

## FUNCTIONAL REQUIREMENTS

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### **PepsiCo Foodservice Grow My Restaurant**

**Project: 4293**

Version: 2.5



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## Document Revision Log

Revision #	Revision Date	Name	Description/Impact to Document
1.0	08/08/08	Sonya E. Witt	Initial draft.
1.1	08/14/08	Sonya E. Witt	Additional requirements added; updates based on client feedback.
1.2	09/19/08	Sonya E. Witt	Functional requirements reorganized based on Business requirements. Requirements added based on IA.
2.0	11/24/08	Sonya E. Witt	Requirements added, revised, and updated based on wire frame updates.
2.1	11/25/08	Sonya E. Witt	Additional requirements added.
2.2	12/09/08	Sonya E. Witt	Additional requirements added; updates based on client feedback.
2.3	12/16/08	Sonya E. Witt	Additional requirements incorporated; updates based on client feedback.
2.4	12/23/08	Sonya E. Witt	Updated requirements based on client feedback, changes due to the Level I versus Level II definition change, and clarifications on outstanding questions.
2.5	01/08/09	Sonya E. Witt	Minor updates based on status call clarifications.



## 1. Purpose

The purpose of this document is to capture and communicate the functional requirements for the PepsiCo Grow My Restaurant project. Functional requirements focus on how the system must function to accomplish the business requirements. Implementation details are addressed in the Design phase of the project.

## 2. Overview

The Grow My Restaurant site will provide information and tools for local restaurant operators that will assist them in both daily operations and business growth. The site will provide services and tools normally not available to local restaurant owners since they do not have the support or infrastructure comparable to that of nationally recognized chains. The Grow My Restaurant project is a multi-tiered, multi-phased project. Quick serve and casual dining restaurant owners and operators are the target audiences for this initiative.

## 3. Assumptions and Clarifications

*An assumption is the acknowledgement that specific business rules, processes, and/or system functionality will/will not be impacted by this effort.*

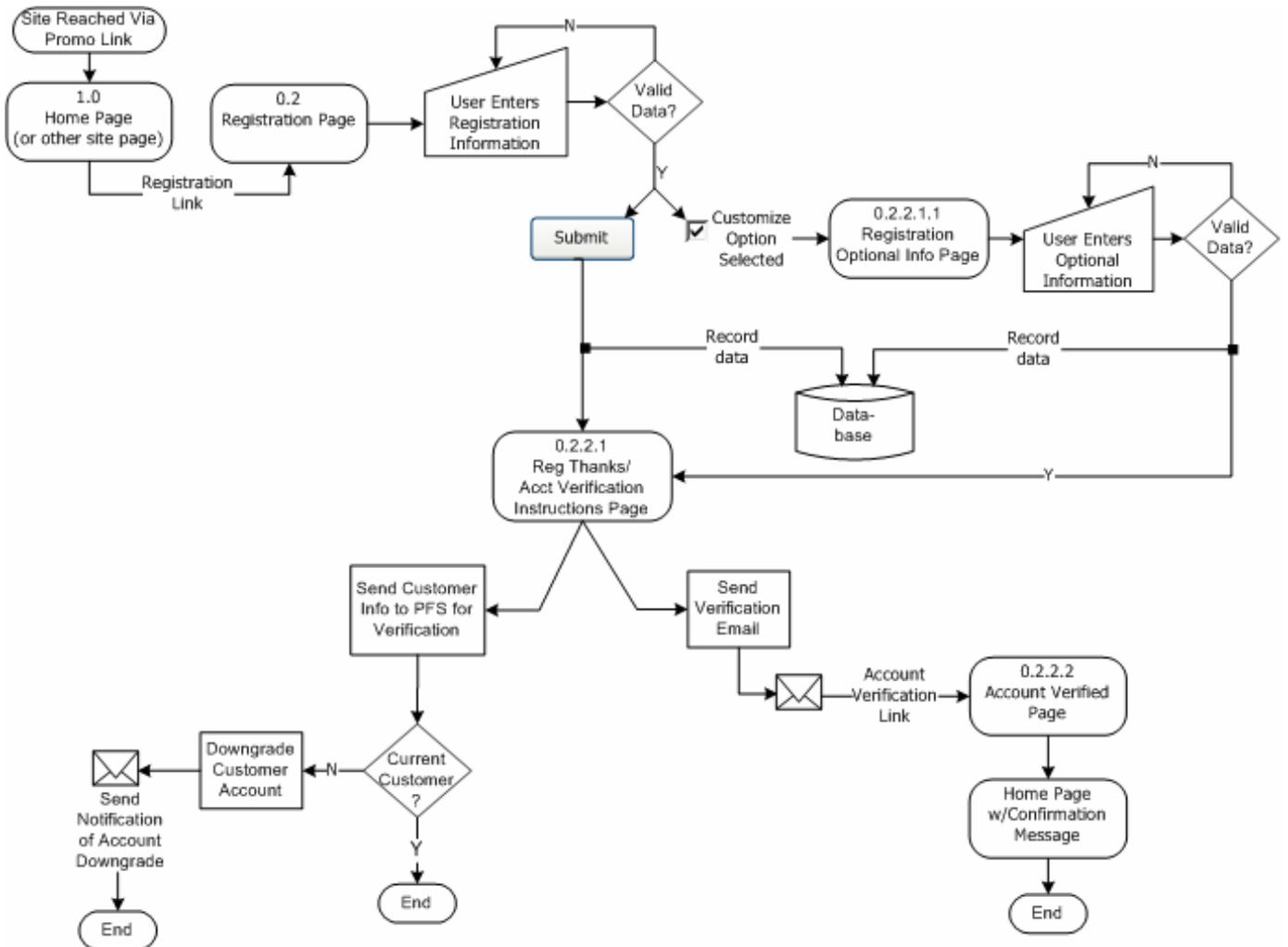
1. Tribal DDB is responsible for the development and post-launch maintenance of the GMR site.
2. PepsiCo Foodservices will provide the approved initial content.
3. PepsiCo Foodservices will provide ongoing content for all areas of the site that are subject to change or rotation.
4. This document contains Phase I functional requirements only.
5. Actual site naming conventions are subject to change and are usually determined and solidified during the creative phase. Titles listed in this document are meant to convey the concept of the section rather than the actual titles to be presented on the site.
6. Possible user states:
  - a. Level I                      Not Registered/Not Signed In
  - b. Level II                     Registered/Signed In
    - i. Level II state assumes the user is registered, has been verified as a PepsiCo customer (or in the process), and is signed in.



## 4. Process Diagrams

### 1. Registration

Note: the page numbering within the diagram aligns with the wireframes.



## 5. Functional Requirements

*The functional requirements contain the specific functionalities required to build the site.*

The site will aggregate small restaurant information, services, and tools from existing PepsiCo Foodservices assets and content from PepsiCo Foodservices partners.

### 5.1 Look and Feel

The experience a person has using a website and the main features of its appearance and interfaces.

FR	REQUIREMENT	Level
F.5.1.1	Provide a look and feel consistent with PepsiCo Foodservices branding by using Pepsi and PepsiCo Foodservices brand assets.	I, II
F.5.1.2	Provide the ability for the system to display the GMR logo.	I, II

### 5.2 Site Consistencies

This section describes functionality that is either applicable to the web site as a whole or to multiple places within the web site.

FR	REQUIREMENT	Level
F.5.2.1	Provide the ability for the system to determine the user's sign in status. <ol style="list-style-type: none"> <li>1. If the user is not signed in, provide the ability for the system to display a Sign In link and a Register link at the top of the page. (<i>See Sign In</i>)</li> <li>2. If the user is signed in, provide the ability for the system to display a Sign Out link in place of the Sign In link. (<i>See Sign Out</i>)</li> <li>3. If the user is signed in, provide the ability for the system to display the user's name as a selectable link in place of the Register link. (<i>See Profile Management</i>)</li> </ol>	I, II
F.5.2.2	Provide the ability for all users (registered or non-registered) to access Level I content.	I, II
F.5.2.3	When an unregistered or non-signed-in user selects content or information that is restricted to Level II access, display a message informing the user that registration is required to access the selected information or tool and provide text detailing the added value of Level II access.	I, II



F.5.2.4	Where applicable, icons will be used in combination with text to represent various content types within the GMR site, e.g., PDFs.	I, II
F.5.2.5	Display a registration link with all registration calls to action.	I, II
F.5.2.6	Content available only to Level II users will not be displayed to Level I users.	I
F.5.2.7	When a Level I user accesses any area where Level II content would normally be displayed, system will replaced Level II content with Level I content.	I
F.5.2.8	When replacing Level II content for Level I users, display a call to action encouraging Level I users to join as a Level II member. <ol style="list-style-type: none"><li>1. Display copy instructing registered users to sign in to access restricted information.</li></ol>	I
F.5.2.9	Display a registration call to action on the home page and each section landing page with copy indicating that the user can customize the site experience.	I, II
F.5.2.10	All content must be meta-data tagged to reflect the content filtering options <ol style="list-style-type: none"><li>1. Restaurant Type<ol style="list-style-type: none"><li>a. Casual Dine Restaurant</li><li>b. Quick Serve Restaurant</li></ol></li><li>2. Region<ol style="list-style-type: none"><li>a. Northeast</li><li>b. Midwest/Central</li><li>c. South</li><li>d. West</li><li>e. All</li></ol></li><li>3. Menu Type<ol style="list-style-type: none"><li>a. Asian Cuisine</li><li>b. BBQ</li><li>c. Burger Casual</li><li>d. Italian</li><li>e. Mexican</li><li>f. Pizza</li><li>g. Sandwiches</li><li>h. Seafood</li></ol></li></ol>	I, II
F.5.2.11	In addition to the sub-menu items available on each section page, display page-relevant rotating call-to-action callouts for featured items (teasers) and links to content requiring registration for access.	I, II
F.5.2.12	The system will display a custom error (404) page for HTML pages not found.	I, II



F.5.2.13	The system will have the ability to retrieve data from multiple sources and integrate that data with PepsiCo content.	I, II
F.5.2.14	When the user selects a tool or a file to download, provide the ability for the system to perform the browser default functionality for the file type requested.	I, II

### 5.3 Navigation

Provide clear, structured, and intuitive guidance for users to become and remain engaged in the program.

