

# Compare



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Wireframes: Wireframes

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Version: a01

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Modified On: Tue Feb 04 2014

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# Compare - User Flow Diagram



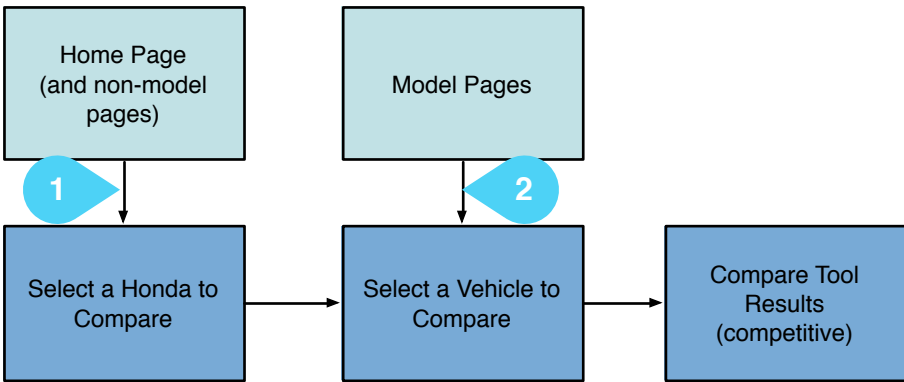
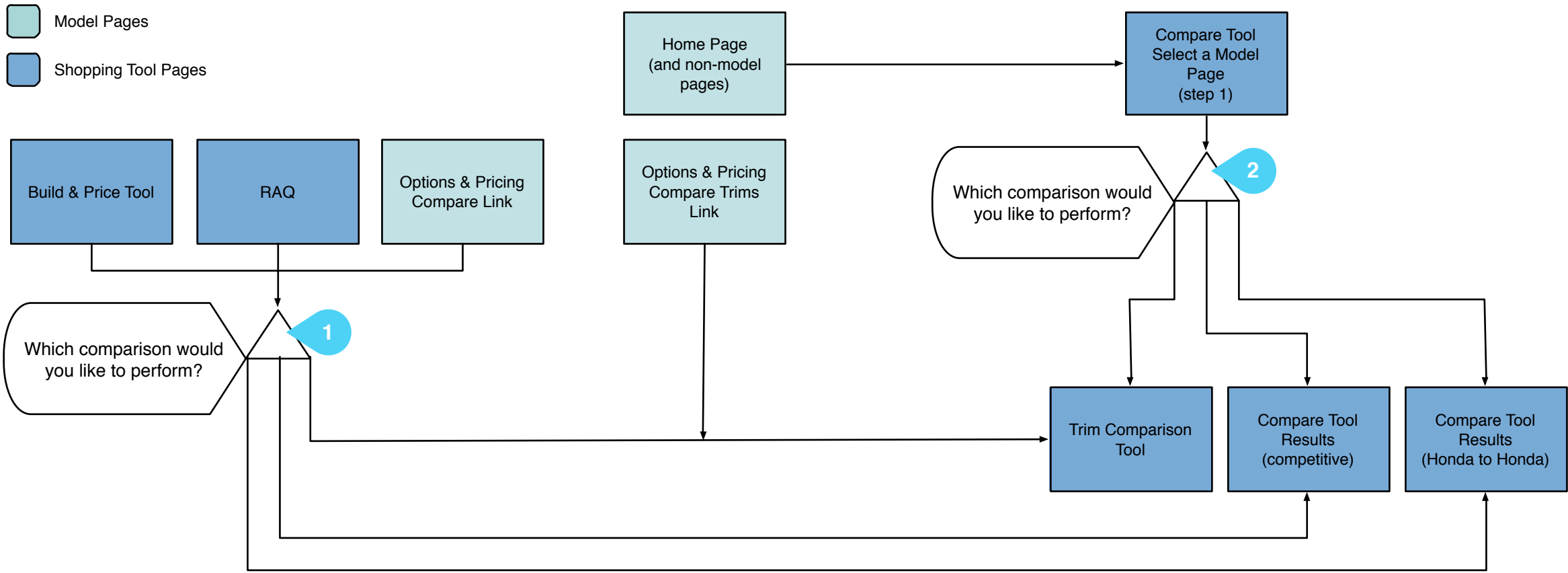
Version: a01

Filename: Honda\_Compare\_New\_1.0\_cm

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## Automobiles Desktop/iPad Site

