

# FUNCTIONAL SPECIFICATION

*S&M Sports Shop 2005: Extreme CD-ROM*

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## EXECUTIVE SUMMARY

### INTRODUCTION, SUMMARY AND CONTENT

*S&M Sports Shop 2005: Extreme CD-ROM* is a promotional, interactive CD-ROM product designed to effectively promote the S&M Sports Shop Company and to inform you, their potential customer, of their products and services. The company has shops at six different mountain resorts, where they provide you with retail snowboard and mountain bike sales, apparel, equipment rentals, and other mountain sports products, depending upon the season. This product is promotional in nature, but features informational and entertaining components. It will supplement their current advertising campaign, and will be distributed at extreme mountain events, with trade magazines, and with products purchased from their retail stores or ecommerce site. The product matches the image and style of the store, which represents the hobbyist, laid-back, and fun nature of their employees.

Mountain sports companies sometimes provide promotional material in CD-ROM format. Yet, it is uncommon for a sports shop like S&M to provide similar materials. *S&M Sports Shop 2005: Extreme CD-ROM* uses this to their advantage to make an economical and functional advertising product, but also provides you with entertaining, important and pertinent information about the industry and the resorts where they are located. As a sports shop, they must include more information about a wide variety of products, going beyond the content of a manufacturer's CD-ROM. Their audience includes both male and female mountain sports enthusiasts, regardless of age (although the average age of mountain sports participation is considered), and is therefore focused on a gender-neutral presentation. Because the S&M Sports Shop is located on six different resorts across the US (three in the East and three in the West), the product has a generic S&M Sports Shop feel, so that the image of the company is not distorted between the CD-ROM and the actual store locations.

When you insert the CD-ROM disc into your computer, you will be greeted by the voices of Shaun and Mike, the owners of the S&M Sports Shop Company. They are there to give you a quick rundown on what this CD (and their company) has to offer you. Once you are on the main menu, you'll be able to choose from several different options. "Where We Ride" lets you visit the mountain resorts where their shops are located. "What We Sell" lets you browse the equipment and products that the company sells in their shops, and will even let you "Customize Your Equipment" to suit your skill and needs. "Learn The Gear" lets you discover more about the equipment that the pros ride, and the components that make up their rigs. This section includes a game, where you can test your knowledge of mountain sports and the gear, lingo, and fashion that goes with them. "Watch Our Riders" will let you view movie clips and image galleries of our sponsored borders and bikers. Finally, you'll be able to jump to the web, where you can browse the online S&M Sports Shop, talk with other mountain sports enthusiasts, read gear reviews, visit the mountain resort websites, and check out the future mountain events that S&M will join.

The overall purpose of this product is the enjoyment of S&M's product and brand image. Once you insert the CD, you are entering the virtual sports shop, and that will be apparent throughout the multimedia product. Shaun and Mike will help describe the various functions of the product along the way, yet the interface is intuitive enough to let you find your way around on your own. While all of the sections provide useful information, the main attraction (and driving force for getting you to put the CD in your computer) will be the videos and image gallery. Thus, the other features of the CD will be linked directly from this section in order to tie the athletes to S&M's products. By doing this, you will have fun by both browsing for and enjoying the products that S&M Sports Shop has to offer.

## PRODUCT FEATURES (Some not included in Prototype)

- Eight functional, interactive sections.
- Detailed biographies of the owners of S&M.
- Interactive search engine customizing the ideal bike or board for the user based on characteristics entered by user.
- Large gallery of high quality pictures and movie clips of sponsored riders.
- Access to the S&M web site.
- Comprehensive information on ski and bike trails for S&M featured resorts.
- Voice introduction to each section.
- “Know Your Gear” interactive game with responses to right or wrong answers.

Our product will have a number of features, both interactive and linear. From the **main page** the user will have the ability to click with their mouse on one of eight different buttons linking them to different nodes. These buttons are “Who We Are,” “Where We Ride,” “What We Sell,” “Customize Your Equipment,” “Watch Our Riders,” “Play the Game,” and “Ride the Web. The “**Who We Are**” section will familiarize the user with Shaun and Mike, two extreme athletes who will act as voice guiders throughout the CD-ROM. In this section the user can click their mouse on the pictures of Mike and Shaun and read their biographies, which include accomplishments, awards won, and hobbies they each have. When the user is done he/she can click a “return to main menu” with their mouse.

In the “**Where We Ride**” section the user can click their mouse on different pictures of ski and bike mountains in the United States where S&M sport shops are located. Clicking on each picture will bring the user to an information page including mountain information, ticket prices, and maps of the mountain trails. When the user is done he/she can click a “return to main menu” with their mouse.

In the “**What We Sell**” section the user can view different products including snowboards, mountain bikes, clothing, and other gear that the S&M sports shop offers. The

user has the option of clicking on different pictures of bikes, clothes, or boards with their mouse and reading more about the item. When the user is done he/she can click a “return to main menu” with their mouse.

The “**Customize Your Equipment**” section is highly interactive. In this section the user has the ability to choose whether they want a snowboard or mountain bike by clicking a button. After this he/she has can specify characteristics he or she desires for their perfect bike or snowboard such as color, size, gears, etc. by typing answers into a text box using their keyboard. This mini search engine will come up with the best model of board or bike that will fit them depending on the answers the user provides. When the user is done he/she can click a “return to main menu” with their mouse.

The “**Watch out Riders**” section allows the user to view videos and still clips of riders that the S&M Sports Shop sponsors. In this section the user can choose to click with their mouse on a button labeled “movies” or a button labeled “pictures.” Clicking “movies” will bring the user to a number of short movie clips of riders. The user has the ability to click their mouse on different pictures of the riders to view the movies. The “pictures” section works in a similar fashion. The user can click on different pictures to view a larger “blown up” still picture of the rider. When the user is done he/she can click a “return to main menu” with their mouse.

In the “**Learn the Gear**” section users use their mouse to click on different parts of either a Mountain Bike or a Snowboard. Upon clicking a small box describing the part they clicked appears on the screen with an arrow pointing to that part. When the user is done he/she can click a “return to main menu” with their mouse.

In the “**Play the Game**” section the user will take what he/she learned from the “**Learn the Gear**” and apply it by clicking on the appropriate multiple-choice answer to different questions. If the user gets the answer right he/she will hear either Mike or Shaun

saying such quips as “Nice one dude,” “sweeeet,” “genius.” If the user clicks a wrong answer he will hear Shaun or Mike say, “try again dude,” “eeengh wrong answer,” or “give me a break.” When the user is done he/she can click a “return to main menu” with their mouse.

In the final section “**Ride the Web**” the user can click on a picture of a snowboard that says “surf” on the bottom of it and it will link them to the S&M homepage.

### FUNCTIONAL CONTROL

The functional control of our product goes hand in hand with the content of the product, the features described above, the look and feel below, and the overall structure of the product (described in the next section). Essentially, the user will navigate this product by using their mouse as their tool for exploration. Each node of our product will be slightly different in design, yet it will not be very difficult for the user to explore each section and utilize their functions. Virtual control, or “buttons” and “hotspots” on the screen, provide control of the product while the user navigates each using his or her mouse as the physical control. Some nodes, such as “Play The Game” will require the user to use the keyboard to control the action on screen, but this is described with the instructions provided on that node.

