

Showcase 2.0 Web Site Instructions

Product Showcase 2.0

Intended Recipient	50 Below Customers
Release	Final Draft
Version	1.0
Date	Wednesday, September 19, 2007

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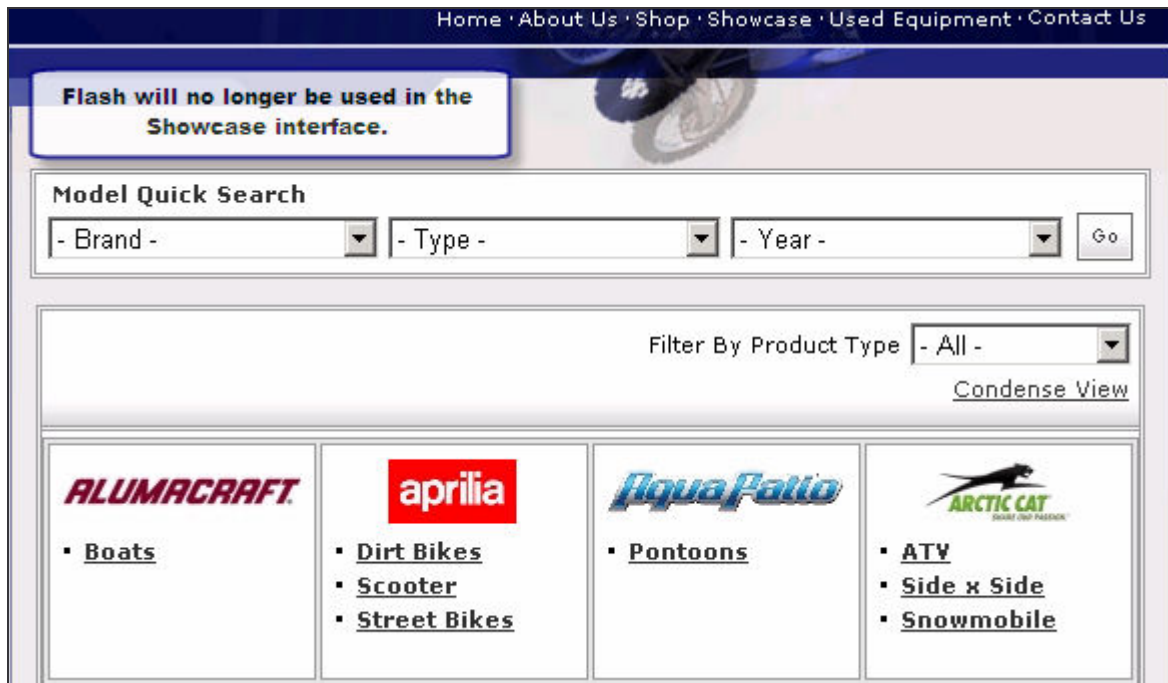
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Showcase 2.0 Outline Phase 1

New Showcase Layout Eliminating Flash

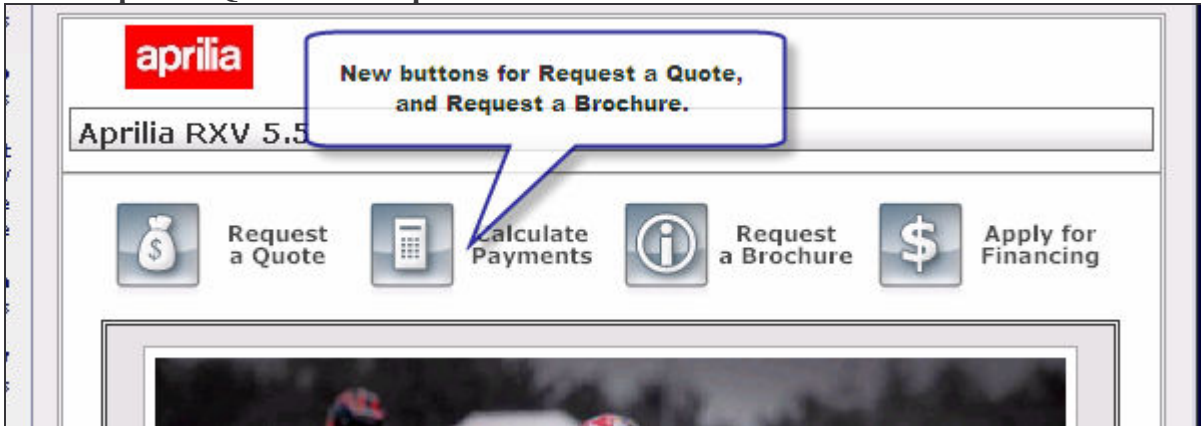
Main Objectives

- 1) **Eliminate Flash:** The elimination of flash in the make your Endeavor website more SEO friendly and accessible to a wider audience.
 - a. This change will allow for a broader range of customers to see every product brand that is loaded into your store.