## Mobile

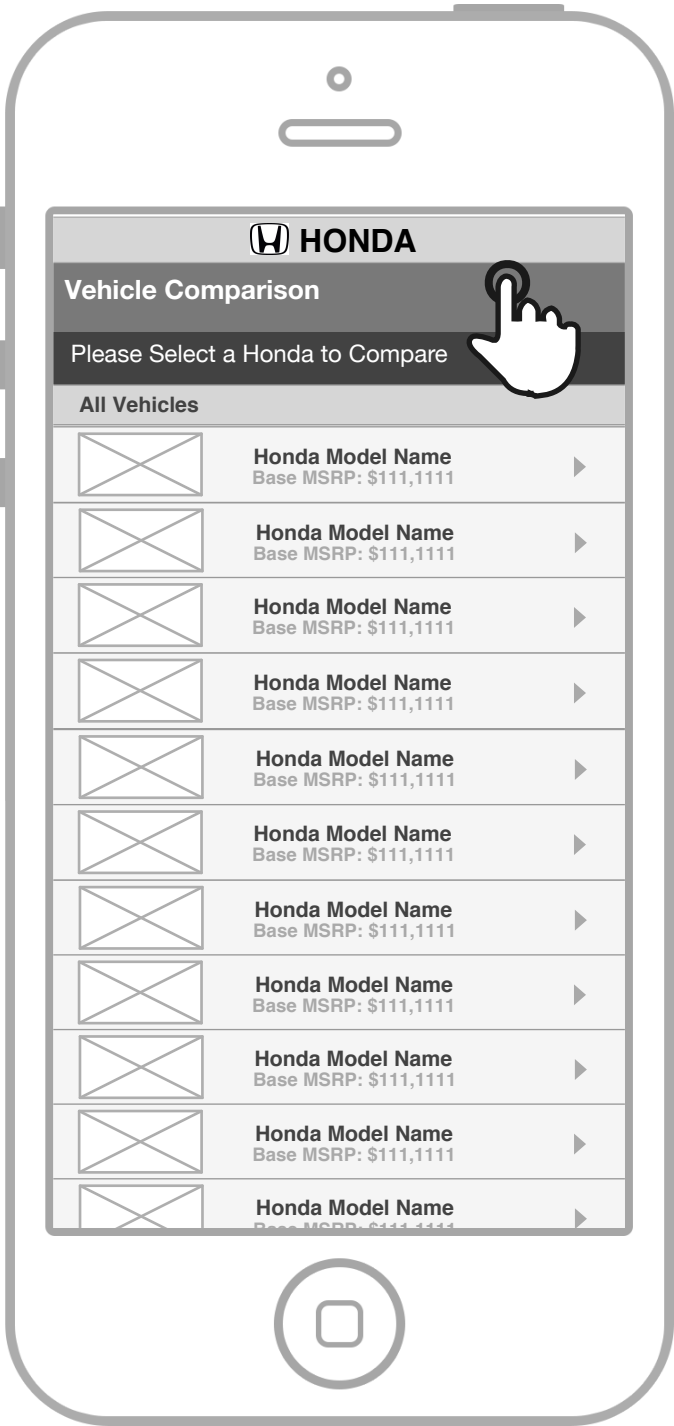


### FUNCTIONAL SPECIFICATIONS

- 1 Traffic from Model-specific pages      2 Traffic from the home page or non-model pages