### LOOK AND FEEL

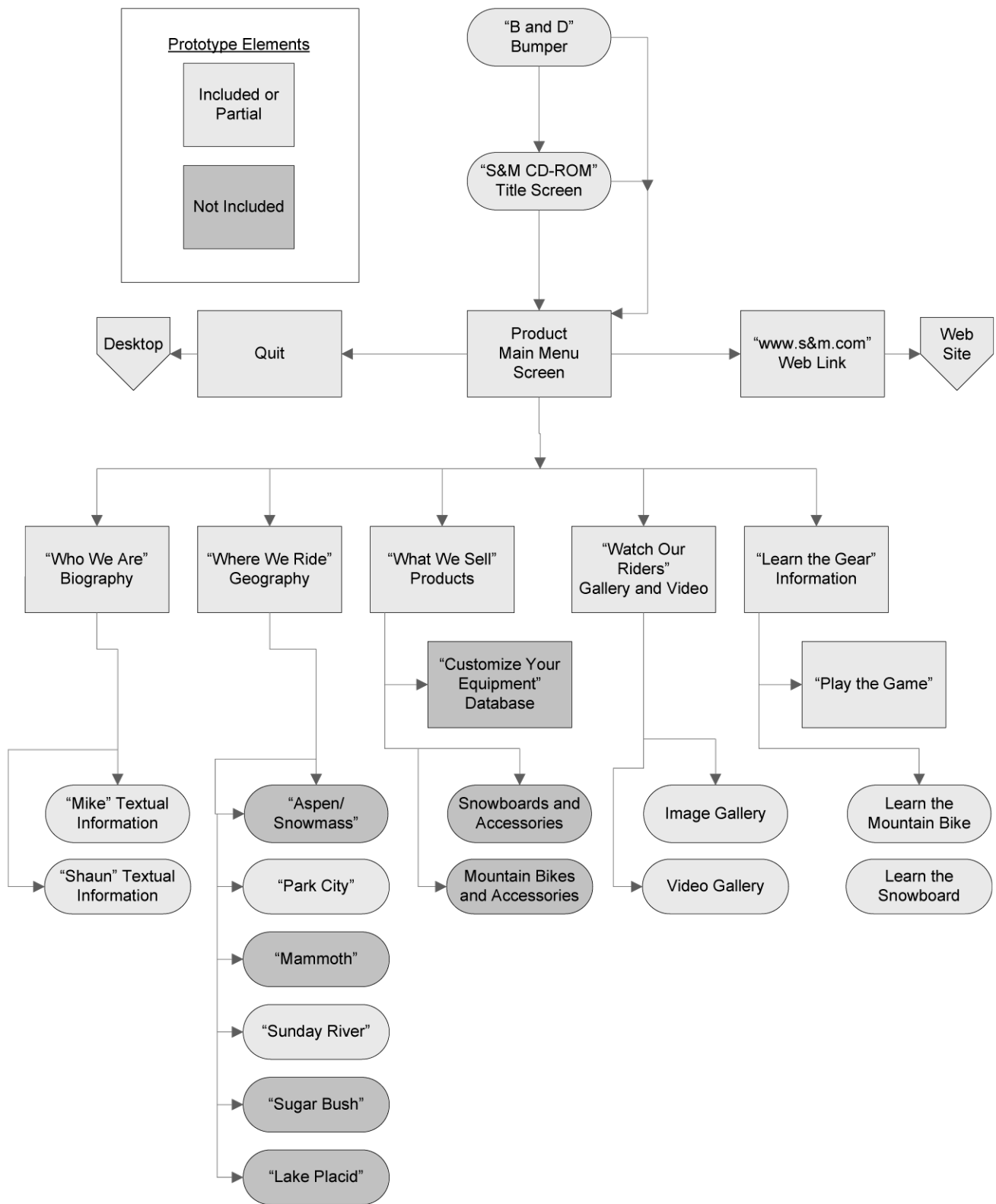
The look and feel of this product goes hand-in-hand with the cool and laid back attitude extreme snowboarders and bikers seem to all share. The music used in the different nodes will stay in the genre of alternative rock (electric guitar, bass, drums,). From the very beginning as the user enters the main menu, he/she will be greeted by Mike and Shaun, two stereotypical laid back, “chill” dudes who will welcome them. Their warm, playful attitudes are meant to make the user feel at ease and put him/her in the biker and boarder mindset.

These are two guys who have successfully managed a chain of ski and bike shops but have managed to stay relaxed and love what they do and provide. The buttons will be glossy and smooth and very neutral colors will be used. All of the pictures of gear, bikes, and boards will be actual high quality photographs, not drawings. The menu screen will include a picture of a biker and a snowboarder in action fused together with the S&M company logo. The 8 button links will be placed as sort of a border, 3 on the top, 3 on the bottom, and one on each side. They will be clearly labeled with bold wording probably in courier font because of its smoothness. Upon entry to each of these 8 sections a brief introduction from Shaun and Mike (one line of dialogue each) will familiarize the user with the area. Overall, the look of each screen, and the overall look of the product is one of smoothness and sophistication. The screens will not be cluttered with various pictures and words but instead the pictures and words will be placed in a linear fashion so they user can maneuver easily. The S&M website will have the same easy maneuverability and smoothness as the CD-ROM. It will mask the look and color of the CD-ROM so the user can stay in the virtual world the CD-ROM creates even when visiting the Web.