FR	REQUIREMENT	Level
F.5.3.1	The system will maintain consistent global navigation across all GMR pages and will be available to user at all times within the GMR site.	I, II
F.5.3.2	Provide the ability for the system to display primary site navigation <ol style="list-style-type: none"><li>1. Find Out About My Local Marketplace</li><li>2. Develop My Menu</li><li>3. Manage My Operations</li><li>4. Build Loyal Customers</li><li>5. Drive Profits</li><li>6. Tap into Industry Trends</li><li>7. PepsiCo Programs</li></ol>	I, II
F.5.3.3	When a user selects a primary menu item, display the section landing page for the selected menu item and expand the primary navigation to reveal the submenu items available for the primary menu item selected. <ol style="list-style-type: none"><li>1. Find Out About My Local Marketplace<ol style="list-style-type: none"><li>a. My Local Competition</li><li>b. Neighborhood Demographics</li></ol></li><li>2. Develop My Menu<ol style="list-style-type: none"><li>a. Food Ideas</li><li>b. Drink Ideas</li><li>c. Menu Design</li><li>d. Menu Board Design</li></ol></li><li>3. Manage My Operations<ol style="list-style-type: none"><li>a. Control Costs</li><li>b. Manage My Employees</li><li>c. Pepsi Rewards Plus</li><li>d. Environmental Initiatives</li></ol></li></ol>	I, II



	<ul style="list-style-type: none"><li>4. Build Loyal Customers<ul style="list-style-type: none"><li>a. Internet Marketing</li><li>b. TV Advertising</li></ul></li><li>5. Drive Profits<ul style="list-style-type: none"><li>a. Merchandise Your Restaurant</li><li>b. Beverage Recommendations</li><li>c. Point-of-Sale Materials</li><li>d. Suggestive Selling</li></ul></li><li>6. Tap into Industry Trends</li><li>7. PepsiCo Programs<ul style="list-style-type: none"><li>a. Pepsi Merchandising</li><li>b. Serving Pepsi Products</li><li>c. Equipment</li><li>d. Pepsi Rewards Plus</li></ul></li></ul>	
F.5.3.4	Only one submenu will be visible at any given time.	I, II
F.5.3.5	<p>Breadcrumbs, a visual path indicating user location within the site, will be displayed above the main content area.</p> <ul style="list-style-type: none"><li>1. Breadcrumb path will reflect the path taken based on the order of site features and the options chosen by the user.</li><li>2. All breadcrumb paths will begin with "Home".</li><li>3. Provide the ability for user to return to any point in the breadcrumbs by clicking on the desired destination.</li><li>4. When user navigates to a GMR page by means other than menu selection, the breadcrumbs will reflect the page location within the site.</li></ul>	I, II
F.5.3.6	<p>Provide the ability for the system to display secondary navigation</p> <ul style="list-style-type: none"><li>1. Talk to Other Restaurant Operators</li><li>2. About This Site</li><li>3. Site Map</li><li>4. Contact Us</li></ul>	I, II
F.5.3.7	When the user selects a secondary menu item, display a page containing content for the selected menu item.	I, II
F.5.3.8	<p>Provide the ability for the system to display a Print This Page link within the secondary navigation menu.</p> <ul style="list-style-type: none"><li>1. When the user selects the Print link, provide the ability for the system to print a "print-friendly" version of the currently displayed page.</li></ul>	I, II



## 5.4 Content Filter

Allow users to customize or filter the web site experience.

FR	REQUIREMENT	Level
F.5.4.1	<p>Provide the ability for the system to display a content filter link.</p> <ol style="list-style-type: none"><li>1. When the user selects the content filter link, provide the ability for the system to display the filter options, "What's this?" rollover definitions for each filter, and a registration link. (12/22: per conversation with Greg, these are the labels to use.)<ol style="list-style-type: none"><li>a. Casual Dine</li><li>b. Quick Serve</li><li>c. Show All</li></ol></li><li>2.</li><li>3. When the user selects a content filter,<ol style="list-style-type: none"><li>a. Provide the ability for the system to "remember" the user's selection.<ol style="list-style-type: none"><li>i. For non-registered users, the filter selection will remain in effect for the life of the session. (See <i>Security</i>)</li><li>ii. For registered users, update the user's profile information when the user changes the filter selection. (See <i>Profile Management</i>)</li></ol></li><li>b. Only display content relative to the user's filter selection.</li><li>c. Display copy indicating the user can have access to additional content and filters by registering.<ol style="list-style-type: none"><li>i. When the user selects the Register link, display the Registration page. (See <i>Registration</i>)</li></ol></li></ol></li></ol>	I, II
F.5.4.2	<p>Provide the ability for the system to suppress the Menu Board Design submenu item when the user has selected the QSR filter option.</p>	I, II

## 5.5 Home Page

Provide a combination of layout, design, and navigation to engage the user in the initiative.

FR	REQUIREMENT	Level
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F.5.5.1	Provide the ability for the system to display call-to-action featured content areas containing <ol style="list-style-type: none"><li>1. My Local Competition copy and link. (See <i>My Local Competition</i>)</li><li>2. Owner and Operator Forum copy and link. (See <i>Operator Forum</i>)</li><li>3. Trade Secret Tool Sample summary (teaser) copy and link. (See Bill Main Trade Secret Tools under <i>Menu Design, Control Costs, and Manage My Employees</i>)</li><li>4. Sign up copy and link. (See <i>Registration</i>)</li></ol>	I, II
F.5.5.2	When the user selects a call-to-action link, display a page containing the selected content.	I, II
F.5.5.3	Provide the ability for the system to display different Trade Secret Tool samples in the featured content area at set time intervals, e.g. once a week or twice a month.	I, II

## 5.6 Find Out About My Local Marketplace

FR	REQUIREMENT	Level
F.5.6.1	When the user selects Find Out About My Local Marketplace from the primary navigation menu, provide the ability for the system to display the Find Out About My Local Marketplace landing page with selectable call-to-action callouts for featured items <ol style="list-style-type: none"><li>1. My Local Competition</li><li>2. Neighborhood Demographics</li><li>3. Talk to Other Restaurant Operators (See <i>Operator Forum</i>)</li></ol>	I, II

### 5.6.1 My Local Competition

FR	REQUIREMENT	Level
F.5.6.1.1	When the user selects My Local Competition link from the primary navigation menu or the home page featured item, provide the ability for the system to determine the user's access level <ol style="list-style-type: none"><li>1. If the user is a non-registered or Level I user, or a Level II user not signed in, provide the ability for the system to display the My Local Competition page with<ol style="list-style-type: none"><li>a. Copy indicating that the user must be a PepsiCo customer to</li></ol></li></ol>	I, II



	<p>access the requested information.</p> <ul style="list-style-type: none"> <li>b. A link for current PepsiCo customers to Sign In. (See <i>Sign In</i>)</li> <li>c. link for a non-registered user to register. (see <i>Registration</i>)</li> <li>d. Copy indicating how to become a PepsiCo customer.</li> <li>e. A link to become a PepsiCo customer. (See <i>Serving Pepsi Products</i>)</li> <li>f. Share link. (See <i>Share</i>)</li> </ul> <p>2. If the user is a Level II user, provide the ability for the system to display the My Local Competition page with</p> <ul style="list-style-type: none"> <li>a. Copy describing the tool</li> <li>b. A link to go to the Local Competition (Know &amp; Go) web site <ul style="list-style-type: none"> <li>i. When the user selects the Local Competition link, provide the ability for the system to open the CHD-developed, GMR-specific Local Competition home page in a new window or tab</li> <li>ii. The user will have the ability to view the CHD-developed, GMR-specific Local Competition page(s) without being required to separately sign in to the CHD site.</li> </ul> </li> </ul>	
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**5.6.2 Neighborhood Demographics**

FR	REQUIREMENT	Level
F.5.6.2.2	<p>When the user selects the Neighborhood Demographics link from the primary navigation menu or the home page featured call-to-action area, provide the ability for the system to determine the user's access level</p> <ul style="list-style-type: none"> <li>1. If the user is a non-registered Level I user, or a Level II user not signed in, provide the ability for the system to display the Neighborhood Demographics page with <ul style="list-style-type: none"> <li>a. Copy promoting the Neighborhood Insider Application <ul style="list-style-type: none"> <li>i. Description of the benefit of the Neighborhood Insider Application</li> <li>ii. A summary of the information provided by the Neighborhood Insider Application</li> <li>iii. The steps required to access information relevant to the user's specific location</li> </ul> </li> <li>b. Zip code field <ul style="list-style-type: none"> <li>i. Provide the ability for the user to enter text in the zip code field.</li> </ul> </li> <li>c. Submit button <p style="margin-left: 40px;">When the user selects the submit button provide</p> </li> </ul> </li> </ul>	I, II



	<p>the ability for the system to validate the data entered. If valid, display the same page served to Level I registered users.</p> <ol style="list-style-type: none"><li>2.<ol style="list-style-type: none"><li>a.</li><li>b. If the user is a registered Level I user, provide the ability for the system to display the Neighborhood Demographics page with<ol style="list-style-type: none"><li>i. The user's zip code of record displayed</li><li>ii. A text box and submit button for the user to request demographics for a different zip code.<ol style="list-style-type: none"><li>1. Provide the ability for the user to enter digits in the zip code text box.</li><li>2. When the user selects the submit button,<ol style="list-style-type: none"><li>a. Validate the data entered<ol style="list-style-type: none"><li>i. If invalid, display an error message and prompt the user to correct the data entered.</li><li>ii. If valid, display the demographics information for the zip code entered.</li></ol></li></ol></li><li>3. Zip code-based summary neighborhood information<ol style="list-style-type: none"><li>1. Predominant Lifestyle</li><li>2. Predominant Lifestyle Penetration</li><li>3. Summary neighborhood description</li></ol></li><li>iv. Copy indicating how the user can gain full access to the Neighborhood Insider tool.</li><li>v. A link for the user to become a PepsiCo customer. (See <i>Serving Pepsi Products</i>)</li><li>vi.</li><li>vii. A Share link (See <i>Share</i>)</li></ol></li><li>3. If the user is a Level II user, provide the ability for the system to display the Neighborhood Demographics page with<ol style="list-style-type: none"><li>a. The user's zip code of record displayed.</li><li>b. A text box and submit button for the user to request demographics for a different zip code<ol style="list-style-type: none"><li>i. Provide the ability for the user to enter digits in the zip code text box.</li><li>ii. When the user selects the submit button,<ol style="list-style-type: none"><li>1. Validate the data entered<ol style="list-style-type: none"><li>a. If invalid, display an error message and prompt the user to correct the data entered.</li><li>b. If valid, display the demographics information</li></ol></li></ol></li></ol></li></ol></li></ol></li></ol></li></ol>	
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	for the zip code entered. c. Zip code-based summary neighborhood information i. Predominant Lifestyle ii. Predominant Lifestyle Penetration iii. Summary neighborhood description d. The full demographics report.	
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## 5.7 Develop My Menu

FR	REQUIREMENT	Level
F.5.7.1	When the user selects the Develop My Menu from the primary navigation menu, provide the ability for the system to display the Develop My Menu landing page with selectable call-to-action callouts for featured items 1. Food Recipe of the Week 2. Drink Recipe of the Week	I, II

### 5.7.1 Food Ideas

FR	REQUIREMENT	Level
F.5.7.1.1	When the user selects the Food Ideas submenu item from the primary navigation menu, provide the ability for the system to display the Food Ideas landing page with selectable call-to-action callouts for featured items 1. Recipe of the Week (on-site) 2. More Recipes a. CDR Recipes b. QSR Recipes 3. Nutritional Information	I, II
F.5.7.1.2	When the user selects the <b>Recipe of the Week</b> featured item from the Food Ideas page or the Develop My Menu landing page, provide the ability for the system to display 1. The recipe information a. Recipe name b. Recipe image c. Ingredients list d. Serving size information e. Cooking/Preparation instructions	I, II



