

Ops Request Form: Maintenance & Enhancement

1. Request Type

1 Title of Request*

2a Request Classification*: Maintenance Enhancement Live Site Issue

3a General Purpose of Submission **3b**

4* **7*** Today's Date:

Brand Track

DLR

WDW

DCL

SATO

DVC

Global Marketing

2. Contact Information

6* Requesting Business Unit

8* Business Unit Contact Name

9* Business Unit Contact Phone #

10* Product Manager

11* Product Manager Phone #

2b. WDPRO Contact Information

13 Project Manager / Site Producer

14 Phone #

15 Creative Lead

16 Phone #

17 Tech Lead

18 Phone #

3. Site Details

19 Name of Site

(i.e.: WDW US English, WDW Canada French, Magical Gatherings Planner, DCL, DVC Members, Disney Meetings, DLR Weddings, HKDL, etc.)

20 URL of affected site/page(s)

(Cut and Paste the actual page URL from your "address" field in your web browser)

21 Requested Live Date

Must be in date format: i.e 03/09/06

23 Removal Date (optional)

Must be in date format: i.e 03/09/06

1. Request Type

1 Title of Request

- Title represents personalization of form, can sort using title if needed
- Static text field, can accept numerics

2a Request Classification

- Radio buttons selected for type of request
- Can only choose one

2b Request Classification Radio button labels: Maintenance, Enhancement, List Site Issue

- Radio buttons of brand track involved, can only choose one
- On roll over or click, each one contains a pop up of definitions of each classification

3a General Purpose of Submission

- Drop down options of what kind of request is being made
- Can include all possible, but may be exceptions, include "other" as an option

3b Help for General Purpose of Submission

- On click, pop up of definitions of each type of submission available or if more than one option desired

4 Brand Track

- Radio buttons which label the request form according to brand track, other questions in the form are dependent on this. Can only choose one. Can also sort with this?

5 2. Contact Information- comes from Business Unit, all static text boxes

6 Requesting business unit

- Name of Business Unit

7 Today's Date

- Date of day when form is filled out

8 Business Unit Contact Name

- Name of contact at Business Unit

9 Business Unit Contact Phone

- Phone # of contact from Business Unit

10 Product Manager

- Name of Product Manager from Business Unit

11 Product Manager Phone

- Product Manager Phone #

12 2b. WDPRO Contact Information

- Dynamic: viewed only in Producer Mode, all static text boxes

13 Project Manager / Site Producer

- Name of project manager on WDPRO side

14 Phone

- WDPRO project mgr. phone #

15 Creative Lead

- Name of WDPRO Creative lead for this project

16 Phone

- WDPRO Creative lead's phone #

17 Tech Lead

- Name of WDPRO Tech lead for this project

18 Phone

- WDPRO Tech lead's phone #

3. Site Details

19 Name of Site

- Name of Site, this could be a drop down, with all available options to choose, or an expandable text box

20 URL of affected site/page(s)

- text box, URL from the explorer bar goes here, expandable for multiple pages

21 Requested live date

- Can input date manually or use calendar function to give date of when the site needs to be live, capacity for multiple months and years

23 Removal Date

- Can type in date manually or use calendar function, (optional)

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Ops Request Form: Maintenance & Enhancement

3. Site Details cont.

Date Driver: (i.e.: ad buy, email campaign, etc)

22 Does this request need to carry over to International Sites? Yes No

24 Select which international sites need to be included: (select all that apply)

25

WDW	
<input type="checkbox"/> Latin America Spanish	<input type="checkbox"/> United Kingdom
<input type="checkbox"/> Latin America Portuguese	<input type="checkbox"/> US Hispanic
<input type="checkbox"/> Canada English	<input type="checkbox"/> Japan
<input checked="" type="checkbox"/> Canada French	<input checked="" type="checkbox"/> German

4. Request Details & Goals

(Provide a detailed description of the business to be achieved with this request. I.e.: "Increase advance ticket sales for Mickey's Very Merry Christmas Party." Please note particulars such as marketing campaign, mini site for online/offline ads, etc. Include business unit expectations and end results..