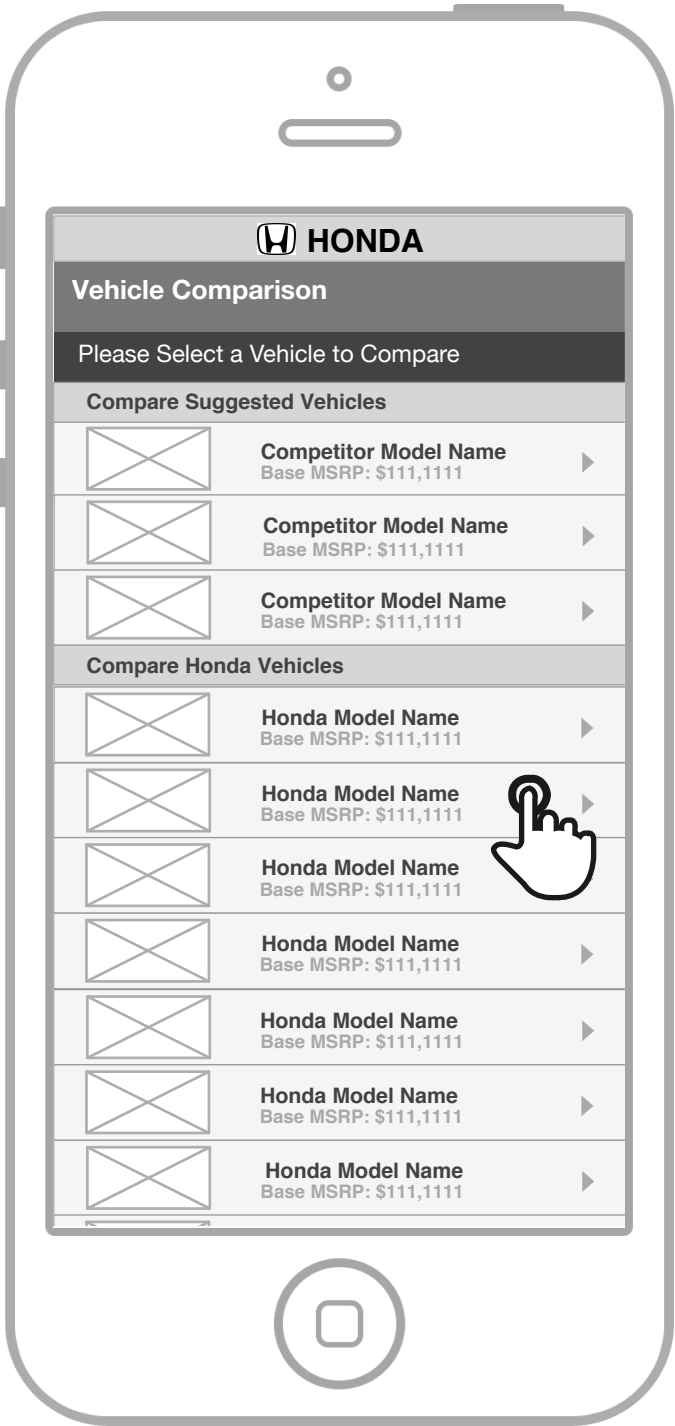
Select a Honda to compare

A listing of Honda vehicles would start the compare on mobile process.