	<ul style="list-style-type: none"><li>f. Recipe source</li><li>2. A link for the user to download the recipe in PDF format</li><li>3. A link to More Recipes (See <i>More Recipes</i>)</li><li>4. Share link (See <i>Share</i>)</li></ul>	
F.5.7.1.3	<p>When the user selects the <b>More Recipes</b> featured item from the Food Ideas page, provide the ability for the system to display</p> <ul style="list-style-type: none"><li>1. For Level I users, recipes featured area for both CDR and QSR<ul style="list-style-type: none"><li>a. A list of recipes available on the GMR web site.<ul style="list-style-type: none"><li>i. Provide the ability for the user to select one of the listed recipes.</li></ul></li><li>b. RSS Recipes from off-site sources<ul style="list-style-type: none"><li>i. Provide the ability for the user to select one of the listed off-site sources.</li></ul></li><li>c. The user may make one selection per submission.</li><li>d. Submit button<ul style="list-style-type: none"><li>i. When the user selects a GMR hosted recipe, provide the ability for the system to display the selected recipe in the same format as the <b>Recipe of the Week</b> page.</li><li>ii. When the user selects an off-site recipe source, provide the ability for the system to display a page containing<ul style="list-style-type: none"><li>1. The recipe overview<ul style="list-style-type: none"><li>a. Recipe name</li><li>b. Recipe image (if available)</li><li>c. Recipe source (Epicurious.com, Food Channel, etc.)</li><li>d. Date</li><li>e. Author</li><li>f. Ingredients</li><li>g. Instructions</li></ul></li><li>2. Get this recipe at... (a link to the site hosting the recipe)</li><li>3. When the user selects the Get this recipe at... link, provide the ability for the system to open the page of the site hosting the recipe in a new window or tab.</li><li>4. A link to the <b>More Recipes</b> page</li><li>5. A Share link (See <i>Share</i>)</li></ul></li></ul></li></ul></li><li>2. For a Level II user, Flavorworks featured area for CDR and QSR<ul style="list-style-type: none"><li>a. Display copy summarizing the features and benefits of Flavorworks, a Flavorworks image (selectable), a link to the Flavorworks site.</li></ul></li></ul>	I, II



	<ul style="list-style-type: none"><li>b. When the user selects the link or the image, open the Flavorworks home page developed for GMR (e.g. www.flavorworks.GMR.com) in a new window or tab.</li></ul> <p>3. Frito Lay Mass Custom featured area for CDR only</p> <ul style="list-style-type: none"><li>a. For a user with a menu type unknown to the GMR site (non-registered user, registered but not signed in user, or registered user who has not previously indicated menu type preference)<ul style="list-style-type: none"><li>i. Display copy instructing the user to select a menu type to view report information relevant to their restaurant.</li><li>ii. A submit button for the user to submit the menu type selection and go to the Frito Lay Mass Custom report page (see <i>Frito Lay Mass Custom</i> report page below).</li><li>iii. A</li><li>iv.</li></ul></li><li>b. For a user with a menu type known to the GMR site (Level I or Level II registered and signed in users with menu type previously indicated),<ul style="list-style-type: none"><li>i. Display copy informing the user of the menu type on record with GMR and a submit button for the user to go to the Frito Lay Mass Custom report page (see <i>Frito Lay Mass Custom</i> report page below) to view report information relevant to their restaurant.</li><li>ii. Display copy informing the user that the restaurant type of record can be change the through Profile Management. (See <i>Profile Management</i>)</li></ul></li><li>c. When the user selects the submit button to view the Frito Lay Mass Custom report<ul style="list-style-type: none"><li>i. Display copy summarizing the report and the benefits of the report.</li><li>ii. Display the report for the menu type selected.</li><li>iii. Copy instructing the user to select a menu type to generate a report for a different menu type.</li><li>iv. Display a list of the available menu types.</li><li>v. Provide the ability for the user to select a menu type<ul style="list-style-type: none"><li>1. If the user is a registered user, provide the ability for the system to pre-select the menu type based on the user's previous selection.</li></ul></li><li>vi. Submit button<ul style="list-style-type: none"><li>1. When the user select the submit button, provide the ability for the system to generate a report for the menu type selected.</li></ul></li><li>vii. A link for the user to download the generated report in</li></ul></li></ul>	
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	<p>PDF format.</p> <p>viii. A Share link (See <i>Share</i>)</p>	
F.5.7.1.4	When the user selects the Nutritional Information featured item Food Ideas page or the Develop My Menu landing page, provide the ability for the system to display articles and recipes from epicurious.com based on the user's selected filters.	I, II

### 5.7.2 Drink Ideas

FR	REQUIREMENT	Level
F.5.7.2.1	<p>When the user selects the Drink Ideas submenu item from the primary navigation menu, provide the ability for the system to display the Drink Ideas landing page with selectable call-to-action callouts for featured items</p> <ol style="list-style-type: none"> <li>1. Drink of the Week (CDR only)</li> <li>2. More Drink Recipes (CDR only)</li> <li>3. Beverage Recommendations (CDR and QSR)</li> </ol>	I, II
F.5.7.2.2	<p>When the user selects the <b>Drink of the Week</b> featured item from the Drink Ideas page or the Develop My Menu landing page, provide the ability for the system to display</p> <ol style="list-style-type: none"> <li>1. The recipe information               <ol style="list-style-type: none"> <li>a. Recipe name</li> <li>b. Recipe image</li> <li>c. Ingredients list</li> <li>d. Serving size information</li> <li>e. Preparation time/instructions</li> <li>f. Recipe source</li> </ol> </li> <li>2. Share link (See <i>Share</i>)</li> <li>3. A link to More Drink Recipes (See <i>More Drink Recipes</i>)</li> <li>4. For a Level II user, Flavorworks promotional area with copy summarizing the Flavorworks site, a Flavorworks image (selectable), a link to the Flavorworks site.               <ol style="list-style-type: none"> <li>a. When the user selects the Flavorworks link or image, open the Flavorworks home page in a new window or tab.</li> </ol> </li> </ol>	I, II
F.5.7.2.3	<p>When the user selects the <b>More Drink Recipes</b> featured item from the Drink Ideas page, provide the ability for the system to display the Recipes from PepsiCo page containing</p> <ol style="list-style-type: none"> <li>1. Selectable Recipes area               <ol style="list-style-type: none"> <li>a. List of recipes</li> </ol> </li> </ol>	I, II



	<ul style="list-style-type: none"><li>i. Provide the ability for the user to select one of the listed recipes.</li><li>b. Submit button<ul style="list-style-type: none"><li>i. When the user selects the submit button, provide the ability for the system to display the selected drink recipe in the current window. (See <i>Drink Recipe</i>)<ul style="list-style-type: none"><li>1. Recipe Information<ul style="list-style-type: none"><li>a. Recipe name</li><li>b. Recipe image</li><li>c. Ingredients list</li><li>d. Serving size information</li><li>e. Preparation instructions/time</li></ul></li><li>2. A link for the user to download the recipe in PDF format.</li><li>3. A Share link (See Share)</li><li>4. A link to the <b>More Drink Recipes</b> page</li></ul></li><li>2. For a Level II user, Flavorworks featured area with copy summarizing the Flavorworks site, a Flavorworks image (selectable), a link to the Flavorworks site.<ul style="list-style-type: none"><li>a. When the user selects the Flavorworks link or image, open the Flavorworks home page developed for GMR (e.g., <a href="http://www.flavorworks.GMR.com">www.flavorworks.GMR.com</a>) in a new window or tab.</li></ul></li></ul></li></ul>	
F.5.7.2.4	<p>When the user selects the <b>Beverage Recommendations</b> featured item from the Drink Ideas page, provide the ability for the system to display the Beverage Recommendations page containing page instructions, zip code field (filter by region), restaurant type filter options, a “What is this?” link, a registration link, and a submit button.</p> <ul style="list-style-type: none"><li>1. Provide the ability for the user to enter text in the zip code field and select a restaurant type option.<ul style="list-style-type: none"><li>a. If the user is signed in, provide the ability for the system to pre-populate the information.</li><li>b. If the user selects the QSR restaurant type filter option, provide the ability for the system to display the available menu type filter options below the restaurant type filter options.<ul style="list-style-type: none"><li>i. Provide the ability for the user to select one or more menu type filter options.</li><li>ii. If the user is signed in, provide the ability for the system to pre-populate the information.</li></ul></li></ul></li><li>2. When the user selects the “What is this?” link, provide the ability for the system to display a definition of the restaurant type selected.</li><li>3. When the user selects the submit button, provide the ability for the</li></ul>	I, II



	<p>system to display the Beverage Recommendations Results page for the restaurant type selected.</p> <ol style="list-style-type: none"> <li>a. The appropriate text based on filters selected by the user.             <ol style="list-style-type: none"> <li>i. Zip code (CDR and QSR)</li> <li>ii. Restaurant Type (CDR and QSR)</li> <li>iii. Menu Type (QSR only)</li> </ol> </li> <li>b. Fountain Set Recommendations based on the region in which the user-entered zip code is located.             <p style="color: orange;">Sydney Mercurio 12/10: Are there any calls to action on this page? Can they purchase anything or be linked to a supplier?</p> <ol style="list-style-type: none"> <li>i. The Core Five Products recommended by Pepsi represented as images. (CDR and QSR)</li> <li>ii. The 8 Valve Brand Set + Brewed                 <ol style="list-style-type: none"> <li>1. Casual Dine</li> <li>2. Fast Casual                     <ol style="list-style-type: none"> <li>a. Healthier Faire Recommendations</li> <li>b. Traditional Recommendations                         <ol style="list-style-type: none"> <li>i. Display menu type</li> </ol> </li> </ol> </li> <li>iii. The 8 Valve Brand Set                 <ol style="list-style-type: none"> <li>1. Casual Dine</li> <li>2. Fast Casual                     <ol style="list-style-type: none"> <li>a. Healthier Faire Recommendations</li> <li>b. Traditional Recommendations                         <ol style="list-style-type: none"> <li>i. Display menu type</li> </ol> </li> </ol> </li> </ol> </li> <li>c. Change Filters link             <ol style="list-style-type: none"> <li>i. Provide the ability for the user to change the filters selected.</li> <li>ii. When the user selects the change filters link, provide the ability for the system to display return to the previous page, the Beverage Recommendations page.</li> </ol> </li> </ol> </li></ol></li></ol>	
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### 5.7.3 Menu Design

FR	REQUIREMENT	Level
F.5.7.3.1	<ol style="list-style-type: none"> <li>1. When the user selects the Menu Design submenu item from the primary navigation menu, provide the ability for the system to display the Menu Design page with copy describing each relevant problem, the associated solution and tool , and a Share link. (See <i>Share</i>)For Level I users, display copy indicating that only PepsiCo customers can download the tools.</li> <li>2. For Level II users, display links to download the available tools.</li> </ol>	I, II



### 5.7.4 Menu Board Design

FR	REQUIREMENT	Level
F.5.7.4.1	When the user selects the Menu Board Design submenu item from the primary navigation menu, provide the ability for the system to display the Menu Board Design page with copy describing the digital menu board partnership with Texas Digital, images of digital menu boards, a link the user to request more information from Texas Digital, an image of Texas Digital's logo, and all applicable contact information for Texas Digital.	I, II
F.5.7.4.2	<p>When the user selects the link to request more information from Texas Digital, provide the ability for the system to display the Send Me More Information page with a submit button.</p> <ol style="list-style-type: none"><li>1. Provide the ability for the user to select his preferred contact method<ol style="list-style-type: none"><li>a. Email<ol style="list-style-type: none"><li>i. Provide the ability for the user to enter his email address.<ol style="list-style-type: none"><li>1. Pre-populated if the user is signed in to the system.</li><li>2. User could change the pre-populated email address.</li></ol></li><li>ii. Copy indicating the phone number information will be passed through to Texas digital and will not be stored with the GMR site.</li></ol></li><li>b. Phone number<ol style="list-style-type: none"><li>i. Provide the ability for the user to enter his email address.</li><li>ii. Copy indicating the phone number information will be passed through to Texas digital and will not be stored with the GMR site.</li></ol></li></ol></li><li>2. When the user selects the submit button, provide the ability for the system to<ol style="list-style-type: none"><li>a. Send the information to Texas Digital</li><li>b. Display the Texas Digital Thank You page<ol style="list-style-type: none"><li>i. Display copy thanking the user for submitting his information to Texas Digital and indicating that someone from Texas Digital will contact them via the contact method selected.</li></ol></li></ol></li></ol>	