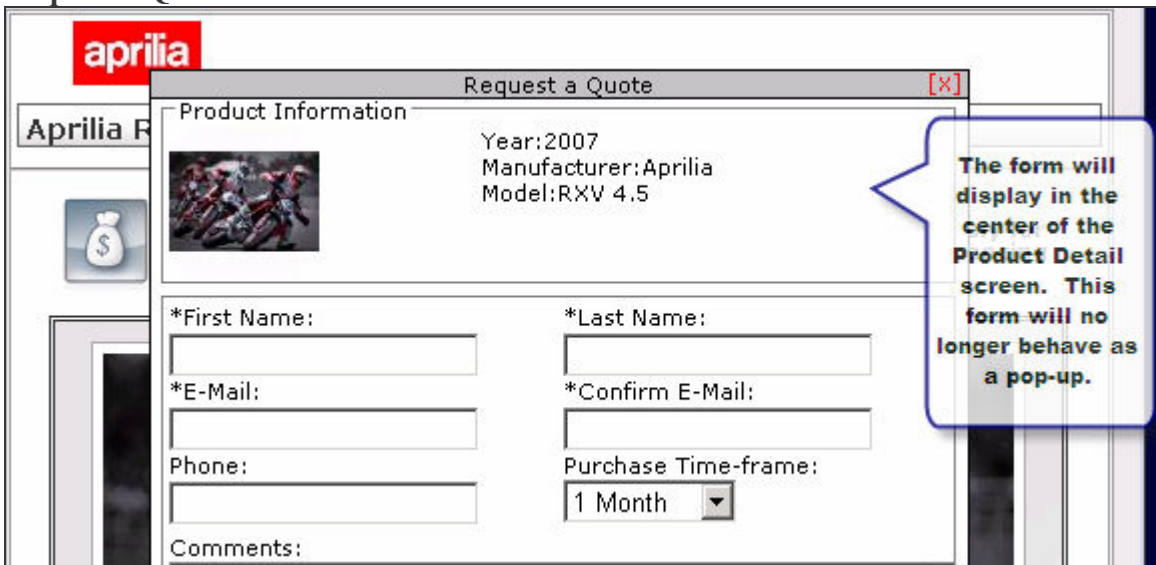


- 2) **Eliminate Pop-Ups:** The **Request a Quote** and **Request for Brochure** will no longer behave as a pop-up. Pop-up blockers will no longer block the Request a Quote and Request for Brochure forms from appearing.
 - a. Exception for pop-ups: The remainder of the financing form is a pop-up.
 - b. The forms are a small page that appears in the center of the screen which can be closed.