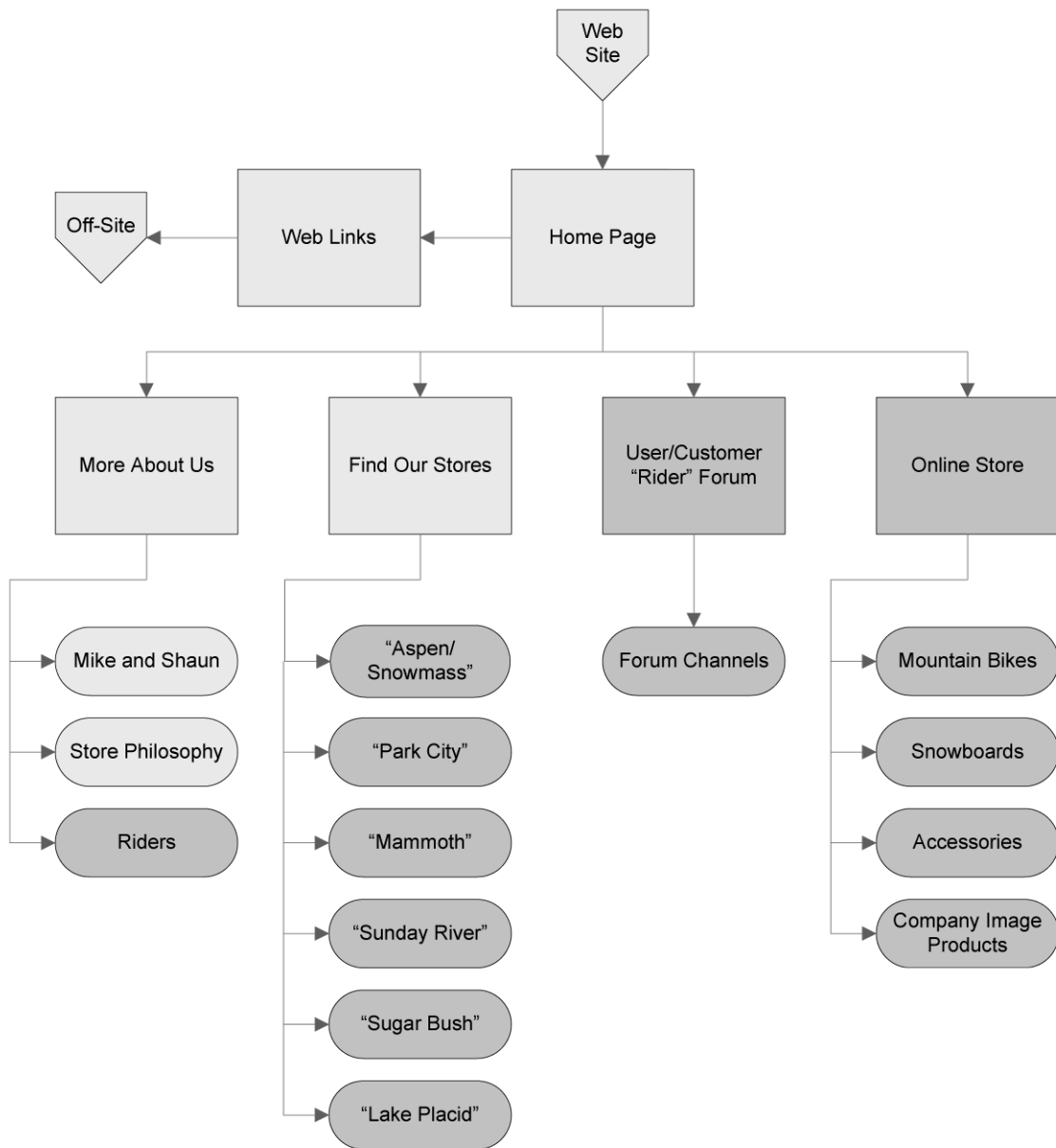
## NODE MAP

*See the following two pages...*

# S&M CD-ROM: Node Map



# S&M CD-ROM: Node Map



## STRUCTURE AND CONVENTIONS

### STRUCTURE

The structure of our product is as follows. The product will begin with a bumper screen displaying our production company (S&M Productions), then the title screen of the product. This bumper will only be shown at each startup of the CD-ROM and the user will not be able to access it again during each session. The program will automatically take the user to the main home page. There will be six to eight buttons on this page, labeled, “Who We Are,” “Where We Ride,” “What We Sell,” “Customize Your Equipment,” “Watch Our Riders,” “Learn the Gear,” “Play the Game,” and “Ride the Web,” and each one will take the user to a separate node. The “Customize Your Equipment” and “Play the Game” sections will be sub-nodes of the “What We Sell” and “Learn the Gear” nodes, respectively. In the “Where We Ride” node each picture will take the user to a different informational node. Similarly, in the “What We Sell” section, each picture will take the user to an informational node as well. In the “Watch our Riders” section, each picture will take the user to either a movie or a larger picture. The “Ride the Web” node will include an icon of a bike that will be a link to the S&M Website. Each of the eight nodes will include a button that allows the user to return to the homepage.

The *S&M Sports Shop 2005: Extreme CD-ROM* is designed as a promotional tool, and is made to fit the mold of the S&M Sports Shop brand image (even though that brand image is entirely fictional). This means that the product will contain a mixture of conventional and unconventional navigational design. The idea behind this involves the user getting what they want and need from the product, while becoming “lost” in its breadth and presentation of features. They are most likely attracted to the CD-ROM by its rider videos and gallery images, and will be able to navigate to those (and to the other sections of the site) quite simply. Yet, many nodes of the product will not follow a completely “global” pattern, as other

CD-ROM's often do. Instead, the layout will be somewhat unpredictable and eccentric to match the "on the edge" feel of Shaun and Mike and the section of the "extreme" sports scene they occupy.

The best example of this concept is our "Under Construction" page. When the user tries to return to the "Main Menu" from this widespread page, there will not be a button labeled "Back" or "Main Menu" that conventional CD-ROMs usually provide. Instead, the entire screen acts as a button that diffuses its color when clicked. Because all of our nodes will be so much different from one another in their purpose to the user, the layout will not follow a set pattern between different node sections. For example, our "Learn the Gear" page will incorporate functional image rollovers; our "Watch Our Riders" page will require mouse clicks to view movies; our "Who We Are" page will incorporate images of the owners as hotspots, and our "Where We Ride" section will incorporate many hotspots and buttons for the user to interact with. Thus, each node section has a different function. The node's navigational layout imitates its function while attempting to maintain the look and feel of the rest of the product.

In order to provide an inviting and accessible product, the main menu page will use global conventions similar to other similar products and web pages. This is the starting point of our CD-ROM and we want to ease the user into the eccentricity of our other layouts, rather than throw them in headfirst. Thus, it follows conventions that a user would expect to see. It has three buttons evenly spaced along the top, and three more across the bottom. These buttons are clearly labeled with their destinations and functions. Yet, we still want the user to eventually become fully engrossed in the product and the different layouts of the other pages. This way, it's as if they are experiencing a new journey at each node they click on.

The structure of the CD-ROM will follow a logical, pyramid-based design, where the user branches out into the individual pages of the product, and must return to the main menu

to access the other nodes of the product. As demonstrated in the node map, the products five main nodes will encompass their own sub nodes of textual information, full motion video, images, links, a game, and etcetera. The user will have to navigate each node on his or her own (with a little help from the narration) in order to discover how go deeper into the structure, or up a level towards the main menu. When back at the main menu, the user can navigate further down a different branch of the structure.

## GLOBAL CONVENTIONS

Again, the purpose of our layout and structure is the user-driven exploration of the product. We incorporate enough global conventions to keep the user from being frustrated, yet encourage them to explore each individual node and its layout for information and navigation. Certain essential components, such as “Go Back” buttons, will be included on each node to provide the user with an easy way to return to the beginning. Music is another necessary global convention, as nearly every node requires music in the background. Narration isn’t a global convention, as it is only used when required to describe a node. Yet, a global convention of the narration is that it does not repeat itself once it has played through once. The included node map helps to indicate the overall structure of the design, and the included node layout examples help to portray the user interface and accessibility of each individual node section. Yet, only the final product will be able to demonstrate our logic in action.

### **Example Assets:**

go_back.png	PNG	Globally-used stateless button.
go_back_rollover.png	PNG	Globally-used highlighted button.
go_back_mouse_down.png	PNG	Globally-used selected button.