26 Request Details & Goals

26

27 Would you like the visual to align with an offline print/tv, online or radio campaign? Yes No

Please specify

27

28 Is there a need for a formal review? (i.e.: Mega, MAGIC, etc.) Yes No

29 Please specify which Reviews: (Select all that apply)

29

- MIR
- Mega
- MIK
- Sales Creative Review
- # of Review Cycles
- MAGIC

30 Will there be external hosting or production involved? Yes No

Please Specify

30

3. Site Details cont.

22 Date Driver
Type in words, what is driving the date for live usage, expandable text box

24 Does it need to carry over to international site?
Dynamic, only appears for DLR and WDW, radio buttons for yes/no (can only choose one), if yes is selected, box # 25 appears, if no is selected, nothing appears and continue on

25 Box of WDW and DLR
only appears if previous question was yes. Clickable check boxes, can select more than one. Dynamic according to brand track chosen at top, DLR box appears if DLR was chosen and same for WDW

DLR

<input type="checkbox"/> Mexico	<input type="checkbox"/> Australia
<input type="checkbox"/> Japan	<input type="checkbox"/> Canada English
<input type="checkbox"/> United Kingdom	<input type="checkbox"/> Canada French
<input checked="" type="checkbox"/> Hong Kong	

4. Request Details & Goals

26 Request Details and Goals
Large scrolling text box, with ability to see at least 25 lines in view, for details and expectations from the Business Unit, should be supported by rich text editor and eventually have the capacity to upload a document here

27 Would you like the visual to align...
2 Radio buttons, can only choose one, when yes is clicked, expandable text box appears for specifications

28 Is there a need for formal review?...
2 Radio buttons, can only choose one option, when yes is clicked, checkable boxes appear, can choose more than one

29 Checkable boxes should include all review options, can choose more than one

30 Will there be external housing or production involved?
Dynamic according to class of request and producer mode. 2 radio buttons, can only choose one, when yes is clicked, expandable text box appears for specifications.

Ops Request Form: Maintenance & Enhancement

5. Input & Media

A. Copy / Content Strategy
Provide as much copy input as possible, denoting any key messages that must be conveyed. List legal disclaimers, expectations, and/or limitations. i.e.: "Must contain "XYZ" tagline, legal restrictions, disclaimers, character limits, etc." Note: WDPRO is responsible for writing the actual guest copy.

33 Business Unit/ Product Manager Input

34 Production Input: (additional details, examples, expected deliverables, file formats requested, notes, etc.)

B. Media / Visual / Flash Design
Provide input on what photography/media assets are needed (include Resource Café numbers if specific images are being requested) as well as any other style requirements per ad campaigns, image re-purposing form ad campaigns, page weight limitations, etc. List any expectations and/or limitations.

35

36 Are you providing media assets? Yes No

37 Please Specify

38 Production Input: (additional details, examples, expected deliverables, file formats requested, notes, etc.)

39 C. Tracking / Reporting
Provide tracking numbers/success metrics (how you are going to judge success of enhancement) you would like captured at the end of the campaign/event. For example, "Number of people who viewed the landing page." List expectations and/or limitations.

40 Production Input: (additional details, examples, expected deliverables, file formats requested, notes, etc.)

41 D. Technical / Testing
Provide any technical and/or testing requirements. List expectations and/or limitations. (i.e.: Compatibility needs for back end systems, problem areas to keep in mind, needs for User Acceptance Testing, etc.)

42 Production Input: (additional details, examples, expected deliverables, file formats requested, notes, etc.)

5. Input & Media

- 33** Business Unit/ Product Mgr. Input
Expandable, scrolling text box with ability to see at least 25 lines in view, supports numeric and alpha
- 34** Production Input
Expandable, scrollable text box, with ability to see at least 25 lines in view, supports numeric and alpha
- 35** Media/Visual/Flash Design
Expandable, scrolling text box, with ability to see at least 25 lines in view supports numeric and alpha
- 36** Are you providing media assets?
Radio buttons, can only choose one, if no is chosen, no change, if yes is chosen, #36 appears
- 37** Please specify
Expandable text box, supports alpha and numeric, ability to upload files here?
- 38** Production Input
Expandable, scrollable text box, with ability to see at least 25 lines in view supports numeric and alpha
- 39** Tracking/ Reporting
Dynamic according to type of request (Does not appear for live site)
Expandable, scrollable text box, supports numeric and alpha
- 40** Production Input
Expandable, scrollable text box, with ability to see at least 25 lines in view supports numeric and alpha
- 41** Technical Testing
Dynamic according to producer mode
- 42** Production Input
Dynamic according to producer mode Expandable, scrollable text box, with ability to see at least 25 lines in view supports numeric and alpha

