Description

This document displays the MAP user flows:

Invitation
      How is the partner introduced to the system? Where are the invitation points?
Education
      How does the partner learn about benefits of the system?
Registration
      How does the partner register for an access account and set up their profile?
Activation
      What is the process to activate a partner's account and welcome them to the system?
Orientation
      What does the partner see and do when they first log in?
Exploration
      How does the partner discover what is in the system?
Navigation
      How does the partner move around the system?
Participation
      How does the partner perform tasks in the system?
Communication
      How does the partner interact for help, questions, and feedback?
Personalization
      Can the partner maintain report or transaction data? Can they tailor the system to their needs?

Update History

Rich Julius   10-23-08   created

Shane Heasley 11-02-08   added turnkey marketing activities

START HERE

Partner Scenario
Partner selects a Turnkey Marketing Activity and orders it.

User: Partner (Reseller) – can be either Registered, Select or Premier. Premier can be either Silver or Gold.

Marketing Acceleration Planner

Channel Partner orders a Turnkey Marketing Activity (TMA).

Partner enters site (www.cisco-service.com) and logs in

Partner navigates to the Marketing Acceleration Planner (MAP)

1.1 If this is the first time this Partner has used the MAP application the will be asked some initial positioning questions.

This section to be revamped. At present, if the Partner does not elect to describe themselves as "Marketing" they are not allowed to create activities in MAP. There is no warning and this process has been noted as confusing to the Partners.

Also, other, non-partner, entities such as wireless companies need access to MAP but cannot at present as they do not fit the "Partner" profile.

1.2 User is then taken to the home page which displays messages, and provides access to training materials, dashboards, preferences, promotions, JMF data, point programs, and available marketing plays.

1.3 Partner selects a turnkey marketing play.

1.4 User is taken to the landing page for the marketing play just chosen. Partner's next step is to order the play immediately or add it to a plan.

Suggestions: Each type of Partner wants all screen information to be customized for them only. They do not need, or want, to view data and choices not applicable to them.

A management module needs to be built for MAP that can track vendor/partner relationships and ROI and other types of metrics for the marketing activities.

Recommend that an online community be built for both the Partners and Vendors. To include help resources and a live forum.

1.1 Initial Questionnaire
Basic positioning information requested.
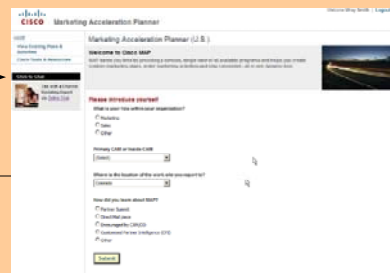
Partner fills out all required information and clicks submit button.

1.2 MAP Home Page
Includes Partner specific messaging, basic instructions, help options and program options.

Information specific to the partner is displayed in the far right column. This includes Wallet data listed under "Joint Marketing Funds".

Partner scrolls toward bottom of page and selects an activity. All activities, except the link listed under "Customized Marketing Application" (CMA) are Turnkey, or preconfigured, marketing plays.

1.3 Select Activity
Bottom portion of the MAP home page showing marketing plays.

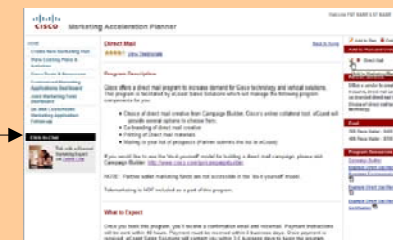Partner, in this example, selects the Turnkey item "Direct Mail".

1.4 Landing Page
Information specific to the marketing play chosen on the preceding page is displayed.
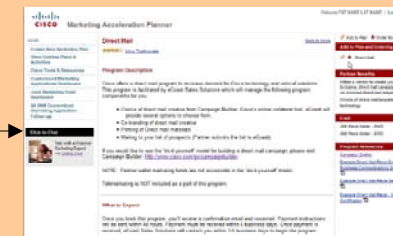
User selects "Order Now". → **Go To MAP TMA Order Now Tab**

OR

User selects "Add to Plan". → **Go To MAP TMA Add to Plan Tab**

CONTINUE HERE

Partner Scenario
Partner selects a Turnkey Marketing Activity and orders it.

Marketing Acceleration Planner

"Order Now" Selected

Return to MAP
TMA Start Tab

1.4 In this scenario the Partner has chosen to immediately order a marketing play.

2.1 Partner enters information regarding the play being ordered.

2.2 Partner is directed to a confirmation page. They can choose to pay immediately or defer payment until later.

2.3 If Partner elects to pay immediately, they are redirected to the CoAMS site for payment processing.

1.4 Landing Page
**Information specific to the marketing play chosen on the preceding page is displayed.**
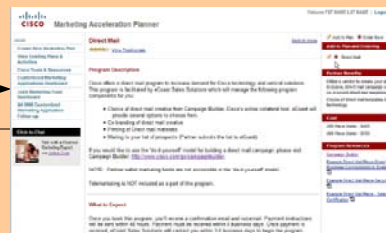
User selects "Order Now".

The need to continue the process by clicking at this location is unintuitive.

User can order an activity or add it to the plan. Adding it to a plan just allows the Partner to organize their activities. Ordering the activity actually gets the marketing play into action.

This has been noted as a usability issue.