## SYSTEM REQUIREMENTS

### Windows:

- Intel Pentium III or Better Processor (Pentium 4 Recommended)
- Microsoft Windows 98, ME, 2000 or XP (Windows XP Recommended)
- 128 MB RAM (256 MB Recommended)
- 640x480 Resolution Monitor at Thousands of Colors or Better
- Windows Compatible Keyboard Mouse, Sound Card, and Video Card
- Eight-speed (8x) or Better CD-ROM Drive (16x or Better Recommended)

### Macintosh:

- PowerPC G3 or Better Processor (PowerPC G4 or G5 Recommended)
- Apple Mac OS X 10.2 or Better (Mac OS 10.3 Recommended)
- 128 MB RAM (256 MB Recommended)
- 640x480 Resolution Monitor at Thousands of Colors or Better
- Windows Compatible Keyboard Mouse, Sound Card, and Video Card
- Eight-speed (8x) or Better CD-ROM Drive (16x or Better Recommended)

### BUMPER AND TITLE SCREEN

The S&M CD-ROM opens with a short animation, which includes both the production company and product logos. Original music loops behind the animation and transitions into the Main Menu. The user has the option of skipping the animation by clicking the mouse. Doing so will take them directly to the Main Menu. This animation, if in QuickTime format, may only playback on Macs. PCs need the proper version of QuickTime and the necessary codec. This only holds true for the prototype CD, as the final will use a Flash movie instead.

#### **Assets:**

bumper_title.dir	DIR	Top-level Director published file.
production_bumper.mov	MOV	Company and product video introduction.

### MAIN MENU

The menu provides users with access to all of our product's content and features, and is the only means by which users can navigate deeper in to each individual node of the product.

#### **Screen Description:**

*The Main Menu node features:*

- *Navigation buttons with three visible states: normal, highlighted, and pressed.*
- *Original music, looping in the background.*
- *Welcoming narration from the company's founders.*
- *Links to each major section of the product, as well as a web link and exit button.*

Because the user frequents this node as they navigate the product, it prominently features the company's logo and web site link. Also, the narration plays through only once, to prevent redundancy that could annoy the user.

#### **Narration:**

SHAUN

Hey dude, how's it going? Welcome to the  
S and M extreme sports shop. I'm Shaun

and I'm an extreme snowboarder and I'm with my buddy Mike, he's an extreme mountain biker.

MIKE

What's up, welcome to this interactive CD-ROM. Go ahead and explore our shop and check out what we have to offer.

#### Assets:

who_we_are_press.png	PNG	text button Photoshop document
who_we_are_hover.png	PNG	text button Photoshop document
where_we_ride_steady.png	PNG	text button Photoshop document
where_we_ride_press.png	PNG	text button Photoshop document
who_we_are_steady.png	PNG	text button Photoshop document
where_we_ride_hover.png	PNG	text button Photoshop document
what_we_sell_steady.png	PNG	text button Photoshop document
web_address_steady.png	PNG	text button Photoshop document
web_address_press.png	PNG	text button Photoshop document
web_address_hover.png	PNG	text button Photoshop document
watch_our_riders_steady.png	PNG	text button Photoshop document
what_we_sell_press.png	PNG	text button Photoshop document
what_we_sell_hover.png	PNG	text button Photoshop document
watch_our_riders_press.png	PNG	text button Photoshop document
watch_our_riders_hover.png	PNG	text button Photoshop document
play_the_game_steady.png	PNG	text button Photoshop document
play_the_game_press.png	PNG	text button Photoshop document
play_the_game_hover.png	PNG	text button Photoshop document
learn_the_gear_steady.png	PNG	text button Photoshop document
learn_the_gear_press.png	PNG	text button Photoshop document
learn_the_gear_hover.png	PNG	text button Photoshop document
quit_steady.png	PNG	text button Photoshop document
quit_hover.png	PNG	text button Photoshop document
quit_press.png	PNG	text button Photoshop document
main_menu_dialogue.wav	WAV	sound file with welcome dialogue
main_menu.dir	DIR	main menu director file
main_menu_picture.png	PNG	background picture of biker and snowboarder
exit_steady.png	PNG	text button Photoshop document
exit_hover.png	PNG	text button Photoshop document
Exit_press.png	PNG	Text button Photoshop document
Main_menu_music.aif	AIF	Music sound file (created in Garage Band)

#### UNDER CONSTRUCTION

This node is a prominent feature of the prototype CD-ROM product, as it replaces the nodes that are not completed in the product. *It would not be present in the final product.* The node features an “image” button, where the entire screen is clickable, allowing the user to return to the Main Menu.

#### Assets:

under_construction.png	PNG	under construction background
under_construction_press.png	PNG	under construction background negative

## QUIT

This node provides the user with a confirmation screen, asking whether or not they really do want to leave the product in order to return to their operating system. There is no narration for this node, yet music does loop in the background. The only buttons present are “Yes” and “No”. If the user selects “Yes”, they will be returned to the operating system. If they select “No”, they will return to the product’s Main Menu.

### SCREEN LAYOUT



#### Assets:

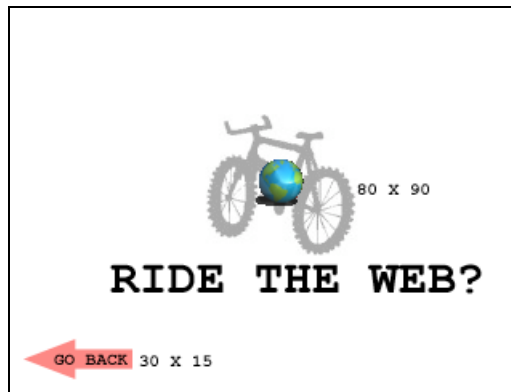
exit.dir  
exit\_background.jpg  
yes\_steady.png  
no\_steady.png  
yes\_press.png  
no\_press.png  
quit\_music.aif

DIR Exit node director file.  
JPG Background image.  
PNG Yes button.  
PNG No button.  
PNG Yes button Photoshop document  
PNG No button Photoshop document  
AIF music sound file (created in Garage Band)

## WEB ADDRESS LINK

When the user clicks on the web address on the Main Menu, they will receive a confirmation screen. If they select “Yes”, they will be taken to the company’s web site via their default browser. If they select “No”, they will be returned to the Main Menu. This node also features looping music.

### SCREEN LAYOUT



### **Narration: (Not included in Prototype)**

MIKE

Click here to connect to the Internet,  
you know, that place that has lots of  
information.

SHAUN

It'll take you to our website where you  
can order gear and other stuff.