### 5.8 Manage My Operations

FR	REQUIREMENT	Level
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F.5.8.1	<p>When the user selects Manage My Operations from the primary navigation menu, provide the ability for the system to display the Manage My Operations landing page with selectable call-to-action callouts for featured items</p> <ol style="list-style-type: none"> <li>1. Manage My Employees</li> <li>2. Environmental Initiatives</li> <li>3. Talk to Other Restaurant Operators (See <i>Operator Forum</i>)</li> </ol>	I, II
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**5.8.1 Control Costs**

FR	REQUIREMENT	Level
F.5.8.1.1	<p>When the user selects the Control Costs submenu item from the primary navigation menu, provide the ability for the system to display the Control Costs page with selectable call-to-action callouts for featured items</p> <ol style="list-style-type: none"> <li>1. Talk to Other Restaurant Operators (See <i>Operator Forum</i>)</li> <li>2. Inventory Management Tools &amp; Techniques</li> </ol>	I, II
F.5.8.1.2	<p>When the user selects the Inventory Management Tools &amp; Techniques featured item, provide the ability for the system to display the Inventory Management Tools &amp; Techniques page with copy describing each relevant problem, the associated solution and tool, and a Share link (see <i>Share</i>).</p> <ol style="list-style-type: none"> <li>1. For Level I users, display copy indicating that only PepsiCo customers can download the tools.</li> <li>2. For Level II users, display links to download the available tools.</li> </ol>	I, II

**5.8.2 Manage My Employees**

FR	REQUIREMENT	Level
F.5.8.2.1	<p>When the user selects the Manage My Employees submenu item from the primary navigation menu or the Manage My Employees landing page featured item link, provide the ability for the system to display the Manage My Employees page with selectable call-to-action callouts for featured items</p> <ol style="list-style-type: none"> <li>1. Training My Employees</li> </ol>	I, II
F.5.8.2.2	<p>When the user selects the Training My Employees featured item, provide the ability for the system to display the Training My Employees page with copy describing each relevant problem, the associated solution and tool, and a Share link (see <i>Share</i>).</p> <ol style="list-style-type: none"> <li>1. For Level I users, display copy indicating that only PepsiCo customers can download the tools.</li> <li>2. For Level II users, display links to download the available tools.</li> </ol>	I, II



### 5.8.3 Pepsi Rewards Plus

FR	REQUIREMENT	Level
F.5.8.3.1	<p>When the user selects the Pepsi Rewards Plus submenu item from the primary navigation menu, provide the ability for the system to display the Pepsi Rewards Plus page containing copy summarizing the Pepsi Rewards Plus program, a selectable image of the Pepsi Rewards Plus home page, a link to the Pepsi Rewards Plus site, copy indicating the Pepsi Rewards Plus program is only available in certain areas.</p> <ol style="list-style-type: none"><li>1. When the user selects the Pepsi Rewards Plus image or link, provide the ability for the system to open the Pepsi Rewards Plus home page in a new window or tab. (See <i>Pepsi Rewards Plus</i>)</li></ol>	II

### 5.8.4 Environmental Initiatives

FR	REQUIREMENT	Level
F.5.8.4.1	<p>When the user selects the Environmental Initiatives submenu item from the primary navigation menu or the Environmental Initiatives landing page featured item link, provide the ability for the system to display the Environmental Initiatives page with selectable call-to-action callouts for featured items</p> <ol style="list-style-type: none"><li>1. PepsiCo Sustainability Initiatives</li><li>2. Green Restaurant Association Information</li></ol>	I, II
F.5.8.4.2	<p>When the user selects the PepsiCo Sustainability Initiatives featured item, provide the ability for the system to display the PepsiCo Sustainability Initiatives page with</p> <ol style="list-style-type: none"><li>1. Copy summarizing the page contents</li><li>2. Copy, title, selectable image and link for<ol style="list-style-type: none"><li>a. Pepsi Eco Challenge<ol style="list-style-type: none"><li>i. When the user selects the Pepsi Eco Challenge image or link, provide the ability for the system to open the Pepsi Eco Challenge home page in a new window or tab.</li></ol></li><li>b. Aquafina Eco Challenge<ol style="list-style-type: none"><li>i. When the user selects the Aquafina Eco Challenge image or link, provide the ability for the system to open the Aquafina Eco Challenge home page in a new window or tab.</li></ol></li><li>c. PepsiCo Environmental Sustainability Report<ol style="list-style-type: none"><li>i. When the user selects the PepsiCo Environmental</li></ol></li></ol></li></ol>	I, II



	<p>Sustainability Report image or link, provide the ability for the system to open the PepsiCo Environmental Sustainability Report in a new window.</p> <p>3. A link for the user to download a PDF version of the PepsiCo Environmental Sustainability Report.</p>	
F.5.8.4.3	<p>When the user selects the Green Restaurant Association Information from the Environmental Initiatives landing page, provide the ability for the system to display the Green Restaurant Association Information page with selectable call-to-action callouts for featured items</p> <ol style="list-style-type: none"> <li>1. Why Go Green?</li> <li>2. Guide to GRA-endorsed Products</li> <li>3. Restaurateur Quiz</li> </ol>	I, II
F.5.8.4.4	<p>When the user selects the Why Go Green featured item, provide the ability for the system to display the Why Go Green page with</p> <ol style="list-style-type: none"> <li>1. Copy highlighting the benefits of "going green".             <ol style="list-style-type: none"> <li>a. Provide the ability for the system to display content from the dinegreen.com site.</li> </ol> </li> <li>2. A link to dinegreen.com.             <ol style="list-style-type: none"> <li>a. When the user selects the dinegreen.com link, provide the ability for the system to display the dinegreen.com home page in a new window or tab.</li> </ol> </li> <li>3. A Share link. (See <i>Share</i>)</li> </ol>	I, II
F.5.8.4.5	<p>When the user selects the Guide to GRA-endorsed Products featured item, provide the ability for the system to display the Guide to GRA-endorsed Products page with copy summarizing the page purpose and contents, a list of environment-friendly restaurant industry supply solutions available on the dinegreen.com website, and a link to the dinegreen.com website.</p> <ol style="list-style-type: none"> <li>1. When the user selects the dinegreen.com link, provide the ability for the system to display the dinegreen.com home page in a new window or tab.</li> </ol>	I, II
F.5.8.4.6	<p>When the user selects the Restaurateur Quiz featured item, provide the ability for the system to display the Restaurateur Quiz page with copy describing the interactive quizzes available on the dinegreen.com website and a link to the dinegreen.com website.</p> <ol style="list-style-type: none"> <li>1. When the user selects the dinegreen.com link, provide the ability for the system to display the dinegreen.com home page in a new window or tab.</li> </ol> <p>Sydney Mercurio 12/10: Is there no share link on these pages?</p>	I, II



## 5.9 Build Loyal Customers

FR	REQUIREMENT	Level
F.5.9.1	<p>When the user selects Build Loyal Customers from the primary navigation menu, provide the ability for the system to display the Build Loyal Customers landing page with selectable call-to-action callouts for featured items</p> <ol style="list-style-type: none"><li>1. Email (Internet) Marketing</li><li>2. TV Advertising</li><li>3. Tips for Designing Your Website</li></ol>	I, II

### 5.9.1 Internet Marketing

FR	REQUIREMENT	Level
F.5.9.1.1	<p>When the user selects the Internet Marketing from the primary navigation menu, provide the ability for the system to display the Internet Marketing landing page with selectable call-to-action callouts for featured items</p> <ol style="list-style-type: none"><li>1. Internet Marketing Trends</li><li>2. Email Marketing</li><li>3. Social Networks</li><li>4. Tips for Designing Your Website</li></ol>	I, II
F.5.9.1.2	<p>Provide the ability for the system to integrate content from a third-party provider.</p>	I, II
F.5.9.1.3	<p>When the user selects the Internet Marketing Trends featured item, provide the ability for the system to display the Internet Marketing Trends page with copy describing each relevant problem, the associated solution and tool (from Bill Main Trade Secrets), and a Share link. (See <i>Share</i>)</p> <ol style="list-style-type: none"><li>1. For Level I users, display copy indicating that only PepsiCo customers can download the tools.</li><li>2. For Level II users, display links to download the available tools.</li></ol>	I, II
F.5.9.1.4	<p>When the user selects the Social Networks, or Tips for Designing Your Website link, provide the ability for the system to display a page containing content relevant to the selected item, and a Share link. (See <i>Share</i>)</p> <ol style="list-style-type: none"><li>1. Copy for these pages will be determined and developed by TDDb.</li><li>2. When the user selects a third-party image or link, provide the ability for the system to open the third-party link in a new window or tab.</li></ol>	I, II



F.5.9.1.4	When the user selects the Email Marketing link, provide the ability for the system to display a page giving operators the ability to build a database of their customers and alert them of specials, promotions, etc with email templates. <ol style="list-style-type: none"><li>1. When the user selects the third-party image or link, provide the ability for the system to open the third-party home page in a new window or tab. (This will be 3<sup>rd</sup> party; however, exactly who that will be, which will in turn determine exactly how it will function, has yet to be determined.)</li></ol>	I, II
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### 5.9.2 TV Advertising

FR	REQUIREMENT	Level
F.5.9.2.1	When the user selects TV Advertising submenu item from the primary navigation menu or the Build Loyal Customers landing page featured item link, provide the ability for the system to display the TV Advertising page containing copy summarizing the Spot Runner program, a selectable image of the Spot Runner home page, a link to the Spot Runner site, and an example of a Spot Runner local ad. <ol style="list-style-type: none"><li>1. When the user selects the Spot Runner image or link, provide the ability for the system to open the Spot Runner home page in a new window or tab.</li><li>2. When the user selects to view an example of a local Spot Runner ad,<ol style="list-style-type: none"><li>a. Provide the ability for the system to play a video in the user's browser.</li><li>b. Determine the user's location to serve an ad relative to their location</li></ol></li></ol>	I, II

### 5.10 Drive Profits

FR	REQUIREMENT	Level
F.5.10.1	When the user selects Drive Profits from the primary navigation menu, provide the ability for the system to display the Drive Profits landing page with selectable call-to-action callouts for featured items <ol style="list-style-type: none"><li>1. Merchandising Your Restaurant</li><li>2. Beverage Recommendations</li><li>3. Point-of-Sale Materials</li></ol>	I, II