New Request a Quote and Request a Brochure Buttons



Request a Quote Form

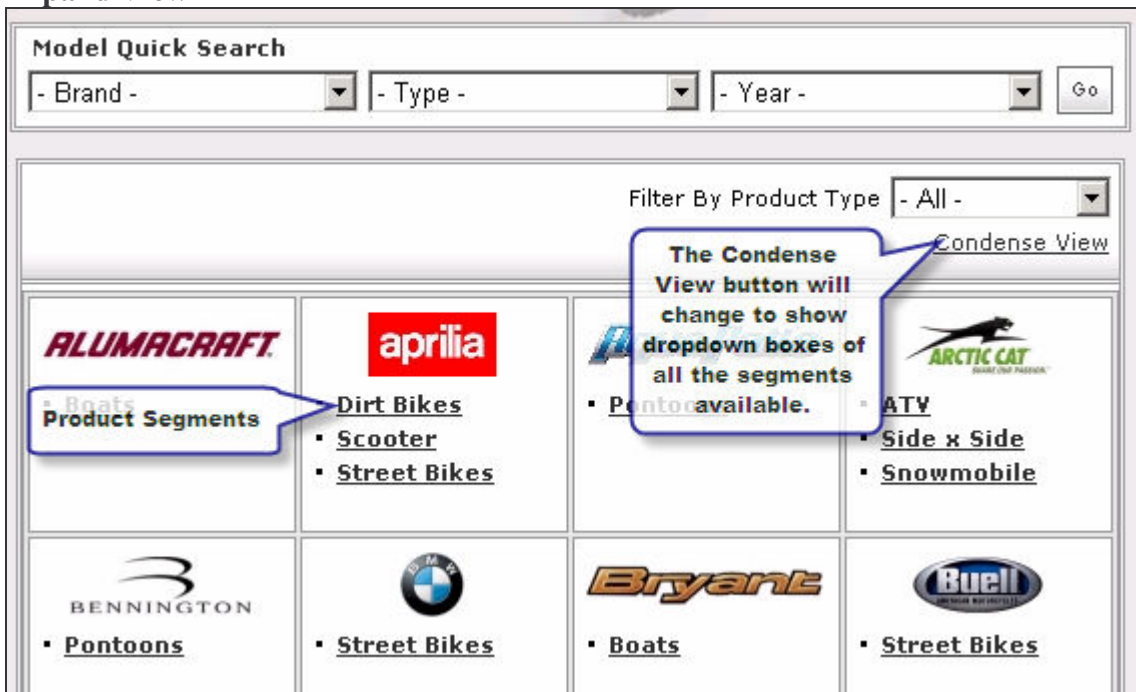


Showcase Home

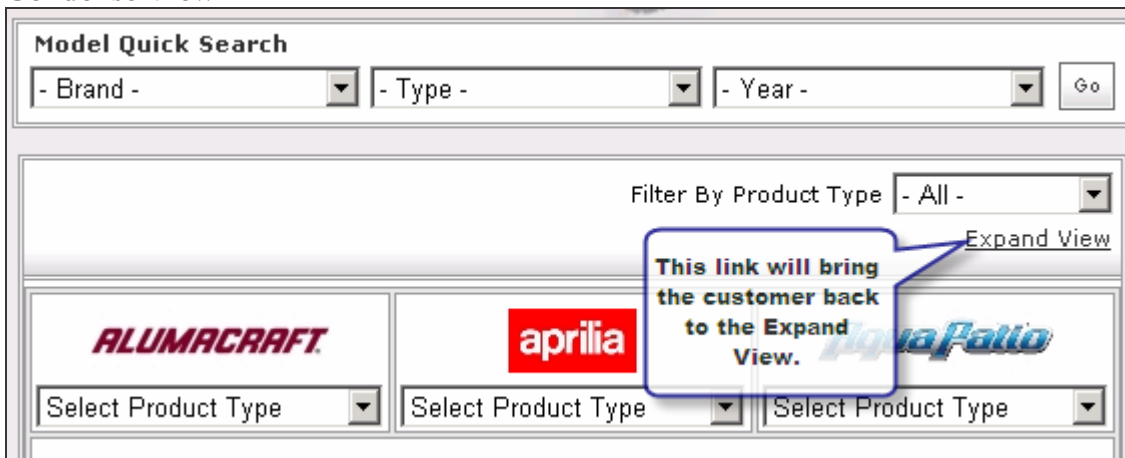
- 1) The Showcase Home Page will now have all of the product brands displayed for the customer to see. This will make it easier for the customer to quickly assess what is available in your store. See the Showcase example below for an example of how the new Showcase will look.

- 2) Drop Downs and Condense View Screen
 - a. This change will allow the customer to browse the Showcase catalogs by either the **Expand View** (Showcase drop downs) or the **View All View** (see all the product types that are available for each individual brand).
 - i. **Expand View** – This will show a view with the product types in a drop-down bar.
 - ii. **Condense View** – This will show a view with all product types listed out underneath the brand names.

Expand View

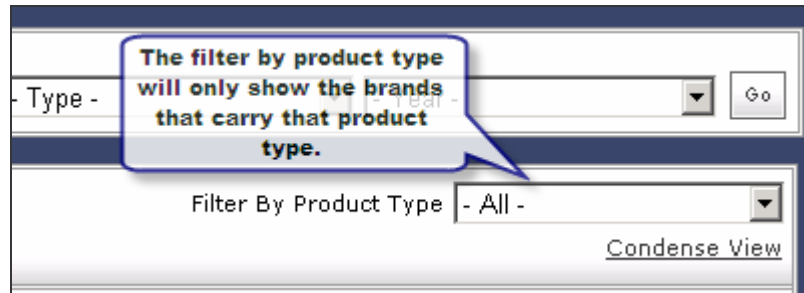


Condense View



b. Filter By Product Type

- i. The Filter by Product Type drop-down box will show the brands that carry the Product type selected.
 - 1. If the Product Type drop-down box is not used, then all product types will show.



c. Model Quick Search – The Model Quick Search will take the customer to the Showcase Product List page where the selected product’s brand, type, and year exists.

