
- AJAX
- XHTML

7.2.2. AEM – BACK END DEVELOPMENT

- Tomcat / OSGi
- JAVA
- Web Services
- AEM 5.6x

7.2.3. FULL LIST OF RESOURCES

- <http://www.confluence.clynch.com>

7.3. Interfaces To Other Systems

7.4. Database Model

7.4.1. DATABASE 1

Form Name						
Variable name	Data Type	Char	Req.?	Field Name	Field Type	Default
Entry_id	Int	IDENTITY	Y	Entry / Charity ID	Auto	Not null



8. SYSTEM ARCHITECTURE / INFRASTRUCTURE

- 8.1. System Architecture
- 8.2. Network
- 8.3. Site Map

Site Map

9. REFERENCES

Document	Location	Author	Date
Business Requirements		Carmichael Lynch	
Experience Flow		Carmichael Lynch	
User Flow		Carmichael Lynch	
Site Map			
Wireframe		Jacob Walter	
Design		Tal Tahir / Kari Fosse	

10. GLOSSARY

Term	Description



11. APPROVALS

PRODUCER	Date
TECHNICAL ARCHITECT (FRONT-END)	Date
TECHNICAL ARCHITECT (BACK-END)	Date
ACCOUNT MANAGER	Date
PROJECT MANAGER	Date
CLIENT	Date
CLIENT	Date