### 5.10.1 Merchandising Your Restaurant

FR	REQUIREMENT	Level
5.10.1.1	2.	I, II

#### 5.10.1.1 Merchandising Toolkit

FR	REQUIREMENT	Level
F.5.10.1.1.1	<p>When the user selects the Merchandising Toolkit featured item from the Merchandising Your Restaurant landing page, provide the ability for the system to display</p> <ol style="list-style-type: none"><li>1. If the user is a Level I user, provide the ability for the system to display a page containing page overview copy, restaurant selection options (CDR and QSR), copy and a link to Case Studies, a Sign In link (See <i>Sign In</i>), c link for a non-registered user to register and a Become a PepsiCo customer link (See <i>Serving Pepsi Products</i>). (IA page: 6.1d)<ol style="list-style-type: none"><li>a. When the user selects the QSR option, provide the ability for the system to display the Merchandising Toolkit Instructions for a QSR.</li><li>b. When the user select the CDR option provide the ability for the system to display the Merchandising Toolkit Instructions for a CDR.</li><li>c. When the user selects the case studies link, provide the ability for the system to display a page containing a list of case studies available.<ol style="list-style-type: none"><li>i. Provide the ability for the user to select a case study.</li><li>ii. When the user selects a case study,<ol style="list-style-type: none"><li>1. Provide the ability for the system to display content specific to the selected case study from the Merchandising Strategy Sell Story component of the Merchandising Optimization Tool.</li><li>2. Provide the ability for the system to display a link for the user to download the case study in PDF format.</li><li>3. Provide the ability for the system to display a Share link. (See <i>Share</i>)</li></ol></li></ol></li></ol></li><li>2. If the user is a CDR Level II user, provide the ability for the system to display a page containing page overview copy, CDR Merchandising Toolkit Instructions copy, copy and a link to Case Studies, and copy and a link to CDR [FSR (Full Service Restaurant)] Assessment. (IA page: 6.1a)</li></ol>	I, II



	<ul style="list-style-type: none"><li>a. When the user selects the case studies link, provide the ability for the system to display a page containing a list of case studies available. (See <i>1c</i> above)</li><li>b. When the user selects the CDR (FSR) link, provide the ability for the system to display a page containing a list of links for the available assessments, a link for the user to download the assessment, and a Share link. (IA page: 6.1.2)<ul style="list-style-type: none"><li>i. When the user selects an assessment link, provide the ability for the system to display content specific to the assessment selected.</li><li>ii. When the user selects the Share link, provide the ability for the system to only send promotional information and copy describing how to become a Pepsi customer to the selected recipient. (See <i>Share</i>)</li></ul></li></ul> <p>3. If the user is a QSR Level II user, provide the ability for the system to display a page containing page overview copy, QSR Merchandising Toolkit Instructions copy, copy and a link to Case Studies, and copy and a link to the QSR Assessment. (IA page: 6.1b)</p> <ul style="list-style-type: none"><li>a. When the user selects the case studies link, provide the ability for the system to display a page containing a list of case studies available. (See <i>1c</i> above)</li><li>b. When the user selects the QSR link, provide the ability for the system to display a page containing a list of links for the available assessments, a link for the user to download the assessment, and a Share link. (IA page: 6.1.2)<ul style="list-style-type: none"><li>i. When the user selects an assessment link, provide the ability for the system to display content specific to the assessment selected.</li><li>ii. When the user selects the Share link, provide the ability for the system to only send promotional information and copy describing how to become a Pepsi customer to the selected recipient. (See <i>Share</i>)</li></ul></li></ul> <p>4. If the user is a Level II view all user, provide the ability for the system to display a page containing page overview copy, restaurant selection options (CDR and QSR), copy and a link to Case Studies, copy and a link to CDR [FSR (Full Service Restaurant)] Assessment, and copy and a link to the QSR Assessment. (IA page: 6.1c)</p> <ul style="list-style-type: none"><li>a. When the user selects the QSR option, provide the ability for the system to display the Merchandising Toolkit Instructions for a QSR.</li><li>b. When the user selects the CDR option provide the ability for the system to display the Merchandising Toolkit Instructions for a CDR.</li><li>c. When the user selects the case studies link, provide the ability for the system to display a page containing a list of</li></ul>	
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	<p>case studies available. (See <i>1c</i> above)</p> <p>d. When the consumer selects the CDR (FSR) Assessment, provide the ability for the system to display a page containing a list of links for the available assessments, a link for the user to download the assessment, and a Share link. (IA page: 6.1.2) (See <i>2b</i> above.)</p>	
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**5.10.1.2 Trade Secret Report**

FR	REQUIREMENT	Level
F.5.10.1.2.1	2.	I, II

**5.10.2 Beverage Recommendations**

FR	REQUIREMENT	Level
F.5.10.2.1	When the user selects the <b>Beverage Recommendations</b> submenu item from the primary navigation menu or from the Drive Profits featured item, provide the ability for the system to display the Beverage Recommendations page. (See <i>Develop My Menu</i> → <i>Drink Ideas</i> → <i>Beverage Recommendations</i> for functionality details.)	I, II

**5.10.3 Point-of-Sale Materials**

FR	REQUIREMENT	Level
F.5.10.3.1	When the user selects the Point-of-Sale Materials submenu item from the primary navigation menu or the from the Drive Profits featured item, provide the ability for the system to display a page containing overview copy, a PepsiCoOperatorSolutions.com link, a link to download a printable PDF version of the POS.com overview, and a Share link. (See <i>Share</i> ) <ul style="list-style-type: none"> <li>1. When the user selects the PepsiCoOperatorSolutions.com link, provide the ability for the system to display the PepsiCoOperatorSolutions.com home page in a new window or tab.</li> </ul>	I, II

**5.10.4 Suggestive Selling**

FR	REQUIREMENT	Level
F.5.10.4.1	When the user selects the Suggestive Selling submenu item from the primary	I, II



	<p>navigation menu, provide the ability for the system to display a page containing overview copy for PepsiServeSmart.com, a PepsiServeSmart.com link, a Share link (see <i>Share</i>), and a link to POS.com where they can find suggestive sell Point-of-sale materials.</p> <ol style="list-style-type: none"> <li>1. When the user selects the PepsiServeSmart.com link, provide the ability for the system to display the PepsiServeSmart.com home page in a new window or tab.</li> <li>2. When the user select the POS.com link, provide the ability for the system to display the POS.com home page in a new window or tab.</li> </ol>	
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### 5.11 Tap into Industry Trends

FR	REQUIREMENT	Level
F.5.11.1	When a Level I user selects Tap into Industry Trends from the primary navigation menu, provide the ability for the system to display the Tap into Industry Trends landing page for Level I users containing a 2008 Restaurant Industry Pocket Factbook Report overview, a link to the report, teaser copy informing users of additional report benefits for Level II users, a Sign In link (see <i>Sign In</i> ), become a PepsiCo customer call-to-action copy, and a Serve Pepsi Products link (see <i>Serving Pepsi Products</i> ).	I
F.5.11.2	When a Level II user selects Tap into Industry Trends from the primary navigation menu, provide the ability for the system to display the Tap into Industry Trends landing page for Level II users containing overview and a link for each available report.	II
F.5.11.3	Provide the ability for the system to restrict the user's ability to print proprietary reports (e.g., PPT/PDF).	I, II
F.5.11.4	When a user selects an available report, provide the ability for the system to display a page containing the selected report, a Share link (see <i>Share</i> ), and a download link, where applicable (see F.5.11.3).	I, II

### 5.12 About This Site

Provide a page describing the purpose and usage of the web site.

FR	REQUIREMENT	Level
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F.5.12.1	<p>When the user selects the About This Site from the secondary navigation menu, provide the ability for the system to display the About This Site page containing copy describing the purpose and usage of the site and a Site Terms &amp; Privacy Policy link.</p> <ol style="list-style-type: none"><li>1. When the user selects the Site Terms &amp; Privacy Policy link, provide the ability for the system to display a page containing<ol style="list-style-type: none"><li>a. Site Terms copy</li><li>b. Privacy Policy copy</li><li>c. Owner and Operator Forums Terms of Use copy</li></ol></li></ol>	I, II
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### 5.13 Site Map

Provide a page displaying the structure and links for all GMR website pages.

FR	REQUIREMENT	Level
F.5.13.1	<p>When the user selects About This Site from the secondary navigation menu, provide the ability for the system to display a page containing a hierarchical list of links for each primary navigational menu item, submenu navigational item, landing page featured item that is not represented in a submenu, and secondary navigational menu items.</p> <ol style="list-style-type: none"><li>1. When a user selects a site map link, provide the ability for the system to display the selected page.</li></ol>	I, II

### 5.14 Contact Us

Allow users to contact PepsiCo Foodservices.

FR	REQUIREMENT	Level
F.5.14.1	When the user selects Contact Us from the secondary navigation menu, provide the ability for the system to display a page containing	I, II
F.5.14.2		I, II

### 5.15 Registration

Allow registration within the site for Level II access.



FR	REQUIREMENT	Level
F.5.15.1	The system will have the ability to collect and store user provided information.	I, II
F.5.15.2	When the user selects the Register link, provide the ability for the system to display the Registration page with a submit button, a customize checkbox, and a Sign In link. (See <i>Sign In</i> )	I, II
F.5.15.3	Display copy <ol style="list-style-type: none"> <li>1. Describing the benefits of registration and customization.</li> <li>2. Informing the user of case sensitive fields.</li> <li>3. Defining the required field indicator.</li> <li>4. Privacy Policy link. (See <i>About This Site</i>)</li> </ol>	I, II

F.5.15.4	Provide the ability for the user to enter information in the form fields provided.	I, II																																																																
	<table border="1"> <thead> <tr> <th>Field</th> <th>Type</th> <th>Why We Ask</th> <th>Req'd</th> </tr> </thead> <tbody> <tr> <td>First Name</td> <td>Text</td> <td></td> <td>✓</td> </tr> <tr> <td>Last Name</td> <td>Text</td> <td></td> <td>✓</td> </tr> <tr> <td>Email Address</td> <td>Text</td> <td></td> <td>✓</td> </tr> <tr> <td>Restaurant Name</td> <td>Text</td> <td></td> <td>✓</td> </tr> <tr> <td>Restaurant Address</td> <td>Text</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>City</td> <td>Text</td> <td></td> <td>✓</td> </tr> <tr> <td>State</td> <td>Drop-down</td> <td></td> <td>✓</td> </tr> <tr> <td>Zip</td> <td>Text</td> <td></td> <td>✓</td> </tr> <tr> <td>Bottler or Distributor Name</td> <td>Text</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>Number of Years as a Pepsi Customer</td> <td></td> <td>✓</td> <td>✓</td> </tr> <tr> <td>Security Question Other</td> <td>Text</td> <td></td> <td></td> </tr> <tr> <td>Email update opt-in</td> <td>Checkbox</td> <td></td> <td></td> </tr> <tr> <td>Screen name (for forum)</td> <td>Text</td> <td>✓</td> <td></td> </tr> <tr> <td>Customize</td> <td>Checkbox</td> <td></td> <td></td> </tr> <tr> <td>Submit</td> <td>Button</td> <td></td> <td></td> </tr> </tbody> </table>		Field	Type	Why We Ask	Req'd	First Name	Text		✓	Last Name	Text		✓	Email Address	Text		✓	Restaurant Name	Text		✓	Restaurant Address	Text	✓	✓	City	Text		✓	State	Drop-down		✓	Zip	Text		✓	Bottler or Distributor Name	Text	✓	✓	Number of Years as a Pepsi Customer		✓	✓	Security Question Other	Text			Email update opt-in	Checkbox			Screen name (for forum)	Text	✓		Customize	Checkbox			Submit	Button		
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Submit	Button																																																																	
F.5.15.5	When the user selects Other as the Security question, provide the ability for the system to display a text field for the user to enter a custom security question, and treat the text field as a required field.	I, II																																																																
F.5.15.6	The system will treat passwords as case sensitive.	I, II																																																																