- i. This search is intended for people who do not want to find the brand icon in the brand grid below.



d. Custom Showcase Products

- i. The custom showcase products will be added by the dealer as their own brand and logo via the Command Center.
- ii. The current custom products will show the text name of the brand that they have added. If a dealer enters a custom brand of Honda non-current equipment, then that text would show in the white box displayed below.



Adding Brand Images into the Command Center

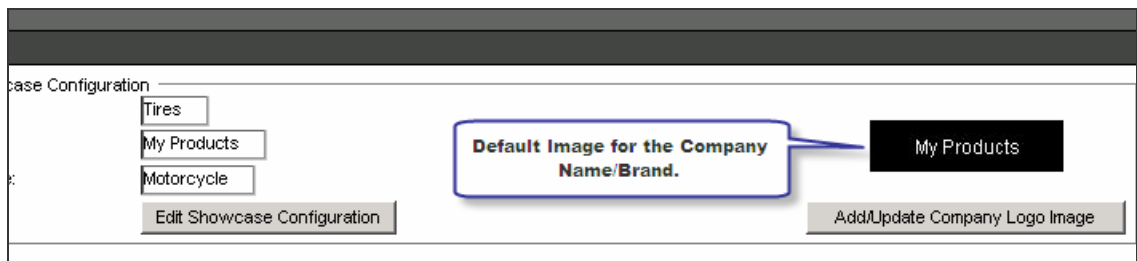
You may add a logo for your custom showcase product by changing the logo in the Command Center. To add a Brand Image please use the instructions described in the text below.

Create a Custom Showcase Brand Logo:

Navigation

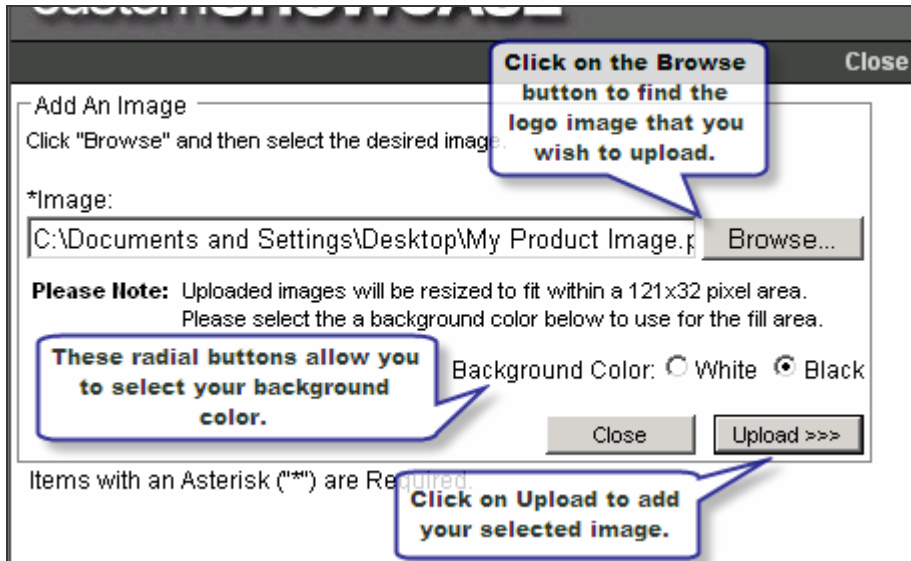
Login to the Command Center → Site Management → Showcase → Custom Showcase → Click “Create a Showcase” → Fill out the form and create a new company name → Click “Save and Continue” → Click “Add/Update Company Logo Image”

When you create a company name (brand) in the Command Center Custom Showcase, a generic image will be created for you. The resulting generic image will be a black box with white text centered in that box.



Upload your own Logo

You may create your own logo by clicking on the “Add/Update Company Logo Image” button. Find the logo image that you want on your Web site, and then upload it. The image will appear all of the product types that are listed under the custom brand.



*Don't forget to add your new custom showcase catalog to your Web site in order. It will not appear on your Web site if you do not. To add the showcase catalog to your Web site select “Showcase Catalogs” underneath the Showcase link in the Command Center Site Management location.

Update a Custom Showcase Brand Logo:

Navigation

Login to the Command Center → Site Management → Showcase → Custom Showcase → Click “More” → Click “Add/Update Company Logo Image”

You may create your own logo by clicking on the “Add/Update Company Logo Image” button. Find the logo image that you want on your Web site, and then upload it. The resulting generic image will be a black box with white text centered in that box.

