

Process Flows, Wire Frames

PepsiCo

3975 Deathbowl to Downtown Project
(a.k.a., MD NY Skate)

Version 1.1

Friday, May 16, 2008



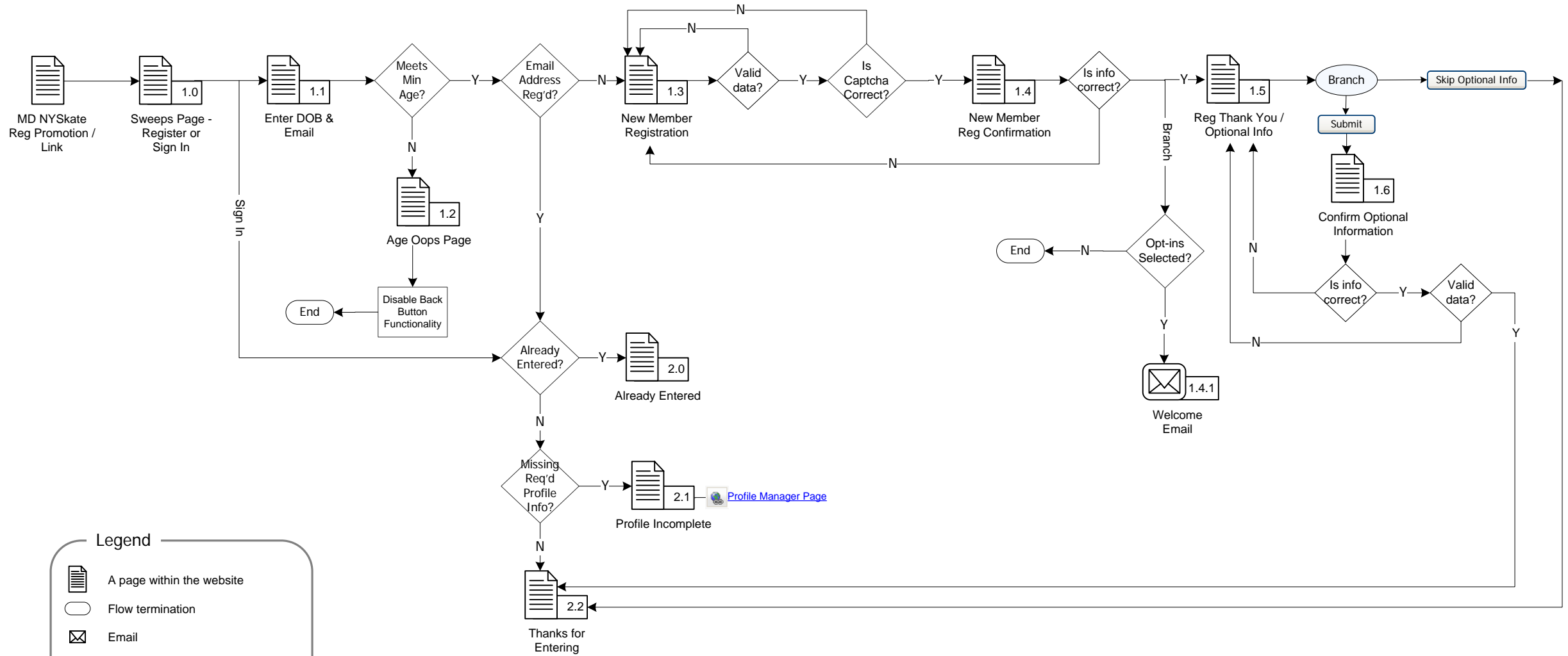
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Change Tracking

Version Number	Author	Date
Version 1.0 Initial document created	Sonya Witt	May 6, 2008
Version 1.1 Updated version with process updates and completed pages	Sonya Witt	May 16, 2008

Process Flow



Legend

- A page within the website
- Flow termination
- Email
- Connections within the site
- Single directional site connections
- Hyperlink
- Process