F.5.15.7	Provide the ability for the system to display the parameters for acceptable passwords <ol style="list-style-type: none"><li>1. Between 6 and 14 characters in length.</li><li>2. Disallowed characters (consistent with current PepsiCo standards).</li></ol>	I, II
F.5.15.8	When the user selects the Submit button on the Registration page, provide the ability for the system to validate the registration information. <ol style="list-style-type: none"><li>1. If the validation is not successful,<ol style="list-style-type: none"><li>a. Display a message at the top of the form indicating there are elements in error.</li><li>b. Display error messages adjacent to the elements in error.</li><li>c. Display a graphical indicator adjacent to each error (e.g., asterisk or label/element displayed in "red").</li><li>d. Prompt the user to repair the elements in error and resubmit the form.</li></ol></li><li>2. If the validation is successful,<ol style="list-style-type: none"><li>a. If the user selected submit without the customize option selected, provide the ability for the system to<ol style="list-style-type: none"><li>i. Assign a permanent unique identifier to the user based on the user-provided email address</li><li>ii. Display the Registration Thanks page. (<i>See Registration Thanks</i>)</li><li>iii. Send the user an account verification email containing a link for the user to verify his account. (<i>See User/Email Account Verification</i>)</li><li>iv. If the user indicated he is a current Pepsi customer, send the user's information to PFS for validation as a current PepsiCo customer.</li></ol></li><li>b. If the user selected submit with the customize option selected, provide the ability for the system to<ol style="list-style-type: none"><li>i. Assign a permanent unique identifier to the user based on the user-provided email address</li><li>ii. Display the Optional Information page (see <i>Optional Information</i>).</li></ol></li></ol></li></ol>	I, II

## 5.16 Optional Information

FR	REQUIREMENT	Level
F.5.16.1	When the user selects the Submit and Customize button from the Registration page, provide the ability for the system to display a page containing filter	I, II



	options, menu type options, and a submit button.																																																					
F.5.16.2	<p>Provide the ability for the user to select the desired options.</p> <table border="1"> <thead> <tr> <th>Field</th> <th>Type</th> <th>Why We Ask</th> <th>Req'd</th> </tr> </thead> <tbody> <tr> <td>Filter Options</td> <td></td> <td></td> <td></td> </tr> <tr> <td>QSR</td> <td>Radio Button</td> <td>✓</td> <td></td> </tr> <tr> <td>CDR</td> <td>Radio Button</td> <td>✓</td> <td></td> </tr> <tr> <td>Show all</td> <td>Radio Button</td> <td>✓</td> <td></td> </tr> <tr> <td>Menu Type</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Menu Type A</td> <td>Checkbox</td> <td></td> <td></td> </tr> <tr> <td>Menu Type B</td> <td>Checkbox</td> <td></td> <td></td> </tr> <tr> <td>Menu Type C</td> <td>Checkbox</td> <td></td> <td></td> </tr> <tr> <td>Menu Type D</td> <td>Checkbox</td> <td></td> <td></td> </tr> <tr> <td>Menu Type E</td> <td>Checkbox</td> <td></td> <td></td> </tr> <tr> <td>Menu Type F</td> <td>Checkbox</td> <td></td> <td></td> </tr> <tr> <td>Submit</td> <td>Submit</td> <td></td> <td></td> </tr> </tbody> </table>	Field	Type	Why We Ask	Req'd	Filter Options				QSR	Radio Button	✓		CDR	Radio Button	✓		Show all	Radio Button	✓		Menu Type				Menu Type A	Checkbox			Menu Type B	Checkbox			Menu Type C	Checkbox			Menu Type D	Checkbox			Menu Type E	Checkbox			Menu Type F	Checkbox			Submit	Submit			I, II
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F.5.16.3	<p>When the user selects the submit button, provide the ability for the system to</p> <ol style="list-style-type: none"> <li>1. Assign a permanent unique identifier to the user based on the user-provided email address.</li> <li>2. Display the Registration Thanks page. (See <i>Registration Thanks</i>)</li> <li>3. Send the user an account verification email containing a link for the user to verify his account. (See <i>User/Email Account Verification</i>)</li> <li>4. If the user indicated he is a current Pepsi customer, send the user's information to PFS for validation as a current PepsiCo customer.</li> </ol>	I, II																																																				

### 5.17 Registration Thanks

FR	REQUIREMENT	Level
F.5.17.1	<p>When the user successfully submits registration information, provide the ability for the system to display</p> <ol style="list-style-type: none"> <li>1. Copy indicating successful registration and that an account verification email has been sent to the email address of record.</li> <li>2. Copy instructing the user that he must use the link in the email sent to activate his account.</li> <li>3. A link to the GMR home page.</li> <li>4. A link to the Serving Pepsi Products page. (See <i>PepsiCo Programs</i>)</li> </ol>	I, II

## 5.18 User/Email Account Verification

Verify that email addresses submitted by users are valid and belong to the registrant.

FR	REQUIREMENT	Level
F.5.18.1	<ol style="list-style-type: none"> <li>1. When the user clicks the verification link within the account verification email, Direct the user to a verification confirmation page containing copy indicating the account has been activated.</li> <li>2. Redirect the user to the home page.</li> </ol>	II
F.5.18.2	Provide a link to the home page on the account verification page.	II

## 5.19 Sign In

Allow users to sign in to gain access to Level II content.

FR	REQUIREMENT	Level
F.5.19.1	<p>When the user selects the Sign In link, provide the ability for the system to check for a cookie and display a Sign In page with a submit button, Register link, and a Forgot Password link.</p> <ol style="list-style-type: none"> <li>1. Provide the ability for the user to enter sign in information in the required text fields: <ol style="list-style-type: none"> <li>a. Email Address</li> <li>b. Password</li> </ol> </li> <li>2. When a cookie is present, provide the ability for the system to auto-populate the Email Address field.</li> <li>3. When the user selects the Register link, provide the ability for the system to display the Registration page. (see <i>Registration</i>)</li> <li>4. When the user selects the Forgot Password link, provide the ability for the system to display the Registration page. (see <i>Forgot Password</i>)</li> </ol>	I, II
F.5.19.2	<p>When the user selects the submit button on the Sign In page, provide the ability for the system to validate the sign in information.</p> <ol style="list-style-type: none"> <li>1. If the sign in fails, provide the ability for the system to display an error message prompting the user to re-enter the sign in information.</li> <li>2. If the sign in succeeds, provide the ability for the system to sign the user into the system and display the home page. <ol style="list-style-type: none"> <li>a. Provide the ability for the system to hide the Sign In link and</li> </ol> </li> </ol>	I, II



	the Register link. 3. Provide the ability for the system to display the Sign Out link and the user's name/profile link.	
F.5.19.3	When a registered PepsiCo customer signs in, provide access to all currently available content and tools on the site.	II
F.5.19.4	When a registered non-Pepsi customer signs in, provide access to Level I signed-in-status content.	I

## 5.20 Forgot Password

Allow users to reset a forgotten password.

FR	REQUIREMENT	Level
F.5.20.1	When the user selects the forgot password link, provide the ability for the system to display a page containing copy instructing the user to enter the email address used during site registration, a text field, and a submit button.	I, II
F.5.20.2	When the user selects the submit button, provide the ability for the system to 1. Validate the email address entered. a. If the email address is registered with GMR, i. Send an email to the user's email address of record with a link for the user to go to a page to change his password. ii. Display a message indicating 1. A change password email has been sent to the user's email address of record. 2. The user should check his spam or junk folder if no message is received within an hour. b. If the email address is not registered with GMR, display an error message and prompt the user to re-enter the information.	I, II
F.5.20.3	When the user clicks the change password link in the email, display the Reset Password page with a submit button. 1. Provide the ability for the user to enter the password information in the required fields: a. New Password b. Retype Password	II



F.5.20.4	When the user selects the submit button on the Reset Password page, provide the ability for the system to <ol style="list-style-type: none"><li>1. Validate the data<ol style="list-style-type: none"><li>a. If the validation is successful,<ol style="list-style-type: none"><li>i. Sign the user in.</li><li>ii. Display a message indicating successful password change.</li><li>iii. Redirect the user to the home page.</li><li>iv. Provide a link for the user to go to the home page.</li></ol></li><li>b. If the validation is not successful, display an error message instructing the user to correct the error</li></ol></li></ol>	II
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## 5.21 Profile Management

Allow a Signed In user to view and edit his GRM profile information.

FR	REQUIREMENT	Level
F.5.21.1	When the user selects the Profile Management link (the user's name as a selectable link), provide the ability for the system to display a page containing <ol style="list-style-type: none"><li>1. My Profile title and copy.</li><li>2. The available profile information fields, each pre-populated with the user's previously supplied information. (See <i>Registration</i> and <i>Optional Information</i>)</li></ol>	II
F.5.21.2	Provide the ability for user to edit existing information.	II
F.5.21.3	Provide the ability for the user to enter any information not previously captured, e.g., PepsiCo customer information or optional information.	II
F.5.21.4	When the user selects the Submit button on the Profile Management page, provide the ability for the system to validate the profile information. <ol style="list-style-type: none"><li>3. If the validation is not successful,<ol style="list-style-type: none"><li>a. Display a message at the top of the form indicating there are elements in error</li><li>b. Display error messages adjacent to the elements in error</li><li>c. Display a graphical indicator adjacent to each error (e.g., asterisk or label/element displayed in "red").</li><li>d. Prompt the user to repair the elements in error and resubmit the form.</li></ol></li><li>4. If the validation is successful,</li></ol>	II



	<ul style="list-style-type: none"><li>b.</li><li>b. If the user only updated existing information,<ul style="list-style-type: none"><li>i. Display a message indicating successful update of the profile information at the top of the page.</li></ul></li><li>c. If a Level I user enters the required information for Level II access (Bottler or Distributor Name and Years as a Pepsi Customer),<ul style="list-style-type: none"><li>i. Send the user an email containing copy indicating that he has Level II site access and his customer information has been sent to PepsiCo for verification.</li><li>i. Send the user's information to PFS for validation as a current PepsiCo customer.</li></ul></li></ul>	
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### 5.22 Search

Create an effective site search tool for users to search for content within the site.

FR	REQUIREMENT	Level
F.5.22.1	<p>Provide the ability for the system to display a search text box and search button.</p> <ul style="list-style-type: none"><li>1. Provide the ability for the user to enter text in the search text box.</li><li>2. When the user selects the search button, provide the ability for the system to display the search results. (See <i>Search Results</i>)</li></ul>	I, II

### 5.23 Search Results

Provide search results based on user-input search criteria.

