To: Nancy Vanclef
From: Jon Grande
Date: 7 August 1992
RE: Microsoft Works Autodemo

Autodemo Positioning Points and Script
Microsoft Works for MS-DOS Version 3.0

Target Market:
Primary - small business/first time computer users
Secondary - laptop users

Positioning:
New Version of the leading *integrated* product
Powerful - the tools you need to run your growing business (WP, SS, DB, CM, Calendar, templates).
Easy to use - WorksWizards, on-line context sensitive help, interactive tutorial

Script:
The current Microsoft Works for MS-DOS autodemo does a good job communicating the features and power of
Works. The new demo should be more task oriented, the format is good in that it stays away from
relying on actual product screen shots to demonstrate features. I would like to stick with that general
format, but make the following changes to the message that it communicates:
1) drop the "coach in the box" analogy - possibly use a Wizard for a characterization.
2) drop communications example, briefly touch on communications in the narrative
3) add mailing label WorksWizard at the end of the demo.
4) include more screen shots but keep format away from relying on product shots

I.   Introduction
Announcing Version 3.0 of Microsoft Works for MS-DOS
Introduce small business "Aperture Video"
Potential Intro Concept:
"Before they started using Microsoft Works for MS-DOS, Aperture Video was in trouble - their market
share was dropping and they were plagued with cash flow problems. When Karen Abbott, Aperture's
president, bought Microsoft Works 3.0 the results were amazing. The company was able to track it's
cash flow, keep track of it customers with the database, and create high quality letters, fliers, and
brochures using the Works word processor. . ."

II. Narrative Medium
Introduce new narrative medium - WorksWizard?

III. Task Achievement
Word Processor - formatting text (bold and italic using the toolbar)
Spreadsheet - total columns using autosum, create pie chart, change to mixed line & bar
Integration - paste chart and SS range into word processor

IV. Quality Output
Insert clipart image
Show print preview

V. WorksWizard
Show database list and form view

Create new field

Describe wizards in general - an interactive, guided help utility that teaches the user how to accomplish a specific task (ie. mailing labels, form letters, file finder, etc).

Run mailing label wizard

VI. Conclusion

Resulting Document and Labels on screen (form letter explained but not shown - ie using the form letters feature of Microsoft Works - it's easy to insert fields from the database and print multiple customized letters.)

High Quality Output - show piece of printed output and mailing labels

Microsoft Works for MS-DOS: The tools you need to run your growing business including: WP, SS, DB, CM, Calendar, templates, and interactive help utilities including WorksWizards, the Works Tutorial, and on-line context sensitive help.

End with box shot to help differentiate Works for DOS box from other MS apps and competitors.

Imperatives:

Word Processor - formatting text (bold and italic using the toolbar)

Spreadsheet - total columns using autosum, create pie chart, change to mixed line & bar

Integration - paste chart and SS range into word processor

Insert clipart image

Show Print Preview

Show database list and form view also create new field

Run mailing label wizard

High Quality Output - printed output and mailing labels