- A. Global Navigation
- B. Content Area
- C. Footer

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GAMING SPORTS VIDEO **PROMOS** BRANDS < HOME < JOIN < ABOUT < ☆

Other Promo Other Promo **Deathbowl 2 Downtown** Other Promo Other Promo

Other Promo

[Page Link](#) ✉ 📄 ☆

Other Promo

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NY Skate Promo

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Other Promo

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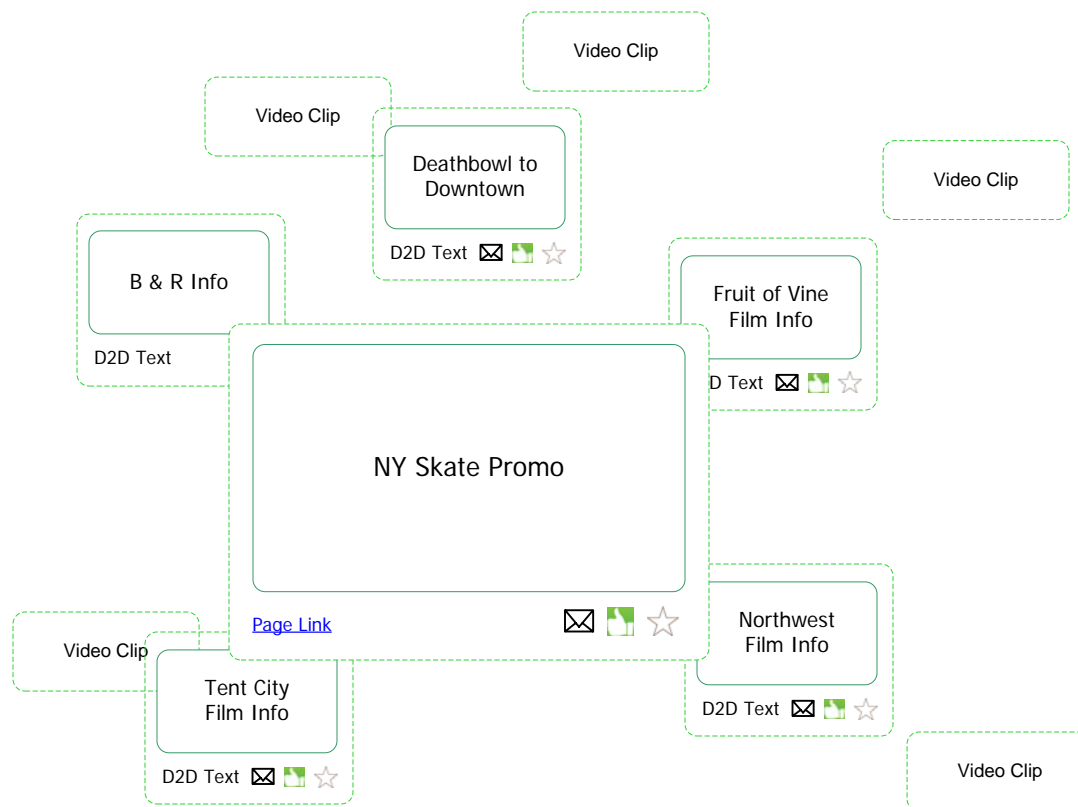
Other Promo