FR	REQUIREMENT	Level
F.5.23.1	Display "Results for:" followed by the search term with which the results are associated.	I, II
F.5.23.2	Display the total number of results per content area and the total number of results found, e.g., x of y results.	I, II
F.5.23.3	Display ten results per page.	I, II



F.5.23.4	Display a link and summary information for each search result.	I, II
F.5.23.5	When more than one page of results are available, below the results, display total number of result pages with the current page number displayed as text and displayed more prominently than other page numbers.	I, II
F.5.23.6	Allow user to navigate the results pages by selecting a results page number.	I, II
F.5.23.7	When user selects a results page number, display the results that are chronologically associated with the page number selected.	I, II
F.5.23.8	When the user selects the link for a result, provide the ability for the system to display a page containing the content for the selected search result.	I, II

## 5.24 Restaurant News

Provide relevant restaurant news.

FR	REQUIREMENT	Level
F.5.24.1	Provide the ability for the system to display news feeds specific to the page being displayed.	I, II
F.5.24.2	When the user selects Restaurant News from the primary navigation menu, provide the ability for the system to display a list of available news article highlights with the <ol style="list-style-type: none"><li>1. News article headline.</li><li>2. Brief summary or teaser information about the article.</li><li>3. Source of the article.</li><li>4. Link to read the entire article.</li></ol>	I, II
F.5.24.3	When the user selects the link to read the entire article, provide the ability for the system to open the selected link in a new tab or window.	I, II

## 5.25 Operator Forum

Allow users to communicate with each other on the GMR site.

FR	REQUIREMENT	Level
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F.5.25.1	<p>When the user selects Operator Forum from the primary navigation menu, provide the ability for the system to display the Operator Forum page containing</p> <ol style="list-style-type: none"><li>1. General forum introduction and instruction, title, and copy.</li><li>2. The user's screen name (if registered and signed in; see <i>Optional Information</i>).</li><li>3. The Operator Forum content area.<ol style="list-style-type: none"><li>a. Main Forum heading and descriptive copy.</li><li>b. A link for Unanswered Posts.</li><li>c. A link for View Active Topics.</li><li>d. Columns for<ol style="list-style-type: none"><li>i. Selectable topic threads grouped by primary navigation menu items with a brief description for each.</li><li>ii. Number of topics posted within each topic thread.</li><li>iii. Number of messages posted in each topic thread.</li><li>iv. Last Post information for each topic thread.<ol style="list-style-type: none"><li>1. User screen name.</li><li>2. Date and timestamp for the last post.</li></ol></li></ol></li><li>e. Sign In button (See <i>Sign In</i>)</li><li>f. Register button (See <i>Register</i>)</li><li>g. Forum statistics<ol style="list-style-type: none"><li>i. Number of active users currently online (registered/unregistered)</li><li>ii. Total number of<ol style="list-style-type: none"><li>1. Posts</li><li>2. Topics</li><li>3. Members</li></ol></li><li>iii. Newest member</li></ol></li></ol></li></ol>	I, II
F.5.25.2	<p>When the user selects the Unanswered Posts link, provide the ability for the system to display a page containing a list of selectable posts grouped by primary navigation menu items to which no replies have been posted.</p> <ol style="list-style-type: none"><li>1. Provide the ability for the user to select an unanswered message.<ol style="list-style-type: none"><li>a. When the user selects an unanswered message, provide the ability for the system to display the message.</li></ol></li><li>2. Provide the ability for the user to post a reply to the message.</li></ol>	I, II
F.5.25.3	<p>When the user selects the View Active Topics link, provide the ability for the system to display a page containing a list of selectable topics grouped by primary navigation menu items which have the most replies within XX time.</p>	I, II
F.5.25.4	<p>When the user selects a topic thread, provide the ability for the system to</p>	I, II



	<p>display the See Thread page containing</p> <ol style="list-style-type: none"><li>1. The thread title and descriptive copy.</li><li>2. A link to add a new topic (see F.5.25.7).</li><li>3. Columns for<ol style="list-style-type: none"><li>a. A list of selectable topic posts and the screen name of the user who posted the topic.</li><li>b. Number of replies for each topic</li><li>c. Number of views for each topic</li><li>d. Last Post for each topic<ol style="list-style-type: none"><li>i. User screen name.</li><li>ii. Date and timestamp for the last post.</li></ol></li></ol></li><li>4. Filter options to display topics from the previous 1 year, six months, 1 month, 2 weeks, 7 days, or 1 day.<ol style="list-style-type: none"><li>a. When the user selects filter options, display the threads according to the filters selected.</li></ol></li><li>5. Sort options to display the topics by author, post time, number of replies, subject, or number of views by either ascending or descending order.<ol style="list-style-type: none"><li>a. When the user selects sort options, display the threads according to the sort options selected.</li></ol></li><li>6. A drop-down list of selectable forum threads.<ol style="list-style-type: none"><li>a. When the user selects a forum thread, display the See Threads page for the selected thread.</li></ol></li><li>7. Forum statistics<ol style="list-style-type: none"><li>a. Number of users currently online.</li><li>b. Number of users currently browsing the specific forum topic.</li></ol></li><li>8. The user's forum permissions based on the user's registration status: post, reply, edit, delete, post attachments.<ol style="list-style-type: none"><li>a. Level I have limited forum access and may only view threads and posts (see F.5.25.7).</li><li>b. Level II users have full forum access.</li></ol></li></ol>	
F.5.25.5	<p>When the user selects a topic thread, provide the ability for the system to display the See Thread Posts page containing</p> <ol style="list-style-type: none"><li>1. Forum title</li><li>2. Links for<ol style="list-style-type: none"><li>a. Print</li><li>b. Share (see <i>Share</i>)</li><li>c. Page font size</li><li>d. User Control Panel</li><li>e. View Your Posts</li><li>f. FAQ</li></ol></li></ol>	I, II



	<ol style="list-style-type: none"><li>3. Post Reply button</li><li>4. Search text box and submit button</li><li>5. Total number of posts for the thread topic.</li><li>6. The page number of total pages for the thread topic, represented as # of ##.</li><li>7. A list of the posts within the topic thread in descending date/time order with<ol style="list-style-type: none"><li>a. Thread topic title (original and any replies).</li><li>b. Screen name of the posting user.</li><li>c. Date and time of the post.</li><li>d. Statistics of the posting user.<ol style="list-style-type: none"><li>i. Screen name</li><li>ii. Total number of posts</li><li>iii. Date joined</li></ol></li></ol></li></ol>	
F.5.25.6	<p>Provide the ability for the user to</p> <ol style="list-style-type: none"><li>1. Post a Reply (see F.5.25.7)</li><li>2. Report a post as a violation of Terms and Conditions or as offensive.<ol style="list-style-type: none"><li>a. When the user selects to report a post,<ol style="list-style-type: none"><li>i. Display a form containing the reporting user's screen name, the title of the post being reported, a text field for the use to describe the reason for the report, and a submit button.<ol style="list-style-type: none"><li>1. When the user selects the submit button, send the reported information to the forum administrator.</li></ol></li></ol></li></ol></li><li>3. Quote a post in a reply.<ol style="list-style-type: none"><li>a. When the user selects to quote a post, display the Post Reply page pre-populated with the post selected for quoting.</li></ol></li><li>4. Post a private message to the author of a post.<ol style="list-style-type: none"><li>a. When the user selects to post a private message,<ol style="list-style-type: none"><li>i. Display the Post Reply page (see F.5.25.7)</li><li>ii. Provide the ability for the system to send the post only to the selected forum member.</li></ol></li></ol></li></ol>	I, II
F.5.25.7	<p>When the user selects the Add a New Topic link from the See Threads page or the Post a Reply link from the See Threads Post page,</p> <ol style="list-style-type: none"><li>1. If the user is not signed in or registered, provide the ability for the system to display the You Need to Register page in a new tab or window containing copy informing the user that he must sign in to post a topic, Sign In fields (email address, password), Forgot Password link (see <i>Forgot Password</i>), submit button, Registration button, a Terms link (see <i>About This Site</i>), and a Privacy Policy link</li></ol>	I, II



	<p>(see <i>About This Site</i>).</p> <ol style="list-style-type: none"> <li>a. Provide the ability for the user to enter text in the sign in fields.</li> <li>b. When the user selects the submit button, provide the ability for the system to validate the sign in information. <ol style="list-style-type: none"> <li>i. If the sign in fails, provide the ability for the system to display an error message prompting the user to re-enter the sign in information.</li> <li>ii. If the sign in succeeds, provide the ability for the system to sign the user into the system and close the sign in tab or window.</li> </ol> </li> <li>c. When the user selects the Register button, provide the ability for the system to display the Agree to Terms page containing forum-specific terms and conditions copy, an accept button and a reject button. <ol style="list-style-type: none"> <li>i. When the user selects the accept button, provide the ability for the system to display the registration page (see <i>Registration</i>).</li> <li>ii. When the user selects the reject button, provide the ability for the system to close the tab or window.</li> </ol> </li> </ol> <ol style="list-style-type: none"> <li>2. If the user is signed in to the system, provide the ability for the system to display the Add New Topic/Post Reply page containing the default message text editor. <ol style="list-style-type: none"> <li>a. Allow the user to enter text in the message editor.</li> <li>b. Allow the user to submit the message.</li> </ol> </li> </ol>	
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## 5.26 PepsiCo Programs

Provide the opportunity to promote PepsiCo products.

FR	REQUIREMENT	Level
F.5.26.1	<p>When the user selects PepsiCo Programs from the primary navigation menu, provide the ability for the system to display the PepsiCo landing page with selectable call-to-action callouts for featured items</p> <ol style="list-style-type: none"> <li>1. Pepsi Merchandising</li> <li>2. Serving Pepsi Products</li> <li>3. Equipment</li> <li>4. Pepsi Rewards Plus</li> </ol>	I, II



### 5.26.1 PepsiCo Merchandising

F.5.26.1.1	When the user selects the PepsiCo Merchandising submenu item from the primary navigation menu or from the PepsiCo Merchandising featured item link, provide the ability for the system to display the PepsiCo Merchandising page with copy describing the purpose of the information and a link to the appropriate PepsiCo merchandise page(s).	I, II
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### 5.26.2 Serving Pepsi Products

F.5.26.2.1	When the user selects the Serving Pepsi Products submenu item from the primary navigation menu, from the Serving Pepsi Products featured item link, or from a link on a GMR page, provide the ability for the system to display the Serving Pepsi Products landing page with selectable call-to-action callouts for featured items <ol style="list-style-type: none"><li>1. Pepsi Product Overview</li><li>2. Pepsi Product Websites</li><li>3. Grow the Breakfast Daypart</li><li>4. Sign Up to Serve Pepsi Products</li></ol>	I, II
F.5.26.2.2	When the user selects the Pepsi Product Overview featured item from the Serving PepsiCo Products landing page, provide the ability for the system to display the Pepsi Product Overview page containing <ol style="list-style-type: none"><li>1. Drink Portfolio featured content area<ol style="list-style-type: none"><li>a. Copy, image(s), and link(s) for Pepsi drinks product (asset: Pepsi product list for Grow.ppt).</li></ol></li><li>2. Product Websites featured content area<ol style="list-style-type: none"><li>a. Copy, image(s), and link(s) for other Pepsi products (asset: Frito Lay products.ppt).</li></ol></li></ol>	I, II
F.5.26.2.3	When the user selects the Pepsi Product Websites featured item from the Serving PepsiCo Products landing page, provide the ability for the system to display the Pepsi Product Websites page containing site description copy, website snapshot images, and links for each of the available Company and Product websites, e.g., PepsiCo Foodservices, PepsiUSA.com.	I, II
F.5.26.2.4	When the user selects a Pepsi Product Website link, provide the ability for the system to open the selected URL in a new tab or window.	I, II
F.5.26.2.5	When the user selects the Grow the Breakfast Daypart featured item from the Serving PepsiCo Products landing page, provide the ability for the system to display the Grow the Breakfast Daypart page containing a list of selectable report titles, a Next button, a Previous button, and a Share link. (See <i>Share</i> )	I, II



