

To: Nancy Vanclef (Accent Software)
Subject: Autodemo Issues
Date: 18 August 1992
From: Jon Grande
CC: Linda Mitchell

I apologize for not having my comments to you on Monday, but I was waiting for buy-off from Legal on the concept. CorpCom is in the process of generating a sample database file of information suitable for mailing labels. As soon as it is ready, they will FedEx it to you. The box mock up that you are waiting for won't be ready until September 7th. If you can use a transparency, or a chromalin rather than a physical box, please let me know - it would significantly decrease the amount of time that it will take for us to get the image to you.

Another outstanding issue is the contract/agreement. I have forwarded a copy to Mary Snapp in Legal. She will review it and reply when it has been approved. The only modifications that I made are in regards to the payment amount and the deliverable date. Due to budgetary concerns, I want to have the contract state \$15,000 as the contracted price. This is the target that we should ultimately shoot for. This may mean losing some of the animation of the Wizard metaphor or reducing/cutting other cost intensive elements. This will mean that the demo may not be as dynamic, but with a product like PC Works, cost is our major constraint. If the project goes over budget (by no more that \$2,500) I can approve the expenditure.

The deliverable date is somewhat up in the air. The date listed on the agreement you sent to me (September 20) is a Sunday. We need to have the autodemo on or about the 14th of September. I realize that your ability to meet the deliverable date will hinge upon when we are able to provide the image of the box, but we need to hit as close to the 14th as possible. The shipment of our Intro Kit is dependent upon the date that the Autodemo is ready. Each day that we slip the autodemo is one day that the Intro Kit will be forced to slip.

I am sure that we can resolve these issues favorably in the next week. In addition, I have put in the request for a purchase order, this should take three days. I will be at the Microsoft National Sales Meeting in New Orleans from Thursday August 20th through Monday August 24th. I will contact you from New Orleans and when I return to the office on Monday. Please feel free to contact me through voicemail at Microsoft or directly at my hotel in New Orleans (the Meridian - telephone #: 504-525-6500). I will also be available to fly down to meet with you the following week.

Works for MS-DOS Autodemo Initial Comments and Feedback

Good design and overall structure in the script. My comments and feedback, listed below, focus on specific storyboards and how we can tailor the demo to fit the target markets and express the key messages that are crucial to success in the integrated market (Primary Target Market - small business/first time computer users, Secondary Target Market - laptop users, Primary Message - New Version of the leading integrated product - articulate new and enhanced features, Secondary Message - powerful and easy to use).

1.) Storyboard #9 - combining the images in the diagonal pattern implies a negative connotation that we are working to position on our competitors. We need to convey that the features were designed to work together while avoiding the perception that the modules were "thrown together" as the imagery tends to imply. This change could be addressed by simply changing the dividing lines to horizontals and verticals with the title of each module fully displayed and the corresponding documents cropped into each box.

2.) Storyboards #15 to 25 - switching between views of the content can be confusing to the viewer. Currently there are three views shown: 1 - actual product interface, 2 - a quasi real document view, 3 - print preview. This needs to be changed to clearly articulate which views are of the product and which are conceptualized or representations of real output (see the Works 2.00 autodemo for conceptual changes).

3.) Storyboards #37 to 39 - These boards should simply be dropped. The typical Works user spends little or no time with the Communications module. The necessary information can be expressed through text/copy boxes on screen # 36.

4.) Storyboard # 33 - At this point, we should insert more of the interactive screens from the Works Mailing Label Wizard. These screens should track from the beginning of the Wizard through the final field selections.

5.) Storyboard #41 - I would like to see a few more screens displaying sample output. Mailing labels, an actual envelope, a spreadsheet with charts, and a compound document, accompanied by copy boxes would adequately walk the user through viewing the content created through the course of the autodemo.

6.) Storyboard #42 - At this point I would like to call out the calendar and templates and point to the other new accessories. This could be done with one or two screens and a series of copy boxes.