### **Assets:**

web_link.dir	DIR	Web link node director file.
web_link_background.jpg	JPG	Background image.
web_link_yes_steady.png	PNG	Yes button.
web_link_no_steady.png	PNG	No button.
web_link_yes_press.png	PNG	Yes button pressed
web_link_no_press.png	PNG	No button pressed
ride_the_web_music.aif	AIF	Music sound file (created in Garage Band)

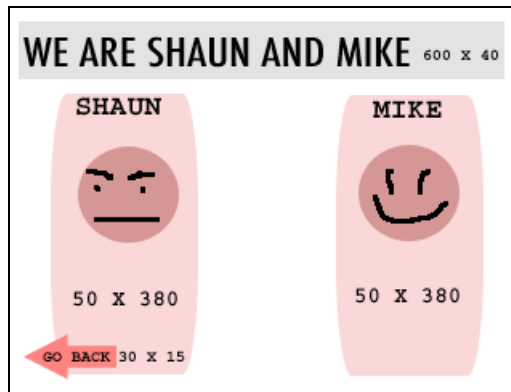
### **Interactivity:**

- For a description of the web site node itself, see the section “Ride The Web” at the end of this document.

## **WHO WE ARE**

The Who We Are node features links to information about the company’s founders. If the user clicks on either of the “picture” buttons on the screen (one for Shaun, one for Mike), they will be taken to the respective information about that founder.

## **SCREEN LAYOUT**



## Screen Description:

*The Who We Are node features:*

- *Navigation “picture” buttons with two visible states: normal and highlighted.*
- *Original music, looping in the background.*
- *Description narration from the company’s founders.*
- *“Return to Menu” or “Back” button, in order to return to the navigation screen.*

The sub-nodes for this section are described below.

## Assets:

dewey_pic_steady.png	PNG	background picture of Dewey aka "Shaun"
dewey_pic_hover.png	PNG	background picture of Braden aka "Mike"
dewey_pic.press.png	PNG	text button Photoshop document
braden_pic_steady.png	PNG	text button Photoshop document
braden_pic_hover.png	PNG	text button Photoshop document
braden_pic_press.png	PNG	text button Photoshop document
dewey_text.png	PNG	text button Photoshop document
braden_text.png	PNG	text button Photoshop document
Who_we_are.wav	WAV	sound file with who we are introduction dialogue
go_back_steady.png	PNG	text button Photoshop document
go_back_hover.png	PNG	text button Photoshop document
go_back_press.png	PNG	text button Photoshop document
who_we_are.dir	DIR	who we are director document
who_we_are_music.aif	AIF	music sound file (created in Garage Band)

~ *SHAUN*

This node includes biographical information and factoids about Shaun, one of the two founders of the S&M Sports Shop. The background is a portrait of Shaun, with button links to the included pop-up information.

## Assets:

braden_bio.png	PNG	text button Photoshop document
braden_awards.png	PNG	text button to awards won.

go_back_steady.png	PNG	text button Photoshop document
go_back_hover.png	PNG	text button Photoshop document
go_back_press.png	PNG	text button Photoshop document
braden_contact.png	PNG	text button to contact information
braden_bio_info.png	PNG	text bio info Photoshop document
braden_awards_info.png	PNG	text awards info Photoshop document
braden_contact_info.png	PNG	text contact info Photoshop document
who_we_are_shaun_music.aif	AIF	music sound file (created in Garage Band)

~ *MIKE*

This node includes biographical information, awards, and contact information for Mike, the other of the two founders of the S&M Sports Shop. The background is a portrait of Mike, with button links to the included pop up information.

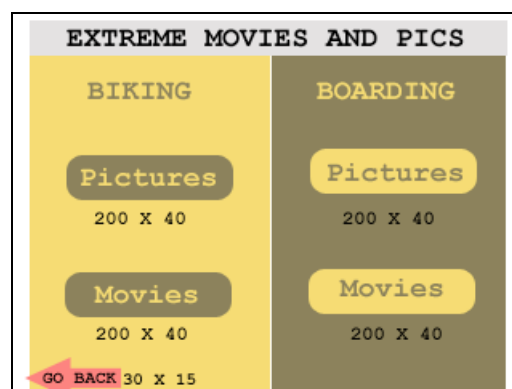
#### **Assets:**

Dewey_bio.png	PNG	text button Photoshop document
Dewey_awards.png	PNG	text button to awards Photoshop document
go_back_steady.png	PNG	text button Photoshop document
go_back_hover.png	PNG	text button Photoshop document
go_back_press.png	PNG	text button Photoshop document
who_we_are_mike_dir	DIR	who we are mike director file
dewey_contact.png	PNG	text button to contact information
dewey_bio_info.png	PNG	text bio info Photoshop document
dewey_awards_info.png	PNG	text awards info Photoshop document
dewey_contact_info.png	PNG	text contact info Photoshop document
who_we_are_dewey_music.aif	AIF	music sound file (created in Garage Band)

### WATCH OUR RIDERS

This node features links to the gallery and theater sections of the CD-ROM. If the user clicks on either of the “picture” buttons, they will advance to that respective node. Narration from the founders is included, as is original, looped music.

#### SCREEN LAYOUT



## Screen Description:

*The Watch Our Riders node features:*

- Navigation “picture” buttons with two visible states: normal and highlighted.
- Original music, looping in the background.
- Description narration from the company’s founders.
- “Return to Menu” or “Back” button, in order to return to the navigation screen.

## Narration:

MIKE

Check out these movies and pictures of  
our sponsored riders.

SHAUN

These guys are sick!

## Assets:

watch_our_riders.dir	DIR	Watch our riders director file.
image_gallery.png	PNG	Stateless button.
image_gallery_hover.png	PNG	Highlighted button.
image_gallery_press.png	PNG	Selected button.
video_gallery.png	PNG	Stateless button.
video_gallery_hover.png	PNG	Highlighted button.
video_gallery_press.png	PNG	Selected button.
watch_our_riders_background.jpg	JPG	Node background image, theater style.
watch_our_riders_narration.wav	WAV	narration sound file
watch_our_riders_music.aif	AIF	music sound file (created in Garage Band)

## ~ THEATER

This node features movie samples and trailers from larger mountain biking and snowboarding videos. When the user enters this node, they will be presented with options for possible movie clips to view. The background resembles a bike shop environment, with a blank television screen behind the counter in the shop. When the user clicks on a movie, a QuickTime movie file will load in the center of the screen (as if it were projected on the television’s screen).

## Screen Description:

*The Theater node features:*

- Seven (7) movie clips in MPEG4, QuickTime format.

- *Original music, looping in the background (stopped when movie clip plays).*
- *“Back” button, in order to return to the selection screen.*

Each movie clip will include controls for playback, pause, scrubbing, and fast-forward and rewind.

#### **Assets:**

01_bike_dwight.mov	MOV	First theater movie file, followed by more...
02_bike_thomas.mov	MOV	Second...
03_bike_kyle.mov	MOV	Third...
04_bike_crashes.mov	MOV	Fourth...
05_bike_bender.mov	MOV	Fifth...
06_skiing.mov	MOV	Sixth...
07_snowboard_one.mov	MOV	Seventh, etcetera.
theater.dir	DIR	Theater director file.
go_back_steady.png	PNG	image Photoshop document
go_back_hover.png	PNG	image Photoshop document
go_back_press.png	PNG	image Photoshop document

### *~ GALLERY*

This node features images of the S&M Sports Shop’s sponsored riders. In the final product, the user will be able to select from “summer” and “winter” options, displaying the respective images. The prototype only includes 20 images, sequenced together. Music will loop in the background as the user moves through the gallery images.