The screenshot shows a dialog box titled "Add An Image" with a "Close" button in the top right corner. The main text says "Click 'Browse' and then select the desired image:". Below this is a text field containing the file path "C:\Documents and Settings\Desktop\My Product Image.p" and a "Browse..." button. A callout bubble points to the "Browse..." button with the text: "Click on the Browse button to find the logo image that you wish to upload." Below the text field is a "Please Note:" section: "Uploaded images will be resized to fit within a 121x32 pixel area. Please select the a background color below to use for the fill area." Below the note are two radio buttons for "Background Color": "White" (unselected) and "Black" (selected). A callout bubble points to these radio buttons with the text: "These radial buttons allow you to select your background color." At the bottom of the dialog are "Close" and "Upload >>>" buttons. A callout bubble points to the "Upload >>>" button with the text: "Click on Upload to add your selected image." At the very bottom of the dialog, it says "Items with an Asterisk (*) are Required".



*Don't forget to add your new custom showcase catalog to your Web site in order. It will not appear on your Web site if you do not. To add the showcase catalog to your Web site select “Showcase Catalogs” underneath the Showcase link in the Command Center Site Management location.

e. Used Equipment

- i. We are going to use the old Used Equipment List page. There will be a link in the left tertiary navigation to that page from the Showcase Home page to the current used equipment list.
- ii. The current links will go to the new product detail page containing the same used equipment information that the dealer entered into the Command Center originally.

Type Brand

The current Used Equipment page will not be changed.

<<First <Previous [1] 2 3 4 Page 1 of 4

Model	Type	Year	Color
Lund 1425 CLASSIC	Boats	2007	
Yamaha ROADSTAR 1700	Cruiser/Vtwin	2006	

Custom Showcase Used Equipment Type Addition

You will now be able to change the Used Equipment Type to the type of your choice. This change can be made by selecting “Add a new one” in the Detail tab of the Command Center Used Showcase Equipment section.

Navigation

Login to the Command Center → SiteManagement → Used Showcase Equipment → “Click” Add Used Equipment → Select Add New One under Manufacturer

Showcase Configuration Help Logout

New Used Equipment Item

DETAIL TITLE

Edit Detail

*Industry:

*Equipment Type: *New Type:

Manufacturer: New Mfr:

*Model:

Year:

Select "Add a New One" to select a new Equipment Type.

You will be able to add a new type when "Add a New One" has been selected.

Showcase Product List

1) Model Quick Search

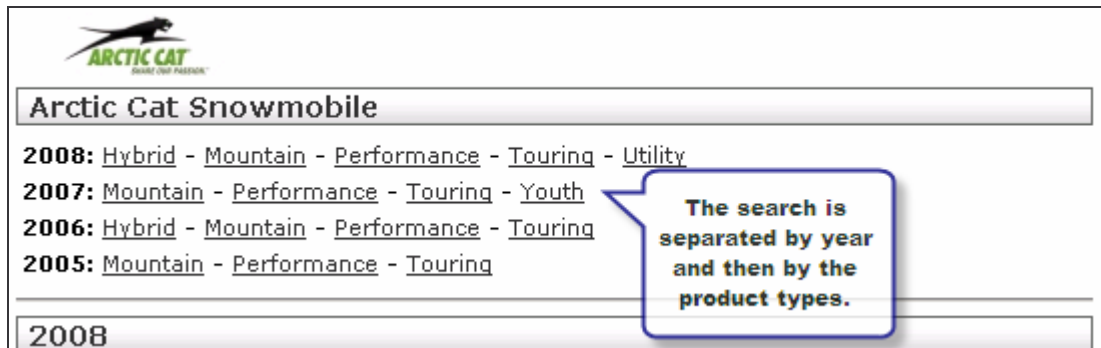
- a. This version of the **Model Quick Search** will function the same as the Showcase Home **Model Quick Search**.
 - i. This will be a convenient way for a dealer's customers to search through different brands and types without having to click back to the Showcase Home page.



The screenshot shows a search form titled "Model Quick Search". It contains three dropdown menus labeled "- Brand -", "- Type -", and "- Year -", followed by a "Go" button. A callout box points to the form with the text: "This search is the same as the Model Quick Search on the Showcase Home."

b. Display Owner Classes with Years

- i. This will show the product types separated by year.
- ii. Each Product Type will link to that product type and year in that list.



