

Process Flow, Wire Frames

AMP Energy Ride / PC

3870 AMP Energy Ride

3822 AMP Energy Preference Center

Version 1.8

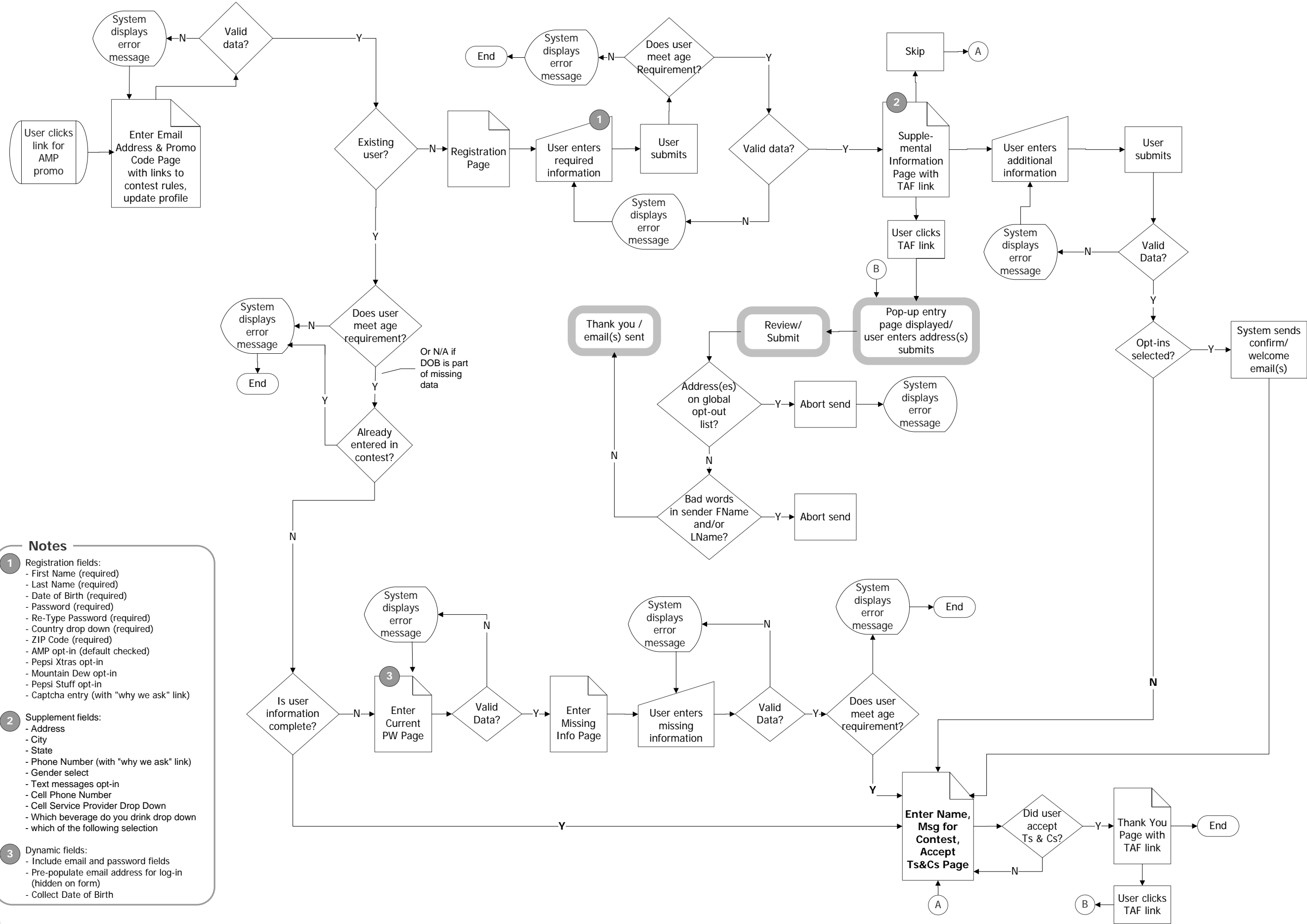
May 20, 2009



Page	Page Number
Registration Flow	2
Landing Page	3
Enter Contest Page	4
Already Entered in Contest Page	5
Already Registered – Enter Password Page	6
Already Registered – Enter Missing Info Page	7
Minimum Age Requirement Error Page	8
Registration Page	9
Supplemental Information Page	10
Enter Name for Contest Page	11
Thank You for Registering Page	12
Contest Rules Page	13