#### **Screen Description:**

*The Gallery node features:*

- *Twenty (20) images in JPG format.*
- *Original music, looping in the background.*
- *“Back” button, in order to return to the navigation screen.*

The images will be accompanied by browsing controls, providing the user with the ability to step forward or back in they gallery.

#### **Assets:**

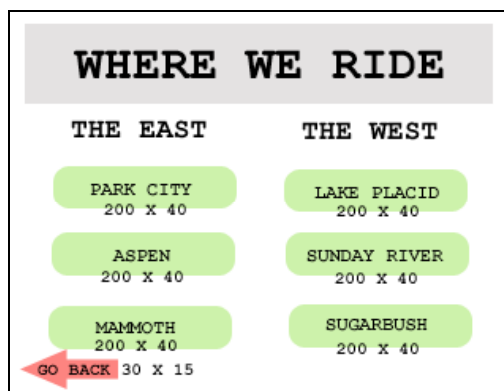
gallery_background.jpg	JPG	Background image for Gallery.
rider_01.jpg	JPG	First picture in Rider array, followed by more...
rider_02.jpg	JPG	Second...
rider_03.jpg	JPG	Third...
rider_04.jpg	JPG	Fourth...
rider_o5.jpg	JPG	Fifth...
rider_06....jpg	JPG	Sixth and etcetera.

gallery.dir	DIR	Gallery director file.
gallery_music.aif	AIF	music sound file (created in Garage Band)
gallery_narration.wav	WAV	sound narration file
go_back_steady.png	PNG	image Photoshop document
go_back_hover.png	PNG	image Photoshop document
go_back_press.png	PNG	image Photoshop document

## WHERE WE RIDE

This section will be the gateway to information about 6 mountains (3 from the east coast, 3 from the west coast) where the S&M sport shops are located.

### SCREEN LAYOUT



**Screen Description:** The screen is split into west coast mountains on the left side and east coast mountains on the right. The title “Where We Ride” appears on the top and the “Go Back” button appears on the bottom left.

**Buttons:** *Go Back:* Small snowboard with the words “go back.” When clicked it takes the user back to the main page. *Picture Buttons:* Pictures of the mountains are buttons and when clicked will take the user to the pictured mountain.

**Narration:**

MIKE

Welcome to the “Where we ride” section.

SHAUN

Here you can check out all the mountains our shops are located on and learn more about these great ride spots.

**Assets:**

where_we_ride.dir	DIR	Where we ride director file.
aspen.png	PNG	Stateless picture button.
aspen_hover.png	PNG	Highlighted picture button.
aspen_pressed.png	PNG	Selected picture button.
park_city.png	PNG	Stateless picture button.
park_city_hover.png	PNG	Highlighted picture button.
park_city_pressed.png	PNG	Selected picture button.
mammoth.png	PNG	Stateless picture button.
mammoth_hover.png	PNG	Highlighted picture button.
mammoth_pressed.png	PNG	Selected picture button.
sunday_river.png	PNG	Stateless picture button.
sunday_river_hover.png	PNG	Highlighted picture button.
sunday_river_pressed.png	PNG	Selected picture button.
sugar_bush.png	PNG	Stateless picture button.
sugar_bush_hover.png	PNG	Highlighted picture button.
sugar_bush_pressed.png	PNG	Selected picture button.
lake_placid.png	PNG	Stateless picture button.
lake_placid_hover.png	PNG	Highlighted picture button.
lake_placid_pressed.png	PNG	Selected picture button.
where_we_ride_background.jpg	JPG	Node background image, mountain theme.
go_back_steady.png	PNG	text button Photoshop document
go_back_hover.png	PNG	text button Photoshop document
go_back_press.png	PNG	text button Photoshop document
where_we_ride.wav	WAV	sound file with introduction dialogue
where_we_ride_music.aif	AIF	music sound file (created in Garage Band)

**Music:** Instrumental Rock music playing in background.

## ~ PARK CITY

This node provides specific textual and visual information about Park City mountain to the user.

**Screen Description:** The right side of the screen will house a trail map and the left side scrollable textual information about the mountain. The “Go Back” button will appear on the bottom left of the screen.

**Buttons:** *Go Back:* Small snowboard graphic with the text “Go Back.” When clicked, it takes the user back to the main page.

### Assets:

park_city_trail_map.png	PNG	trail map picture Photoshop document
park_city_information.png	PNG	text box with information about trails, prices, etc.
park_city.dir	DIR	where we ride-Mammoth river
go_back_steady.png	PNG	text button Photoshop document
go_back_hover.png	PNG	text button Photoshop document
go_back_press.png	PNG	text button Photoshop document
park_city_trail_map_hover.png	PNG	trail map picture Phopshop document

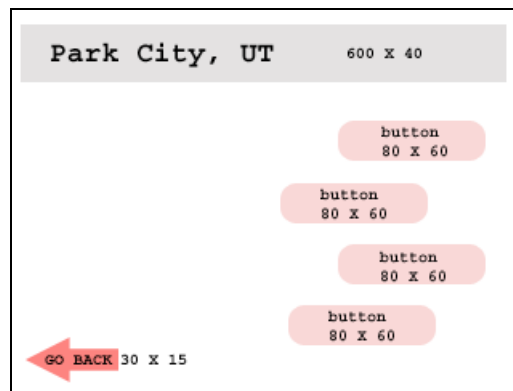
**Interactivity:** *Users can:*

- *View mountain information including elevation, ticket prices, etc.*
- *Navigate a large trail map.*

## ~ ASPEN/SNOWMASS

While this node is included in our node map, it is not part of the prototype. For the completed product, this node would be very similar to the other nodes in this section.

## Potential SCREEN LAYOUT



## ~ MAMMOTH

This node provides specific textual and visual information about Mammoth mountain to the user.

**Screen Description:** The right side of the screen will house a trail map and the left side scrollable textual information about the mountain. The “Go Back” button will appear on the bottom left of the screen.

**Buttons:** “Go Back”- Small snowboard with the text “Go Back.” When clicked it takes the user back to the main page.

**Assets:**

mammoth_information.png	PNG	text box with information about trails, prices, etc.
mammoth.dir	DIR	where we ride-Mammoth river
go_back_steady.png	PNG	text button Photoshop document
go_back_hover.png	PNG	text button Photoshop document
go_back_press.png	PNG	text button Photoshop document

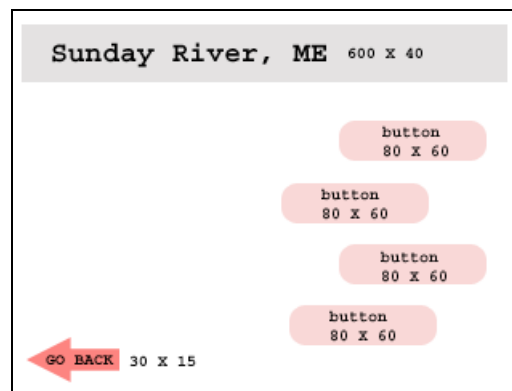
**Interactivity:** *Users can:*

- *Scroll through mountain information including elevation, ticket prices, etc.*
- *Navigate a large trail map.*

## ~ SUNDAY RIVER

This node provides specific textual and visual information about Sunday River Mountain to the user.