The screenshot shows the Arctic Cat logo and the heading "Arctic Cat Snowmobile". Below this, the product types are listed by year:

- 2008:** [Hybrid](#) - [Mountain](#) - [Performance](#) - [Touring](#) - [Utility](#)
- 2007:** [Mountain](#) - [Performance](#) - [Touring](#) - [Youth](#)
- 2006:** [Hybrid](#) - [Mountain](#) - [Performance](#) - [Touring](#)
- 2005:** [Mountain](#) - [Performance](#) - [Touring](#)
- 2008**

A callout box points to the list with the text: "The search is separated by year and then by the product types."

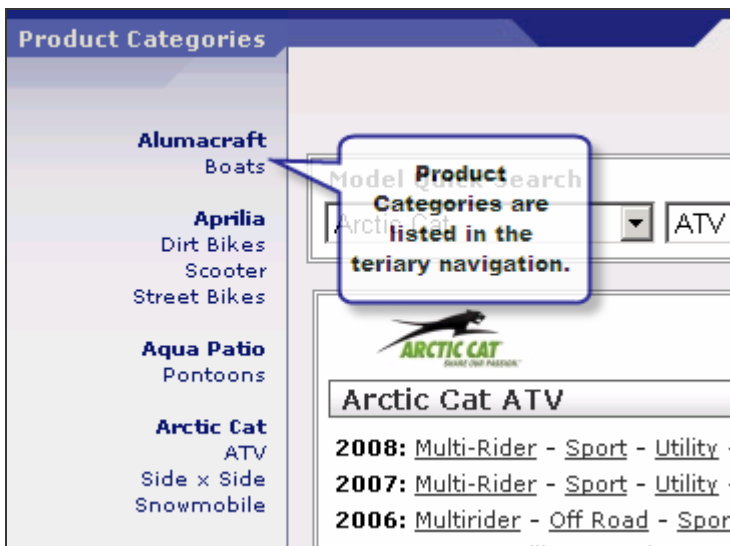
2) Showcase Product List Layout

- a. The Showcase Product List Layout will allow your customer to see all the product types and products carried for the year and brand.
- b. The example below shows the items grouped by:
 - i. Product type first: In this case the Hybrid type shows first
 - ii. Then images of the models contained in that group.



3) Product Categories Options in the Tertiary Navigation

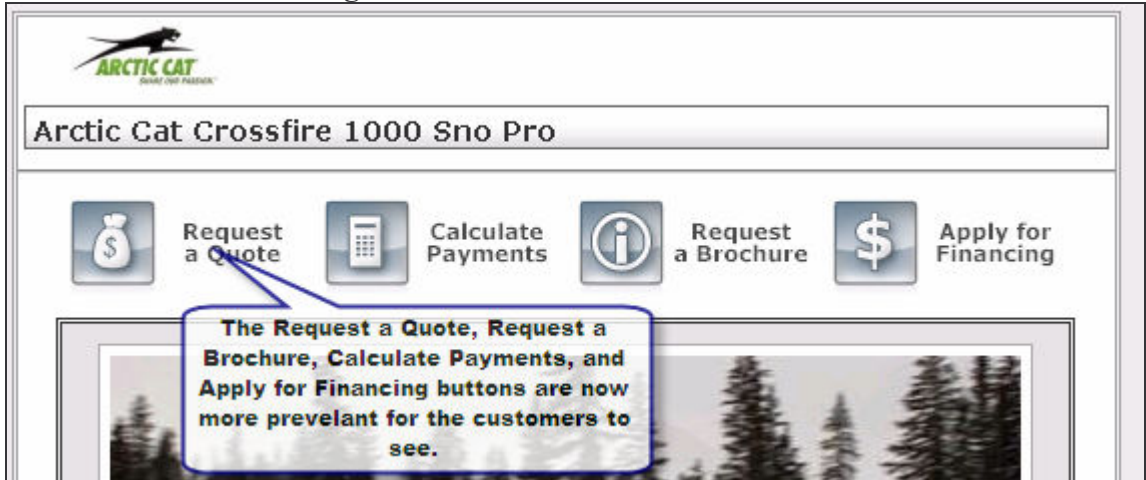
- a. This is another way for the customer to search through all of the products in your store.
- b. The product categories are separated by brand and then by product type in alphabetical order.
- c. The Product Categories will be listed on the Product List page and on the Product Detail page.