	<ol style="list-style-type: none"><li>1. When the user selects a report title, provide the ability for the system to display the selected report.</li><li>2. When the user selects the Next or Previous button, provide the ability for the system to display the next or previous report listed in the report titles.</li></ol>	
F.5.26.2.6	When the user selects the Sign Up to Serve Pepsi Products featured item from the Serving Pepsi Products landing page, provide the ability for the system to display featured content areas with descriptive copy and links for <ol style="list-style-type: none"><li>1. Sign Up to Serve Pepsi Cola Products</li><li>2. Serving Frito Lay Products</li><li>3. Serving Tropicana Products</li><li>4. Serving Quaker Products</li><li>5. Serving Gatorade Products</li></ol>	I, II
F.5.26.2.7	When the user selects the Sign Up to Serve Pepsi Cola Products link, provide the ability for the system to display the www.iwanttoservepepsi.com home page in a new window or tab.	I, II
F.5.26.2.8	When the user selects the Serving Frito Lay Products link, provide the ability for the system to display the Serving Frito Lay Products page in a new window or tab.	I, II
F.5.26.2.9	When the user selects the Serving Tropicana Products link, provide the ability for the system to display the Serving Tropicana Products page in a new window or tab.	I, II
F.5.26.2.10	When the user selects the Serving Quaker Products link, provide the ability for the system to display the Serving Quaker Products page in a new window or tab.	I, II
F.5.26.2.11	When the user selects the Serving Gatorade Products link, provide the ability for the system to display the Serving Gatorade Products page in a new window or tab.	I, II

### 5.26.3 Equipment

F.5.26.3.1	When the user selects the Equipment submenu item from the primary navigation menu or from the featured item from the PepsiCo Programs landing page, provide the ability for the system to display the Equipment page containing selectable titles of the available equipment information, a link for the user to download the PepsiCo Equipment brochure in PDF format, and a Share link. (See <i>Share</i> ) <ol style="list-style-type: none"><li>1. When the user selects an equipment title link, provide the ability for</li></ol>	I, II
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	the system to display the selected equipment information.	
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#### 5.26.4 Pepsi Rewards Plus

F.5.26.4.2	<p>Provide the ability for the system to determine if a Level II signed in user's restaurant is located in a zip code where the Pepsi Rewards Plus program is available.</p> <ol style="list-style-type: none"> <li>1. If the user's restaurant location is within an eligible zip code, display the Pepsi Rewards Plus link(s).</li> <li>2. If the user's restaurant location is not within an eligible zip code, suppress the Pepsi Rewards Plus link(s).</li> </ol>	I, II
F.5.26.4.3	<p>When the user selects the Pepsi Rewards Plus submenu item from the primary navigation menu or from the featured item from the PepsiCo Programs landing page, provide the ability for the system to display the Pepsi Rewards page containing</p> <ol style="list-style-type: none"> <li>1. Copy describing the highlights of the Pepsi Rewards Plus program.</li> <li>2. A selectable image of the Pepsi Rewards Plus home page.</li> <li>3. A link to the Pepsi Rewards Plus home page.</li> </ol>	I, II
F.5.26.4.4	<p>When the user selects the selectable image or the Pepsi Rewards Plus link, display the Pepsi Rewards Plus home page in a new window or tab.</p>	I, II

#### 5.27 Share

Allow users to initiate viral emails from the web site.

FR	REQUIREMENT	Level
F.5.27.1	<p>When the user selects the Share link, provide the ability for the system to check the users sign in status and display the Share page with</p> <ol style="list-style-type: none"> <li>1. The name of the page to forward, represented as a link</li> <li>2. Privacy Policy link (see <i>About this Site</i>)</li> <li>3. Sender's name text field</li> <li>4. Sender's name email address field</li> <li>5. Friend's name text field (x4)</li> <li>6. Friend's name email address (x4)</li> <li>7. Message text field</li> <li>8. Preview link</li> <li>9. Submit button</li> </ol>	I, II



	Note: Assumption is that the user does not have to be signed in or registered to use the Share functionality.	
F.5.27.2	Provide the ability for the user to enter text in the text fields <ol style="list-style-type: none"><li>1. If the user is signed in, provide the ability for the system to auto-populate the sender's name and email address text fields.</li></ol>	I, II
F.5.27.3	When the user selects the Preview link, provide the ability for the system to display a preview of the email containing <ol style="list-style-type: none"><li>1. Header information<ol style="list-style-type: none"><li>a. Subject: line with copy indicating the sender's name and subject of the page from which the Share functionality was initiated.</li><li>b. From line with the noreply email address for the GMR domain</li><li>c. Sent line with copy indicating the current date and time</li><li>d. To line with copy indicating the email address to which the email will be sent<ol style="list-style-type: none"><li>i. If multiple recipients were entered, the system will only display information for the first recipient.</li></ol></li></ol></li><li>2. Body copy<ol style="list-style-type: none"><li>a. Use the sender and recipient names to personalize the email</li><li>b. Copy indicating the purpose of the email</li><li>c. A link to the page from which the Share functionality was initiated.</li><li>d. Excerpt or promotion of the piece of content being forwarded<ol style="list-style-type: none"><li>i. The system will have the ability to insert content-specific copy based on the page from which the Share functionality was initiated.</li></ol></li><li>e. Sender's message</li><li>f. A link to the page from which the Share functionality was initiated.</li><li>g. Appropriate opt-out information and link (See <i>Ethical, Legal, and Regulatory</i>)</li></ol></li></ol>	I, II
F.5.27.4	When the user selects the submit button <ol style="list-style-type: none"><li>1. Validate the data entered (See <i>Data Quality</i>)</li><li>2. If the validation is unsuccessful, display an error message and prompt the user to correct the elements in error.</li><li>3. If the validation is successful,<ol style="list-style-type: none"><li>a. Display a message indicating successful completion.</li><li>b. Send an email to each email address entered by the user with a link to the page from which the Share functionality was initiated.</li></ol></li></ol>	I, II



F.5.27.5	When a user arrives at a GMR page from a Share link, provide the ability for the system to display content appropriate for the user's access level.	I, II
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## 5.28 Sign Out

FR	REQUIREMENT	Level
F.5.28.1	When the user selects the sign out link <ol style="list-style-type: none"><li>1. Provide the ability for the system to sign the user out of the GMR site.</li><li>2. Display the generic GMR home page.</li><li>3. Display the sign in link in place of the user's name.</li><li>4. Display a register link.</li></ol>	II
F.5.28.2	The system will terminate user session upon user sign out.	II

## 5.29 Data Quality

FR	REQUIREMENT	Level
F.5.29.1	Email address must conform to the valid Fully Qualified Domain Address format.	I, II
F.5.29.2	Passwords will conform to the current PepsiCo rules and requirements regarding characters acceptable for use within passwords.	I, II
F.5.29.3	Where possible, user submitted content is validated at time of field exit before the full page is submitted. For example, valid email format should be checked when exiting the field, not after page submission.	I, II
F.5.29.4	Present drop-down lists in alphabetical order.	I, II
F.5.29.5	All form drop-down boxes will initially display a null value.	I, II
F.5.29.6	For drop-down list elements containing more selections than can be seen in a single view, the element will skip to the first entry on the list beginning with the first character entered by the user.	I, II
F.5.29.7	For drop-down list elements containing more selections than can be seen in a single view, the element will skip to the next entry on the list each time the user enters the same character.	I, II

### 5.30 Ethical, Legal, and Regulatory

FR	REQUIREMENT	Level
F.5.30.1	Comply with the US CAN_SPAM Act of 2003.	
F.5.30.2	Comply with the US FCC Order 04-194. <ol style="list-style-type: none"> <li>Prompt users for an alternative email address if its use is restricted by FCC Order 04-194 regarding Mobile Service Commercial Messages (MSCM).</li> </ol>	
F.5.30.3	Provide the user with consistent access to the site's terms and conditions and privacy policy.	
F.5.30.4	Valid registration with a password is required to store any profile data or use other functions that require persistent data.	

### 5.31 Security

FR	REQUIREMENT	Level
F.5.31.1	When a registered user cannot be confirmed as a current Pepsi customer, <ol style="list-style-type: none"> <li>Reset the user's access to a Level I account</li> <li>Send an email to the user indicating that his Level II access has been set to Level I access due to the inability to confirm his customer status and he should contact his bottler or distributor if he believes there has been an error.</li> </ol>	II
F.5.31.2	All user-submitted forms and pages must be secure from session high-jacking, SQL interjection attacks, or any other type of hacker attacks.	I, II
F.5.31.3	Valid registration credentials with a password are required to use and/or access Level II content.	II
F.5.31.4	User-submitted private form data must be encrypted upon user submission.	I, II
F.5.31.5	User's session cookie will expire after one hour of inactivity.	I, II
F.5.31.6	The system will encrypt all passwords.	II



F.5.31.7	The system will prevent passwords from displaying on the screen.	I, II
F.5.31.8	The system will prevent unauthorized system access to the user's private information.	I, II
F.5.31.9	Share information must be access-level sensitive. (See <i>Share</i> )	I, II

### 5.32 Performance

FR	REQUIREMENT	Level
F.5.32.1	Disaster recovery requirements will remain consistent with existing PFS recovery requirements, including measures in place to restore lost or corrupted data.	I, II
F.5.32.2	Forgotten password emails will be sent at the time of the request by a user.	II
F.5.32.3	Provide the ability for the system to display a page within 1-2 seconds from the request time.	I, II
F.5.32.4	Provide the ability for the system to pre-cache images to improve response speed.	I, II
F.5.32.5	All Level I content must be search engine visible.	I, II
F.5.32.6	System will maintain a consistent system behavior and design when serving content from varying servers.	I, II
F.5.32.7	Content integration from different servers will be seamless to the user.	I, II

### 5.33 Reporting

FR	REQUIREMENT	Level
F.5.33.1	Daily, weekly, monthly, quarterly: Average number of visits Average amount of time on site Average number of clicks / pages served Number of visits by region	



	Number of visits by restaurant type Average number of return visits	
F.5.33.2	Number of verification emails sent and number of accounts deactivated monthly.	
F.5.33.3	Number of users that register for each bottler or distributor.	
F.5.33.4	Provide the ability for the system to track viral emails.	

## 6. References

*Provide any documents that supplement and supply additional detail regarding the solution requirements.*

Date	Document
08/07/08	PFS_TDDB_Content Matrix.xls
07/18/08	GMR Requirements Matrix from Client.xls
07/18/08	Pepsi Preliminary Research Findings.pdf (Macquarium)
07/24/08	3930_Pepsi_GrowMyRestaurant_IA_07_24_2008_v1.4.vsd
12/04/08	CHD Integration.pdf
12/22/08	Trade Secret - IA.xls

## 7. Signatures

Title	Name	Date
Client		
Tribal DDB Dallas		