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Ops Request Form: Maintenance & Enhancement

Preview Your Request

65
Preview**67**
Edit**68**
Submit

66 X Click the X if you are satisfied and to submit your form

Confirmation

69 Congratulations! You have submitted your Ops Request Form successfully!

65 Preview Your Request

Preview

Button with the functionality to view entire form as a document format with fields and response input as well, [maybe a separate read only pop up window with functionality to view and close and go to submit page?](#) **66**

67 Edit Form

Button with the functionality which allows the user to go back to the working version of the form and edit their previous responses

68 Submit

Button with the functionality to submit the form with the saved responses to the server and store it properly/based on subject?

69 Confirmation

When form is stored and saved properly, a confirmation message will appear to show user they were successful.

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1. Request Type

1 Title of Request*

2 Request Classification* Maintenance Enhancement Live Site Issue

3a General Purpose of Submission

3b

4 Brand Track DLR WDW DCL SATO DVC Global Marketing

2. Contact Information

6 Requesting Business Unit <input type="text"/>	7 Today's Date: Automatic
8 Business Unit Contact Name <input type="text"/>	9 Business Unit Contact Phone # <input type="text"/>
10 Product Manager <input type="text"/>	11 Phone # <input type="text"/>

2b. WDPRO Contact Information

13 Project Manager / Site Producer <input type="text"/>	14 Phone # <input type="text"/>
15 Creative Lead <input type="text"/>	16 Phone # <input type="text"/>
17 Tech Lead <input type="text"/>	18 Phone # <input type="text"/>

3. Site Details

19 Name of Site

(ie.: WDW US English, WDW Canada French, Magical Gatherings Planner, DCL, DVC Members, Disney Meetings, DLR Weddings, HKDL, etc.)

20 URL of affected site/page

(Cut and Paste the actual page URL from your "address" field in your web browser)

21 Requested Live Date

22 Date Driver- (i.e.: ad buy, email campaign, etc)

23 Removal Date: (optional)

24 Does it need to carry over to International Sites? Yes No

WDW		DLR	
<input type="checkbox"/> Latin America Spanish	<input type="checkbox"/> United Kingdom	<input type="checkbox"/> Mexico	<input type="checkbox"/> Australia
<input type="checkbox"/> Latin America Portuguese	<input type="checkbox"/> US Hispanic	<input type="checkbox"/> Japan	<input type="checkbox"/> Canada English
<input type="checkbox"/> Canada English	<input type="checkbox"/> Japan	<input type="checkbox"/> United Kingdom	<input type="checkbox"/> Canada French
<input checked="" type="checkbox"/> Canada French	<input checked="" type="checkbox"/> German	<input checked="" type="checkbox"/> Hong Kong	

Please select all that apply

On roll over/click, definitions will pop up.

Dynamic according to on roll over or click, definitions of all 3 pop up for each selection

Could be dynamic according to selection chosen. Selection provided: "Image Swap, Content Change, Promotile, Enhancement, Business Requirement, Other." Use help if need more than one option selected, leave all sections visible.

1

Dynamic according to producer mode

10

21

22

24

23

25

Not needed for DCL or SATO/DVC

Dynamic according to Yes answer, when "yes" is selected, this box pops up

Disney Online > Disney Destinations > Walt Disney World Search Disney

Walt Disney World print page | audio on/off | view low bandwidth site | SEARCH Go

[PARKS](#) | [RESORTS](#) | [MORE MAGIC](#) [My Disney Vacation](#) | [Tickets & Reservations](#) | [Log In](#)
[Vacation Planning Kit](#) | [Dining Finder](#) | [Calendar](#) | [Map](#)
[Passholders](#) | [Florida Residents](#)

1 Compare Resort Categories

2 Nam facilis diam sed nisl. Duis ligula arcu, viverra id, condimentum nec,

3 [All Resorts](#) [2006 Rates](#) [Benefits of staying](#) [Quote Your Vacation](#)

4 media

^ SOMETHING FOR EVERYONE

5 Nam facilis diam sed nisl. Duis ligula arcu, viverra id, condimentum nec, consectetur in, quam. Ut pretium odio vitae tortor.