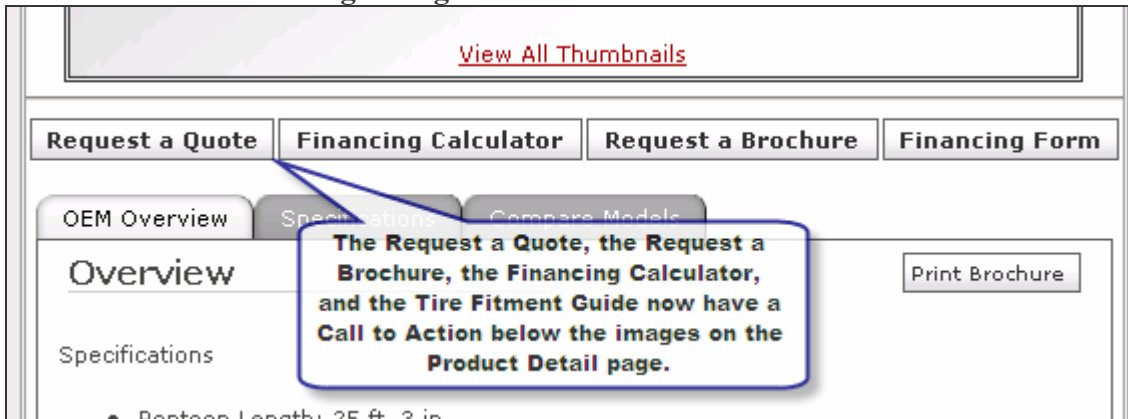
Showcase Product Detail

- 1) RFQ, RFB, and Financing CTAs (Calls to Action) will be above and below the images.
 - a. The Product Detail page CTAs will be lined up in a horizontal line both above and below the product images.

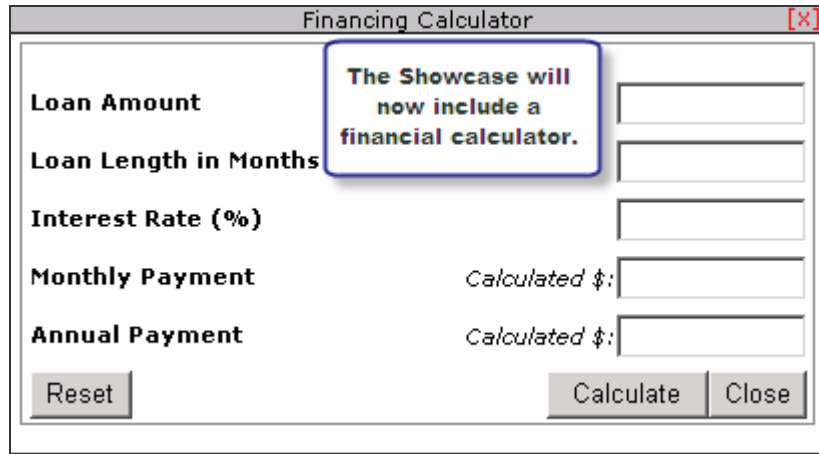
Above Product Detail Page



Below Product Detail Page Image



- b. The Product Detail page will also include a Financing Calculator that will appear in the same manner as the RFQ and the RFB forms



The screenshot shows a window titled "Financing Calculator" with a close button (X) in the top right corner. The window contains the following fields and buttons:

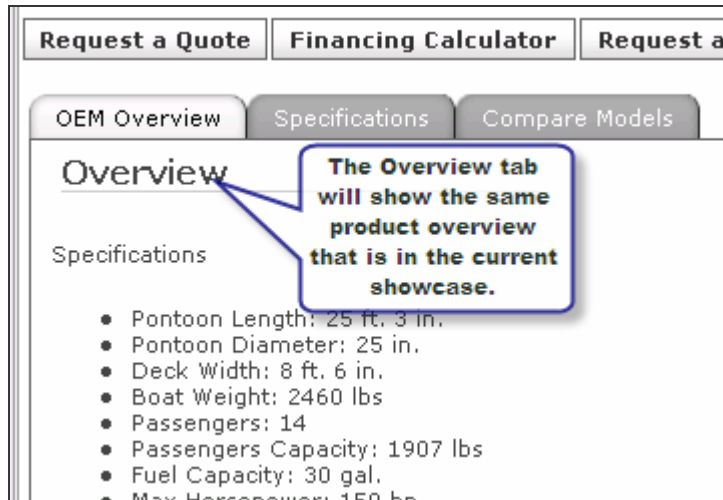
- Loan Amount**: Input field
- Loan Length in Months**: Input field
- Interest Rate (%)**: Input field
- Monthly Payment**: Calculated \$: Input field
- Annual Payment**: Calculated \$: Input field
- Reset**: Button
- Calculate**: Button
- Close**: Button

A callout box with a blue border and shadow is positioned over the "Loan Length in Months" field, containing the text: "The Showcase will now include a financial calculator."