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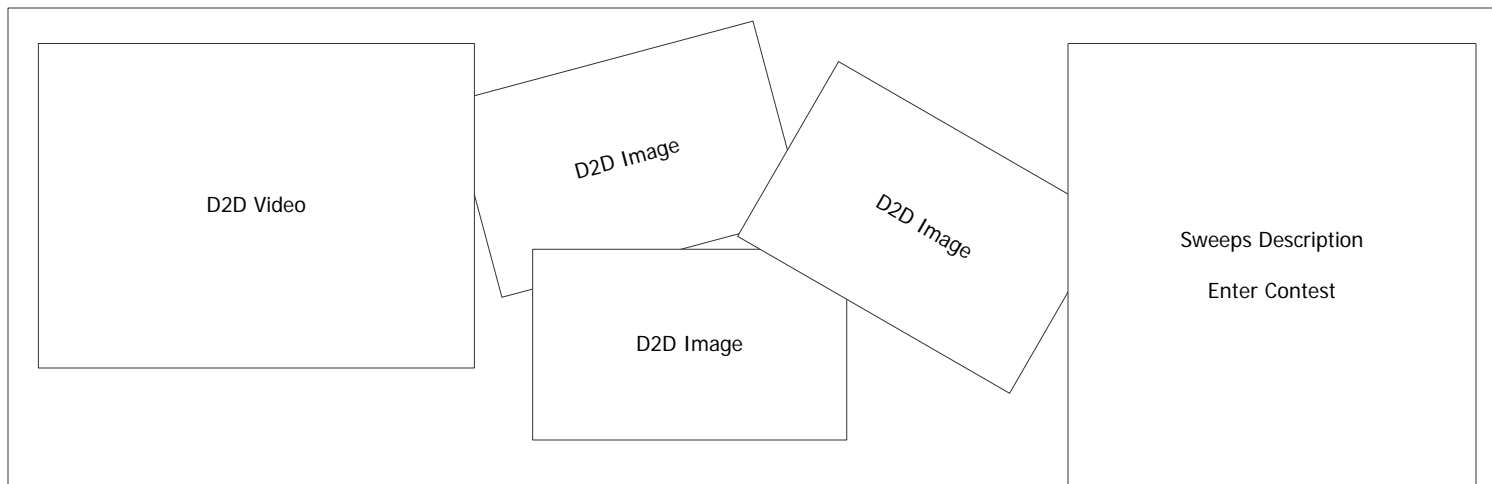
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SEND TO A FRIEND | FAQ | CONTACT US



<p>Email : <input type="text"/></p> <p>Password: <input type="password"/></p> <p>Forgot Password</p> <p><input checked="" type="checkbox"/> Join Our Mailing List</p> <p><input type="checkbox"/> Remember Me</p> <p>(How does this work?)</p>	<p>Register</p>	<p>National Premier Schedules</p>	<p>Visit B & R site</p> <p>View clips from other B & R movies</p>
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New Member Registration

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam viverra metus non nisi. Integer aliquet sem at quam. Sed eu diam. Etiam gravida, nisi sed dapibus convallis, odio tellus sagittis risus, nec dictum dui magna sed elit.

* = Required field.

** Notice of error(s) will appear here

Date of Birth: *

Email Address: *
[\(Why we ask\)](#)

Submit

You must be a registered member of mountindew.com and have a complete mailing address on file to be eligible to enter this sweepstakes.

Already a member? [Click here](#) to update your profile.

[Click here](#) for contest rules.

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We're Sorry

You don't meet the requirements to register... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam viverra metus non nisi. Integer aliquet sem at quam. Sed eu diam. Etiam gravida, nisi sed dapibus convallis, odio tellus sagittis risus.

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New Member Registration

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam viverra metus non nisi. Integer aliquet sem at quam. Sed eu diam. Etiam gravida, nisi sed dapibus convallis, odio tellus sagittis risus, nec dictum dui magna sed elit.

* = Required field.

** Notice of error(s) will appear here

First Name: *
Last Name: *
Email: *
Re-type Email: *
Password: *
[Why we ask?](#)
Re-type Password: *
Gender: Male Female *
[Why we ask?](#)
Date of Birth: Month Day *
Address:
City:
ST: State
Zip Code: *
[Why we ask?](#)
Country: United States *
[Why we ask?](#)

Which would you like to receive? (Check to subscribe, uncheck to unsubscribe.)