Lorem ipsum lorem ipsum lorem ipsum

<p>Nam facilis diam Ut pretium odio vitae Duis ligula arcu, viverra Nam facilis diam Ut pretium odio vitae</p>	<p>Nam facilis diam Ut pretium odio vitae Duis ligula arcu, viverra Nam facilis diam Ut pretium odio vitae Duis ligula arcu, viverra id</p>	<p>Nam facilis diam Ut pretium odio vitae Duis ligula arcu, viverra Nam facilis diam Ut pretium odio vitae</p>
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Features 7	Deluxe	Moderate	Value
	6 Image	Image	Image
	Packages: \$xxx* Max Occupancy: x Ut pretium odio vitae, uis ligula arcu, viverra, nam Compare	Packages: \$xxx* Max Occupancy: x Ut pretium odio vitae, uis ligula arcu, viverra, nam Compare	Packages: \$xxx* Max Occupancy: x Ut pretium odio vitae, uis ligula arcu, viverra, nam Compare
Ut pretium odio vitae	7.x	√ 7.x.1	√ 7.x.2
Ut pretium odio vitae	√		√
Ut pretium odio vitae		Duis ligula arcu, viverra id	Duis ligula arcu, viverra id
Ut pretium odio vitae		Duis ligula arcu, viverra id	Duis ligula arcu, viverra id
Ut pretium odio vitae	√		√
Ut pretium odio vitae		Duis ligula arcu, viverra id	Duis ligula arcu, viverra id
Ut pretium odio vitae	√		√
Ut pretium odio vitae		Duis ligula arcu, viverra id	Duis ligula arcu, viverra id
Ut pretium odio vitae		Duis ligula arcu, viverra id	Duis ligula arcu, viverra id
Ut pretium odio vitae	√		√
Ut pretium odio vitae		Duis ligula arcu, viverra id	Duis ligula arcu, viverra id
	8 Compare Deluxe Resorts	Compare Moderate Resorts	Compare Value Resorts

Quick Quote

Travel Party
Adults:
Children 0 – 17 yrs:

Travel Dates
Depart Home: Dec 15 2005
Arrive Home: Dec 18 2005

Resort Choice
 Specific Resort (select one)

 Resort flexibility
 Resort category

 Interested in suites
 Interested in concierge

promo

promo

promo

9 *Disclaimer...Nam facilis diam sed nisl. Duis ligula arcu, viverra id, condimentum nec, consectetur in, quam. Ut pretium odio vitae tortor.

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ANNOTATIONS

Page Description

- This page will display a comparison chart for the three resort categories: Deluxe, Moderate, and Value. This category comparison page will be a link under the "Resorts" global navigation.

1. Page title

- Title summarizes page content. Exact title is tbd.

2. Page intro

- Intro copy describes overall benefits of resorts and the wide range available.

3. Resort section navigation

- 4 consistent links will appear at the top of each of the resort section pages.
- Quote Your Vacation – links to the WDW booking engine: Book a Trip page (Tickets & Reservations section)
- Benefits of Staying – links to "Benefits of Staying on property" page. Name tbd.
- Compare Categories – links to Compare Categories of Resorts page. Name tbd.
- 2006 Rates – links to 2006 Room Rates page. Name tbd.

4 Media

- Sliver media tbd by visual design.
- Note: All pages living directly under the Resorts global nav will include sliver media.

5 Overview Copy and Feature List (common to all resorts)

- Describes the great features that are common to all Disney resorts.
- May include a link to the Benefits of Staying on Property page. TBD by copy/content strategy.

List of common Disney Resort features

- List will have a header, such as "Common Resort Features". Exact header is tbd.
- Listing of features that are shared by all Disney resorts.
- Features will be organized into logical groupings. Headers for each feature group will be determined by content strategy.
- Exact features will be determined by content strategy.

6 Chart: Category Columns

- The chart will consist of 3 category columns and x number of feature rows. Allows guest to compare categories across various features.
- There will be a column for each of the 3 categories: Deluxe, Moderate, and Value. Each column will have a header.
- At the top of each category column (and below the category header), a representative thumbnail image will be displayed. Exact image is tbd by visual design.
- Below the image, category details, such as price and occupancy, along with a brief description, will be displayed. Will include link to applicable "within-category" comparison page.
- Each "category by feature" cell in the chart will display a checkmark or brief text description (if feature is available at the category) or cell will be blank (if feature is **not** available).