### SCREEN LAYOUT



**Screen Description:** The right side of the screen will house a trail map and the left side scrollable textual information about the mountain. The “Go Back” button will appear on the bottom left of the screen.

**Buttons Present:** “Go Back”- Small snowboard with the words “go back.” When clicked it takes the user back to the main page.

### Assets:

sunday_river_trail_map.png	PNG	trail map picture Photoshop document
sunday_river_information.png	PNG	text box with information about trails, prices, etc.
sunday_river.dir	DIR	where we ride-Mammoth river
Sunday_river_trail_map_hover.png	PNG	trail map picture Photoshop document
go_back_steady.png	PNG	go back Photoshop document
go_back_hover.png	PNG	go back Photoshop document
go_back_press.png	PNG	go back Photoshop document

**Interactivity:** *Users can:*

- *Scroll through mountain information including elevation, ticket prices, etc.*
- *Navigate a large trail map.*

~ *SUGAR BUSH*

While this node is included in our node map, it is not part of the prototype. For the completed product, this node would be very similar to the other nodes in this section.

~ *LAKE PLACID*

While this node is included in our node map, it is not part of the prototype. For the completed product, this node would be very similar to the other nodes in this section.

## LEARN THE GEAR

In the node the user can choose to click on a picture of a bike or a snowboard to learn more about the different parts of each. Also has a link to the game.



**Screen Description:** A picture of a bicycle takes up the left side of the screen while a picture of a snowboard takes up the right. The title “Learn the Gear” is located across the top and the “Go Back” button is on the bottom left and ‘Play the Game’ on the bottom right.

**Buttons Present:** “Go Back”: Small snowboard with the words “go back.” When clicked it takes the user back to the main page. *Picture Buttons:* Pictures of the bike and snowboard are buttons and when clicked will take the user to next page. “Play the Game”: takes you to the game.

**Narration:**

MIKE

All good riders know their gear.

SHAUN

This section will help you learn everything you need to know about bikes and boards.

**Assets:**

learn_the_gear_bike_steady.png	PNG	text button Photoshop document
learn_the_gear_bike_hover.png	PNG	text button Photoshop document
learn_the_gear_bike_press.png	PNG	text button Photoshop document
learn_the_gear_snowboard_steady.png	PNG	text button Photoshop document
learn_the_gear_snowboard_hover.png	PNG	text button Photoshop document
learn_the_gear_snowboard_press.png	PNG	text button Photoshop document
bike_picture.png	PNG	background picture of bike
snowboard_picture.png	PNG	background picture of snowboard
learn_the_gear.dir	DIR	Learn the Gear director file
learn_the_gear_dialogue.wav	WAV	sound file with learn the gear dialogue
go_back_steady.png	PNG	text button Photoshop document
go_back_hover.png	PNG	text button Photoshop document
go_back_press.png	PNG	text button Photoshop document
learn_the_gear_music.aif	AIF	music sound file (created in Garage Band)

**Text Appearing on Screen:** “Bike,” “Board,” “Learn the Gear,” “Go Back.”

**Music:** Rock music played in background.

~ BIKE

This page familiarizes the user with different parts of the bicycle with written descriptions of the Saddle, Rear Shock, Front Shock, Crankset, Rear Derailleur, and Riserbar.

**Screen Description:** The screen will be a large picture of a bike with a white background.

The ‘Go Back’ button will be on the bottom left.

**Buttons:** “Go Back” button brings user back to main page.

**Interactivity:** *The user can:*

- *Move mouse across parts of bike to reveal text boxes with information.*

**Assets:**

crank_set_highlighted.psd	PNG	Highlited Crank Photoshop document
crank_set_no_highlighted.psd	PNG	Non-Highlited Crank Photoshop document
Rear Deraileur Rollover.psd	PNG	Highlited Rear Deraileur Photoshop document
Rear Deraileur no highlight.psd	PNG	Non-Highlited Rear Deraileur Photoshop document
rear_shock highlighted_new.psd	PNG	Highlited Rear Shock Photoshop document
rear_shock NOT highlighted.psd	PNG	Non-Highlited Rear Shock Photoshop document
riser_bar_highlight.psd	PNG	Highlited Handlebar Photoshop document
riser_bar no highlight.psd	PNG	Non-Highlited Handlebar Photoshop document
seat_highlited.psd	PNG	Highlited Seat Photoshop document
seat_no_highlited.psd	PNG	Non-Highlited Seat Photoshop document
shock_rollover.psd	PNG	Highlited Rear Shock Photoshop document
shock_no_highlight.psd	PNG	Non-Highlited Rear Shock Photoshop document
learn_the_gear_bike_home.psd	PNG	Bike Background Picture Photoshop document
go_back_steady.png	PNG	text button Photoshop document
go_back_hover.png	PNG	text button Photoshop document
go_back_press.png	PNG	text button Photoshop document
learn_the_gear_bike.dir	DIR	learn the gear bike director file

**Rear Derailleur:** This piece controls the rear gears of the bicycle which make it easier or harder to pedal. Freeride mountain bikes usually have 9 rear gears.

**Front Shock:** This piece reduces the force that bumpy terrain transmits through the handlebar. It accommodates for a smoother ride.

**Riser Handlebar:** This is a special handlebar for free ride mountain bikes. Its "U" shaped design adds stiffness and increases the force exerted on the pedals.

**Rear Shock:** This optional item increases the plush ness of your ride. It absorbs small bumps using specially placed pivot points attached to the rear triangle of the bike. This particular shock is called "air sprung" but rear shocks also come in a "coil sprung" model.

**Saddle:** Seats come in all different shapes, sizes, and colors. For free ride mountain biking especially if you want a larger, heavier seat for extra comfort on steep downhills and large drop-offs.

**Crankset:** Most mountain bikes come with a triple crankset. This piece has three gears which allow you to ride efficiently on flats and fairly easily uphill. Cranksets are made from

materials such as titanium, aluminum, and most commonly cro-moly.

## ~ SNOWBOARD

This page familiarizes the user with different parts of the snowboard with written descriptions of the Stomp Pad, Front and Rear of Board, and Bindings. There will also be a link where the user can play a game.

**Screen Description:** The screen will be a large picture of a snowboard with a white background. The "Go Back" button will be on the bottom left and a "Play the Game" will be on the bottom right.