2.1 Activity Ordering Page
Basic play information requested. Wallet information is displayed in far right column.
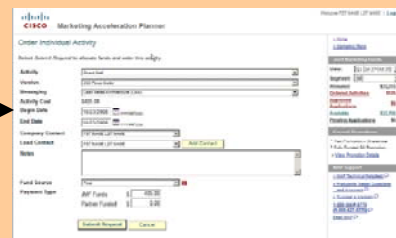
Partner, at this point, is ordering a direct mail campaign but has no feedback as to what that direct mail piece will actually look like.
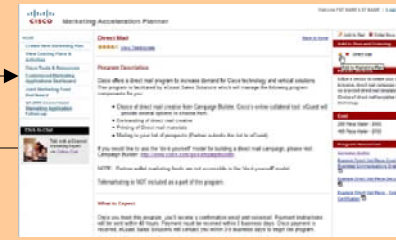
Partner would have needed to explore the right hand column on the landing page at length in order to be exposed to this information.

2.2 Order Confirmation Page
Partner reviews order and can then pay immediately or defer until later.

Partner chooses to pay now.

2.3 Payment Page
If Partner elects to pay immediately they are redirected to the CoAMS site where they can review the order summary and select payment method.
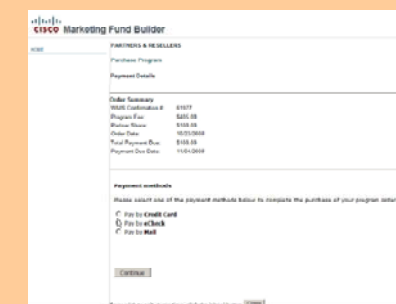
User clicks "Continue" and the process is finished. Partner is then taken to the MAP home page. Many users have advised they would like the choice to immediately enter another play rather than have to again navigate through the initial MAP screens.

CoAMS site has a somewhat different look – notice lack of right hand navigation in screen shot above.

Partner Scenario
Partner selects a Turnkey Marketing Activity and orders it.

CONTINUE HERE

Marketing Acceleration Planner

"Add to Plan" Selected

Return to MAP TMA Start Page

1.4 In this scenario the Partner has chosen to add the play to a plan.

3.1 Partner provides information for the specific play.

3.2 Partner selects the option to create a new plan based on the activity just created and including some other activities that were already in the cart.

3.3. User is directed to the start of the new marketing plan creation process. The bulk of the marketing plan data is entered.

3.4 Partner reviews the budgeting for this marketing plan.

3.5 Partner enters information regarding any included marketing activities that are not related to Cisco.

3.6 User is directed to the final page where they can save the plan, submit it, or print it.

1.4 Landing Page
Information specific to the marketing play chosen on the preceding page is displayed.

User selects "Add to Plan".

The need to continue the process by clicking at this location is unintuitive.

User can order an activity or add it to the plan. Adding it to a plan just allows the Partner to organize their activities. Ordering the activity actually gets the marketing play into action.
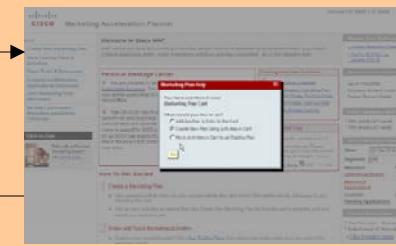
This has been noted as a usability issue.

3.1 Add Activity to Plan Page
Basic Activity data, possibly including JMF data, requested.
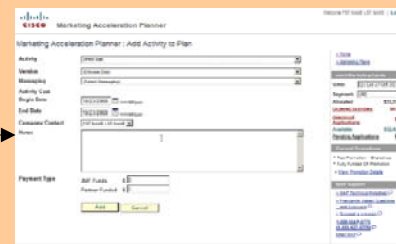
Partner clicks "Add".

3.2 Landing or home page
Popup gives Partner choices as to how to organize their plan.

Partner chooses "Create New Plan Using Activities in Cart".

3.3 Add New Marketing Plan – Marketing Activities
Organizational data requested. This is a 4 step process:
1. Marketing Activities
2. Partner Budget
3. Additional Activities
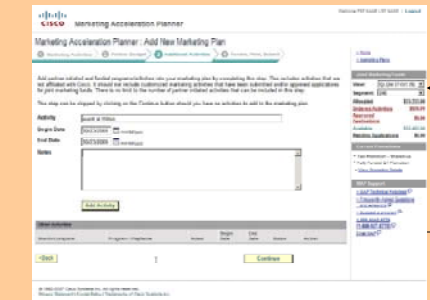**4. Review, Print, Submit**

Partner enters data and clicks "Save and Continue".

3.4 Add New Marketing Plan – Partner Budget
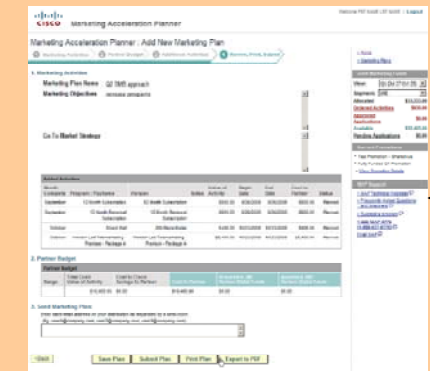**Partner reviews marketing plan budget.**

Partner clicks "Continue".

3.5 Add New Marketing Plan – Additional Activities
Used if Partner wants to include marketing activities that are unrelated to Cisco.

Partner clicks "Continue".

3.6 Add New Marketing Plan – Review, Print, Submit
Partner reviews marketing plan just created. Has options to save the plan and return to it later, to print the plan, export it as a .pdf, or submit it.

Process Complete