7 Chart: List of Features

- Feature list will have a header at the top, "Features" or similar.
- Lists the features that best differentiate the 3 resort categories.
- Exact features to be listed are tbd by content strategy.

8 Compare <category> Resorts Link

- At the bottom of each category column, a link to the relevant "within-category" comparison page is displayed.

9 Disclaimer

- Placeholder for any pricing disclaimer that might be needed

Disney Online > Disney Destinations > Walt Disney World Search Disney

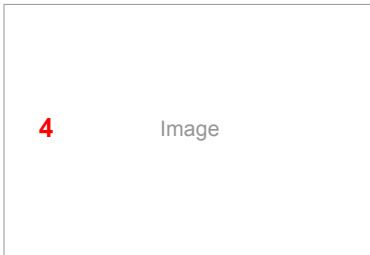
Walt Disney World print page | audio on/off | view low bandwidth site | SEARCH Go

PARKS | RESORTS | MORE MAGIC My Disney Vacation | Tickets & Reservations | Log In
Vacation Planning Kit | Dining Finder | Calendar | Map
Passholders | Florida Residents

1 <Benefit>

2 Nam facilisis diam sed nisl. Duis ligula arcu, viverra id, condimentum nec, consectetur in, quam. Ut pretium odio vitae tortor.

3 [All resorts](#) [Benefits of staying](#) [Quote Your Vacation](#)
[Compare Resorts](#) [2006 rates](#)

4 

5 Nam facilisis diam sed nisl. Duis ligula arcu, viverra id, condimentum nec, consectetur in, quam. Viverra id,

- Nam facilisis diam sed nisl. Duis ligula arcu,
- Duis ligula arcu, , condimentum nec, quam.

Nam facilisis diam sed nisl. Duis ligula arcu, viverra id, condimentum. Nam facilisis diam sed nisl. Duis ligula arcu, viverra id, condimentum. Nam facilisis diam sed nisl. Duis ligula arcu, viverra id, condimentum.

Quick Quote

Travel Party
Adults:
Children 0 – 17 yrs:

Travel Dates
Depart Home:
Arrive Home:

Resort Choice

Specific Resort (select one)

Resort flexibility

Resort category

Interested in suites
 Interested in concierge

promo

promo

promo

6 Lorem Ipsum Header

- Nam facilisis diam sed nisl. Duis ligula arcu, viverra id, condimentum nec, consectetur in, quam. Viverra id, Nam facilisis diam sed nisl. Duis ligula arcu,
- Duis ligula arcu, , condimentum nec, quam. Nam facilisis diam sed nisl. Duis ligula arcu, viverra id, condimentum.
- Nam facilisis diam sed nisl. Duis ligula arcu, viverra id, condimentum. Nam facilisis diam sed nisl. Duis ligula arcu, viverra id, condimentum.
- Nam facilisis diam sed nisl. Duis ligula arcu, viverra id, condimentum nec, consectetur in, quam. Viverra id, Nam facilisis diam sed nisl. Duis ligula arcu,
- Duis ligula arcu, , condimentum nec, quam. Nam facilisis diam sed nisl. Duis ligula arcu, viverra id, condimentum.
- Nam facilisis diam sed nisl. Duis ligula arcu, viverra id, condimentum. Nam facilisis diam sed nisl. Duis ligula arcu, viverra id, condimentum.

Nam facilisis diam sed nisl. Duis ligula arcu, viverra id, condimentum. Nam facilisis diam sed nisl. Duis ligula arcu, viverra id, condimentum. Nam facilisis diam sed nisl. Duis ligula arcu, viverra id, condimentum. [View more benefits](#)

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ANNOTATIONS

Description

- This is a template for the benefit detail pages that live under the “benefits of staying on property” landing page
- Page title – title should be the name of the benefit
 - Intro copy - briefly introduces the benefit
 - Section navigation – links to the following pages: 1. All resorts, 2. Compare categories, 3. 2006 Rates, and 4. Quote your vacation (links to the WDW booking engine: Book a Trip page (Tickets & Reservations section)
 - Benefit image - large image related to benefit
 - Benefit description - text description of benefit
 - Benefit image - bulleted list of additional features related to benefit, may include link at the end to the “benefits of staying” page

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