Client: Pepsi **IA:** Sonya E. Witt

Project: AMP Energy Ride / PC



Legend

- Start
- Process
- Page
- Display
- Decision
- On page reference
- Terminate
- Pop-up form

- Notes**
- 1** Registration fields:
 - First Name (required)
 - Last Name (required)
 - Date of Birth (required)
 - Password (required)
 - Re-Type Password (required)
 - Country drop down (required)
 - ZIP Code (required)
 - AMP opt-in (default checked)
 - Pepsi Xtras opt-in
 - Mountain Dew opt-in
 - Pepsi Stuff opt-in
 - Captcha entry (with "why we ask" link)
 - 2** Supplement fields:
 - Address
 - City
 - State
 - Phone Number (with "why we ask" link)
 - Gender select
 - Text messages opt-in
 - Cell Phone Number
 - Cell Service Provider Drop Down
 - Which beverage do you drink drop down
 - which of the following selection
 - 3** Dynamic fields:
 - Include email and password fields
 - Pre-populate email address for log-in (hidden on form)
 - Collect Date of Birth

A

B

Enter contest CTA

Copyright 2008 © PepsiCo, Inc. | [Terms & Conditions](#) | [Privacy Policy](#) | [Contact Us](#) | [MountainDew.com](#)

The likeness of Dale Earnhardt Jr., the #88 AMP/National Guard Chevrolet, and other related trademarks and copyrights are used with the permission of Hendrick Motorsports and JR Motorsports.

C

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

A

B

- A. Global Navigation
- B. Content Area
 - Promotion code can be any alphanumeric between 8 and 12 characters.
 - When user clicks on "What is the promotion code" link, display text explaining what it is and how to get one.
- C. Footer

Email*:

Promotion Code*:

[What is the promotion code?](#)

Submit

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

[Click here](#) to update your profile.

[Click here](#) for contest rules.

Copyright 2008 © PepsiCo, Inc. | [Terms & Conditions](#) | [Privacy Policy](#) | [Contact Us](#) | [MountainDew.com](#)

The likeness of Dale Earnhardt Jr., the #88 AMP/National Guard Chevrolet, and other related trademarks and copyrights are used with the permission of Hendrick Motorsports and JR Motorsports.

C

A

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

B

Already entered in contest verbiage.

OK

Copyright 2008 © PepsiCo, Inc. | [Terms & Conditions](#) | [Privacy Policy](#) | [Contact Us](#) | [MountainDew.com](#)

The likeness of Dale Earnhardt Jr., the #88 AMP/National Guard Chevrolet, and other related trademarks and copyrights are used with the permission of Hendrick Motorsports and JR Motorsports.

C

A

B

Already registered with Amp Energy, provide password to continue.

Password*:

OK

A. Global Navigation

B. Content Area

- If user is registered and profile info is incomplete, collect missing minimum profile information; otherwise, user may continue to Enter Name Page.
- User must enter password before entry of missing information.

C. Footer

C

A

B

Already registered with Amp Energy, provide missing profile information.

Date of Birth*:

OK

- A. Global Navigation
- B. Content Area
 - User must enter password before entry of missing information.
- C. Footer

C

A

B

Verbiage for age requirement ineligibility.

OK

Official Rules

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

Copyright 2008 © PepsiCo, Inc. | [Terms & Conditions](#) | [Privacy Policy](#) | [Contact Us](#) | [MountainDew.com](#)

The likeness of Dale Earnhardt Jr., the #88 AMP/National Guard Chevrolet, and other related trademarks and copyrights are used with the permission of Hendrick Motorsports and JR Motorsports.