- Dewsletter
- Pepsi X-tras
- Insider

Image Placeholder (Captcha) [What's this?](#)
 click on the image to refresh

Continue

- Observation: while going through the MD registration process for reference, I was able to change my DOB on the "New Member Registration" page. This field **should** be hard coded on this page. Once the DOB has been entered, user should not be able change it.
- Copy should be displayed with address fields indicating that the information is optional, but user will not be able to participate in sweeps/contests without address information.
- All text is FPO

Confirm Registration Information

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam viverra metus non nisi. Integer aliquet sem at quam. Sed eu diam. Etiam gravida, nisi sed dapibus convallis, odio tellus sagittis risus, nec dictum dui magna sed elit.

First Name: First Name
Last Name: Last Name
Email: email@address.com
Gender: Male
Date of Birth: MM DD YYYY
Address: 4321 Treets Lane
City: Somewhere
ST: State
Zip Code: Last Name

Email Subscriptions

- Dewsletter
- Pepsi X-tras
- Insider

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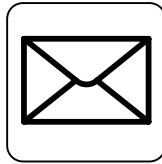
- **Observation:** while going through the MD registration process for reference, I was able to change my DOB on the "New Member Registration" page. This field **should** be hard coded on this page. Once the DOB has been entered, user should not be able change it.
- Copy should be displayed with address fields indicating that the information is optional, but user will not be able to participate in sweeps/contests without address information.
- All text is FPO

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- Include verbiage for opt-out methods through this and future emails in addition to opting out through profile management.

	<p>SUBJECT: My Mountain Dew Account FROM: Mountain Dew (noreply@MD.com)</p> <p>Sent: Thu 05/09/08 10:10 AM To: useremail@emailaddress.com</p>
<p>EMAIL BODY COPY:</p> <p>Copy welcoming user to Mountain Dew, thanking them for becoming a member, and telling them what they can expect in the future in terms of communications from Mountain Dew (coupons, news, etc.).</p> <p>Include opt-out information.</p>	

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Thanks for Registering! You're Entered in the Contest!

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam viverra metus non nisi. Integer aliquet sem at quam. Sed eu diam. Etiam gravida, nisi sed dapibus convallis, odio tellus sagittis risus, nec dictum dui magna sed elit.

**** Notice of error(s) will appear here**

Alternate Email Address:
[\(Why we ask\)](#)

Mobile Phone Number:
[\(Why we ask\)](#)

I want to receive updates via SMS on my mobile phone.

Mobile Phone Number:
[\(Why we ask\)](#)

Mobile Carrier:
[\(Why we ask\)](#)

Which soft drink do you drink most often?

How many?

How much of consumption is Pepsi? (0-100)

[Click here to check out all of the Pepsi products.](#)

Interests: (check all that apply)

Video Gaming: Sports: Music:
 Car Culture: Comedy: Coupons:
 Ordering Groceries Online:

Skip

Submit

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- All text is FPO
- Copy should request user to provide the additional information.
- "Skip" will take the user to 2.2
- "Submit" will take the user to 1.6

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- All text is FPO
- "Back" goes to 1.5.
- "Submit" goes to 2.2

Confirm Optional Information

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam viverra metus non nisi. Integer aliquet sem at quam. Sed eu diam. Etiam gravida, nisi sed dapibus convallis, odio tellus sagittis risus, nec dictum dui magna sed elit.

Alternate Email Address: First Name

Mobile Phone Number: 214-555-5555

I want to receive updates via SMS on my mobile phone.

Mobile Phone Number: 214-555-5555

Mobile Carrier: My Carrier

Which soft drink do you drink most often?

Diet Pepsi

How many? 10

How much of consumption is Pepsi? (0-100)

10

Interests: (check all that apply)

- Video Gaming: Sports: Music:
 Car Culture: Comedy: Coupons:
 Ordering Groceries Online:

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You've already entered the contest today!

Please come back tomorrow... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam viverra metus non nisi. Integer aliquet sem at quam. Sed eu diam. Etiam gravida, nisi sed dapibus convallis, odio tellus sagittis risus, nec dictum dui magna sed elit.