**Buttons:** "Go Back" button brings user back to main page and "Play the Game" which brings user to the game.

**Interactivity:** *The user can:*

- *Move mouse across parts of snowboard to reveal text boxes with information*

### Assets:

nose_highlighted.psd	PNG	Highlited Nose Photoshop document
nose_no_highlighted.psd	PNG	Non-Highlited Nose Photoshop document
stomp_pad_highlighted.psd	PNG	Highlited Stomp Pad Photoshop document
stomp_pad_no_highlight.psd	PNG	Non-Highlited Stom Pad Photoshop document
tale_highlighted.psd	PNG	Highlited Tale Photshop document
tale_no_highlighted.psd	PNG	Non-Highlited Tale Photoshop document
learn_the_gear_snowboard_home.psd	PNG	Snowboard background Picture Photoshop document
go_back_steady.png	PNG	text button Photoshop document
go_back_hover.png	PNG	text button Photoshop document
go_back_press.png	PNG	text button Photoshop document
learn_the_gear_snowboard.dir	DIR	learn the gear snowboard director file

**Binding:** The bindings shown are called "strap bindings." They consist of a contoured baseplate where a rider can place his boots. At the back there is a vertical plate that rises behind your ankles and lower calves. At the front are two or three adjustable straps used to secure the front side of your feet and ankles to the snowboard.

**Nose:** The "Nose" is the name given to the front of the snowboard. It is the side that faces downhill when riding. This particular board is set up in the "goofy" or "right-foot-forward"

orientation.

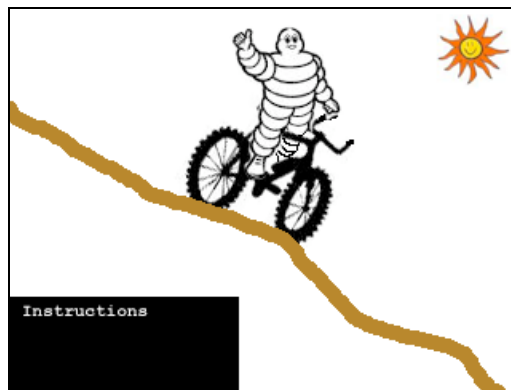
**Tail:** The "Tail" is the name given to the back of the snowboard. It is the side of the board that faces up the mountain when riding.

**Stomp Pad:** This small rubber or plastic pad provides grip for your boots when you are not strapped into the bindings.

## PLAY THE GAME

Users can play a flash game similar to “Space Invaders” where they control a small gun that can shoot pink snow at the “invaders”, or clones of Shaun and Mike.

### Potential SCREEN LAYOUT



**Screen Description:** The storyline for the game is described on the first screen displayed to the user. This will vary depending upon the final construction of the game. Instructions will be in the bottom of the screen and user must click the “play” button to take them to the actual game. When they are done they can click “Go Back.”

**Buttons:** “Go Back”: button takes user back to the main page.

### Interactivity:

- *Using the left and right arrows to move back and forth and the spacebar to shoot, the user must shoot the moving heads and avoid being blown-up.*

### Assets:

play_the_game.dir	DIR	Director file
shaun_head.png	PNG	Photoshop image document
mike_head.png	PNG	Photoshop image document
mike_and_shaunn_head.png	PNG	Photoshop image document
instructions.png	PNG	text Photoshop document
leave_text.png	PNG	text Photoshop document
background.png	PNG	image Photoshop document
gun.png	PNG	image Photoshop document
ammo.png	PNG	image Photoshop document
sound_effect_shoot.wav	WAV	shooting sound effect sound file
bad_guy_sound.wav	WAV	bad guy sound effect sound file
play_the_game_music.aif	AIF	music sound file (created in Garage Band)
leave_text.png	PNG	text Photoshop document

**Music & SFX:** Upbeat rock music in background. Gun “shots”, “explosions”, etc...

## WHAT WE SELL

The user can choose to click on the Bike or Board Shop to take them to items from each sport that they can purchase.

### SCREEN LAYOUT



**Screen Description:** A picture of a bike shop takes up the left side of the screen while a picture of a snowboard shop takes up the right. The title “We Sell Gear” is located across the top and the “Go Back” button is on the bottom left.

**Buttons Present:** “Go Back”: Small snowboard with the words “go back.” When clicked it takes the user back to the main page. *Picture Buttons:* Pictures of the bike shop and snowboard shop are buttons and when clicked will take the user to next page.

**Narration:**

SHAUN

We have loads of top of the line gear for the board and bike enthusiast.

MIKE

Check out what's new this year.

**Assets:**

what_we_sell.dir	DIR	What we sell director file.
snowboards.png	PNG	Stateless button.
snowboards_hover.png	PNG	Highlighted button.
snowboards_selected.png	PNG	Selected button.
bikes.png	PNG	Stateless button.
bikes_hover.png	PNG	Highlighted button.
bikes_selected.png	PNG	Selected button.
customize.png	PNG	Stateless button.
customize_hover.png	PNG	Highlighted button.
customize_selected.png	PNG	Selected button.
what_we_sell_background.jpg	JPG	Node background image, bike shop.

**Music:** Rock music in background.

*~ CUSTOMIZE YOUR EQUIPMENT*

In this node users would type in specific information about their riding preferences and ideal bike or board. The computer would spit out an ideal model of bike or board specific to them. Yet, this node is not in our prototype.

RIDE THE WEB

This node connects to our website. In this node, users can view our website and additional information about Shaun and Mike, additional links to other pages, more about us, an online store, a retail store locator, and a rider forum. All of these sections have links, yet each component is still under development, and thus, is not included in our prototype.

**Screen description:** The website is sleek and made up of cool colors. In the middle of the screen are text buttons that, when clicked, portray additional information about that button below. The S&M logo is prominently displayed in the upper middle of the screen with a picture of a snowboarder on the left and a biker on the right.

**Buttons Present:** “More About Us,” “Online Store,” “Find our Stores,” “Rider Forum,” and “Web Links.”

**Assets:**

aspen_snowmass.jpg	JPG	image
construction01.jpg	JPG	image
construction02.jpg	JPG	image
construction03.jpg	JPG	image
construction04.jpg	JPG	image
find_our_stores.png	PNG	Photoshop document
home.png	PNG	Photoshop document
lake_placid.jpg	JPG	image
mammoth.jpg	JPG	image
mike.jpg	JPG	image
more_about_us.png	PNG	Photoshop document
online_shop.png	PNG	Photoshop document
park_city.jpg	JPG	image
rider_forum.png	PNG	Photoshop document
rider01.jpg	JPG	image
rider02.jpg	JPG	image
rider03.jpg	JPG	image
rider04.jpg	JPG	image
rider05.jpg	JPG	image
rider06.jpg	JPG	image
rider07.jpg	JPG	image
rider08.jpg	JPG	image
rider09.jpg	JPG	image
rider10.jpg	JPG	image
rider11.jpg	JPG	image
shaun.jpg	JPG	image
sugarbush.jpg	JPG	image
sunday_river.jpg	JPG	image
this_page.jpg	JPG	image
title.jpg	JPG	image
under_construction.jpg	JPG	image
web_links.png	PNG	Photoshop document
find_our_stores.html	HTML	HTML file
more_about_use.html	HTML	HTML file
online_store.html	HTML	HTML file
rider_forum.html	HTML	HTML file
index.html	HTML	HTML file
web_links	HTML	HTML file