C

A

Register verbiage.

* = Required field.

Placeholder for error messaging

First Name*:

Last Name*:

Date of Birth*:

Password*:

Re-type Password*:

Country*:

Zip Code*:

CTA verbiage to opt-in.

(Check to subscribe, uncheck to unsubscribe.)

Amp

Mountain Dew

CAPTCH Image

[Why we ask](#)

<enter CAPTCH text>

Continue

B

A. Global Navigation

B. Content and Registration Area

- All error messaging should be in a distinctive text color and the textbox(es) containing the errors should be outlined in the same color.

C. Footer

C

A

Congratulations . . . Now a registered member of AMP Energy . . . Please provide additional optional info . . .

B

Address:

Affinity (Select interests.)

City, ST:

Option 1

Phone:

[Why we ask](#)

Option 2

Cell Phone:

[Why we ask](#)

Option 3

Gender M F

Option 4

Text message opt-in

Option 5

Option 6

Submit

Skip

[Tell a Friend](#)

A. Global Navigation

B. Content Area

- If TAF email address(es) provided are on the global opt-out list, display a message to user indicating the email cannot be sent to that address.

C. Footer

C

A

B

Enter full name to use for contest.

First Name*:

Last Name*:

Enter your message to Dale :

I have read and agree to the [Privacy Policy](#) and [Terms and Conditions](#).

Submit

A. Global Navigation

B. Content Area

- Is there any validation on the number of characters? Is there a limit that has been set for the max characters per name on the car?
- User must check the box to verify they have read and accept the privacy policy and terms and conditions.

C. Footer

C

A

B

Registration thank
you message.

Subscribe to AMP

Tell a Friend

A. Global Navigation

B. Content Area

- Message is different for new user versus returning registered user.
- If TAF email address(es) provided are on the global opt-out list, display a message to user indicating the email cannot be sent to that address.
- Subscribe button is only for already registered users.
- Subscribe to Amp button will take the user to their profile page to update subscriptions.

C. Footer

Copyright 2008 © PepsiCo, Inc. | [Terms & Conditions](#) | [Privacy Policy](#) | [Contact Us](#) | [MountainDew.com](#)

The likeness of Dale Earnhardt Jr., the #88 AMP/National Guard Chevrolet, and other related trademarks and copyrights are used with the permission of Hendrick Motorsports and JR Motorsports.

C

A

Your Name*:

Your Email*:

Friend's Name*:

Friend's Email*:

Friend's Name:

Friend's Email:

Friend's Name:

Friend's Email:

Friend's Name:

Friend's Email:

Friend's Name:

Friend's Email:

Send

B

A. Global Navigation

B. Content Area

- Available from Supplemental Info Page and Thank You Page.
- Pop-up on available pages.
- Creative can adjust the number of available fields for entry of friend's name, based on client preference.

C. Footer

C

A

B

AMP Energy Contest Guidelines

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse libero. Nullam commodo nulla sed mauris. Vivamus tincidunt sapien sed lacus. Praesent congue diam ac turpis. Vestibulum feugiat fringilla turpis. Vivamus non ligula eget justo luctus mollis. Donec tempus auctor eros. Pellentesque sed turpis at sem semper varius. Sed quis justo interdum leo pharetra iaculis. Vestibulum rutrum egestas erat. Cras ultrices fringilla dui. Proin molestie dui suscipit lacus.

Sed tempor. Nullam feugiat. Morbi eget erat. Suspendisse ac est. Curabitur sodales aliquet erat. Aliquam eu nisi vitae diam adipiscing varius. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Suspendisse potenti. In pharetra turpis sit amet nibh. Cras suscipit, neque non fringilla viverra, augue ante lacinia metus, non ullamcorper neque arcu fermentum lectus. Pellentesque consectetur, nulla vitae consequat vulputate, leo dui gravida est, sit amet tempus urna ante ac neque. Nulla mauris risus, ullamcorper quis, viverra vitae, malesuada eu, tellus.

Back

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

C