[Return to Mountain Dew](#)

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Update Your Profile to Enter the Contest

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tempus. Proin vitae mi. Aliquam erat volutpat. Donec ac velit. Ut elit libero, varius ut, feugiat sit amet, posuere nec, purus. Curabitur facilisis, turpis sit amet condimentum eleifend, est risus dignissim mi, vitae varius orci nibh nec sem. Quisque viverra venenatis libero.

[Sign In to Update Your Profile](#)

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- Copy on this page should indicate that there is missing profile information that would prohibit their entry into the contest.
- They can enter the contest, however, they need to update their profile information before entry will be accepted. Provide a link to the Profile Manager and encourage them to update their info to enter the contest.
- All text is FPO.

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Thanks for Entering the Contest!

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam viverra metus non nisi. Integer aliquet sem at quam. Sed eu diam. Etiam gravida, nisi sed dapibus convallis, odio tellus sagittis risus, nec dictum dui magna sed elit.

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Contest Rules and Prizes

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tempus. Proin vitae mi. Aliquam erat volutpat. Donec ac velit. Ut elit libero, varius ut, feugiat sit amet, posuere nec, purus. Curabitur facilisis, turpis sit amet condimentum eleifend, est risus dignissim mi, vitae varius orci nibh nec sem. Quisque viverra venenatis libero. Curabitur hendrerit. Integer congue dui vitae velit. Proin iaculis. Nullam ac velit. Curabitur malesuada, erat eget luctus tincidunt, ligula quam laoreet metus, id venenatis nunc pede vel nisi.

Suspendisse eros. Aenean pellentesque. Cras tortor pede, laoreet gravida, blandit sit amet, faucibus sed, tellus. Vivamus accumsan, metus pretium iaculis eleifend, massa lorem ullamcorper sapien, quis consequat quam nulla et odio. Duis ut eros placerat sem volutpat luctus. Maecenas aliquet pellentesque pede. Vivamus ac ante. Nunc sodales rhoncus neque. Donec nulla odio, posuere a, porta in, sodales in, massa. Vestibulum a sem ut risus adipiscing lobortis. Praesent sit amet tortor eu ante consectetur viverra. Etiam et metus a risus volutpat pulvinar. Aenean nisl nulla, iaculis id, eleifend eget, molestie in, tellus. Phasellus pulvinar neque at mi. Nunc erat tortor, rhoncus consectetur, mollis id, luctus ac, nisl. Donec sed felis at urna feugiat tincidunt. Donec posuere sem ut arcu.

Vivamus pellentesque elit et metus. Etiam nisl. Praesent tempus dolor eget justo. Nulla porta arcu vel turpis. Pellentesque sollicitudin fringilla justo. Maecenas vel nisl. Etiam varius congue felis. Donec velit libero, condimentum vel, tincidunt at, vehicula laoreet, erat. Ut dolor. Maecenas eu tellus. Aliquam erat volutpat.

Nunc ac purus. Sed ornare semper lectus. Quisque consequat semper mi. Mauris vitae velit. Donec viverra. Proin pellentesque ante ut purus. Pellentesque condimentum. Suspendisse elementum nibh ac dolor. Nulla et urna. Praesent blandit. Nullam sed mauris id arcu semper luctus. Vestibulum a nunc sit amet libero semper semper.

Duis lacinia neque in risus. Phasellus orci diam, tempor eget, vulputate eget, auctor eu, nulla. Proin sed justo. Sed tincidunt feugiat orci. Etiam purus. Pellentesque eu enim in sem eleifend euismod. Fusce et elit. Fusce congue. Etiam augue tortor, mattis in, porttitor sed, feugiat sodales, tellus. Nulla est lectus, iaculis in, ullamcorper nec, egestas sit amet, nisl. Nam sit amet justo. Cras porttitor enim non risus. Pellentesque ut enim vel leo pellentesque vulputate. Nulla facilisi.

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