2) Tabs

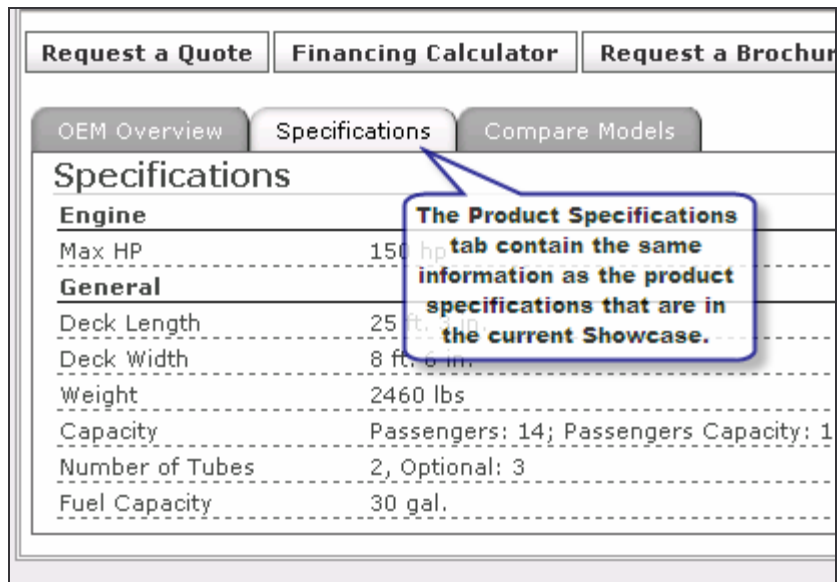
a. Overview

- i. The Overview tab will show the same information that is currently shown in the current Showcase overview.



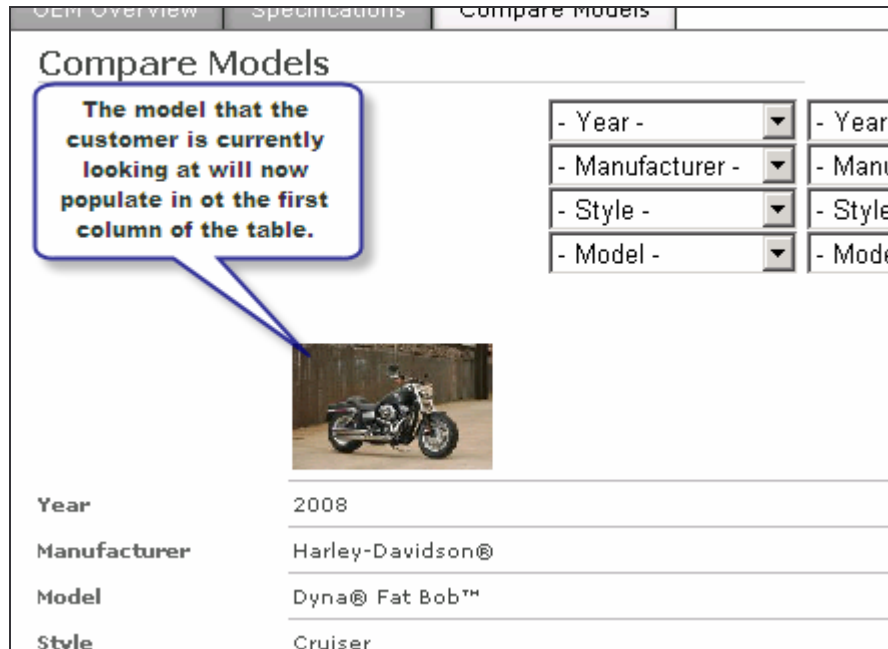
b. Specifications Tab

- i. The Product Specifications tab will be the same as the product specifications tab that is in the current Showcase specifications.



c. Compare Models Tab

- i. This feature will no longer contain any flash elements and will be available in the tabbed area along with the OEM Overview and Specifications.
 - 1. The model that the customer is currently looking at will now populate into the first column of the table.
 - 2. The information will now populate into the tabbed section of the showcase.



Used Equipment Showcase Product Detail

- 1) The Model Info will be located going into the overview section over the actual product detail which will also be contained in the Product Detail overview. The Product Detail information that was located in this section before will still be located below the Used Equipment information.

