

To: Mary Snapp
Subject: Works 3.0 Autodemo
Date: 17 August 1992
From: Jon Grande
CC: Charlotte Guyman, Linda Mitchell, Nancy Vanclef (Accent Software)

Attached is a photocopy of the initial storyboards created by Accent Software for the autodemo of the new version MS Works for MS-DOS. I have also included a list of the comments and feedback that was given to Accent Software based on my review of the content. I would appreciate your review of the content, checking for any legal conflicts. The sample documents are identical to those that have already been approved for packaging. The only remaining content data that Accent requires is a single generic database file with mailing address-type information for approximately 30 people. The file is needed by August 24. What is the best approach for supplying one to Accent?

Comments and Feedback Works for MS-DOS Autodemo

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.