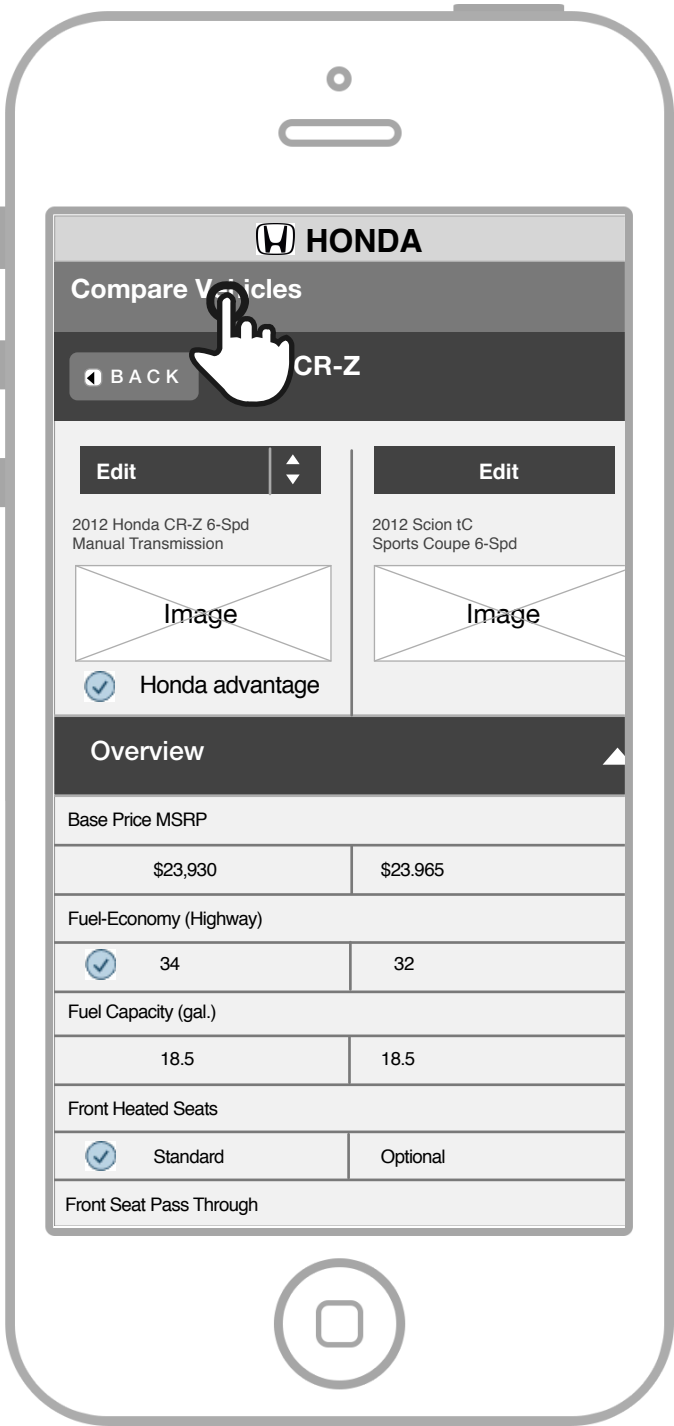
Select a competitor step

A listing of competitors would begin with selected competitors on top.



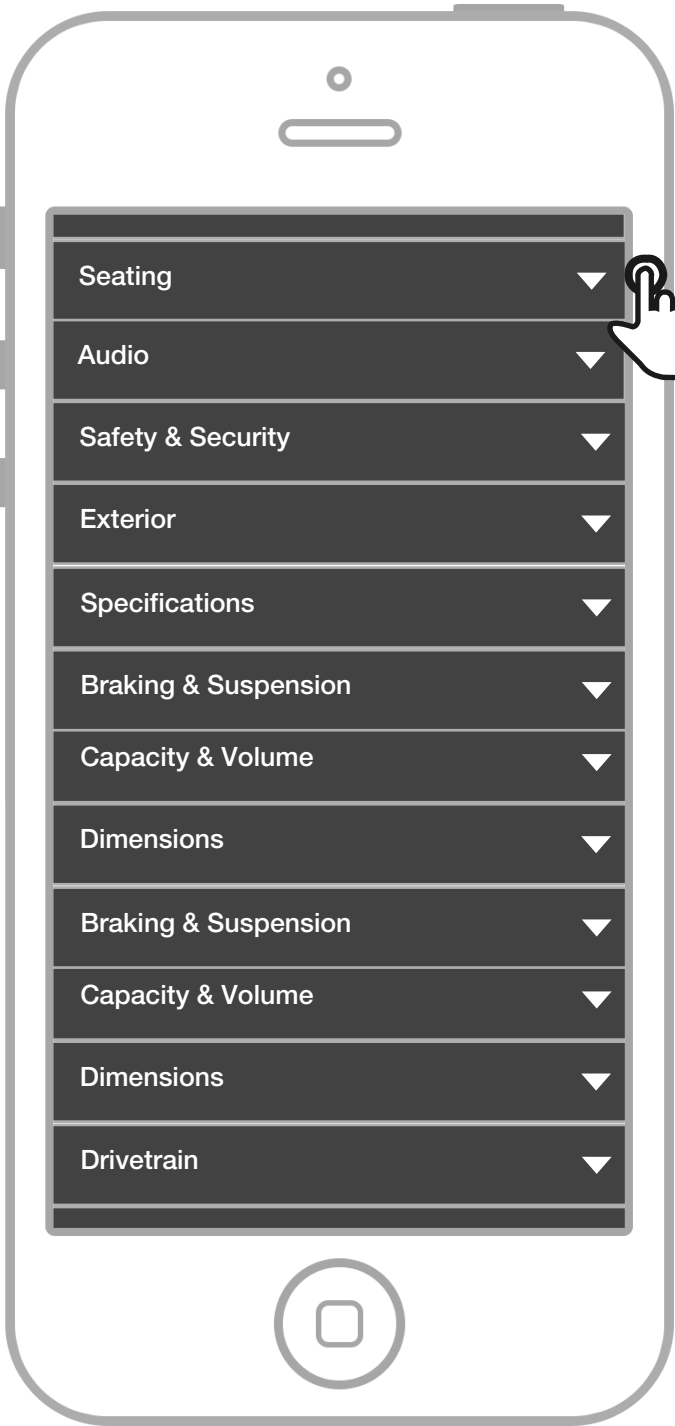
Vehicles to Compare

Selecting a competitor model or a Honda model will link the user to the results page.



results continued

A filter menu displays check boxes for Chase ATMs and car washes. Checking one of these boxes will limit the locations displayed to only those matching the selected criteria and close the filter menu. Tapping the "Current Location" link or icon will re-orient the map around the user's current location.





editing the selected Honda

User is presented with the select a Honda page and selects a new Honda trim. Once they choose a trim the system loads the new results page.

editing the competitor

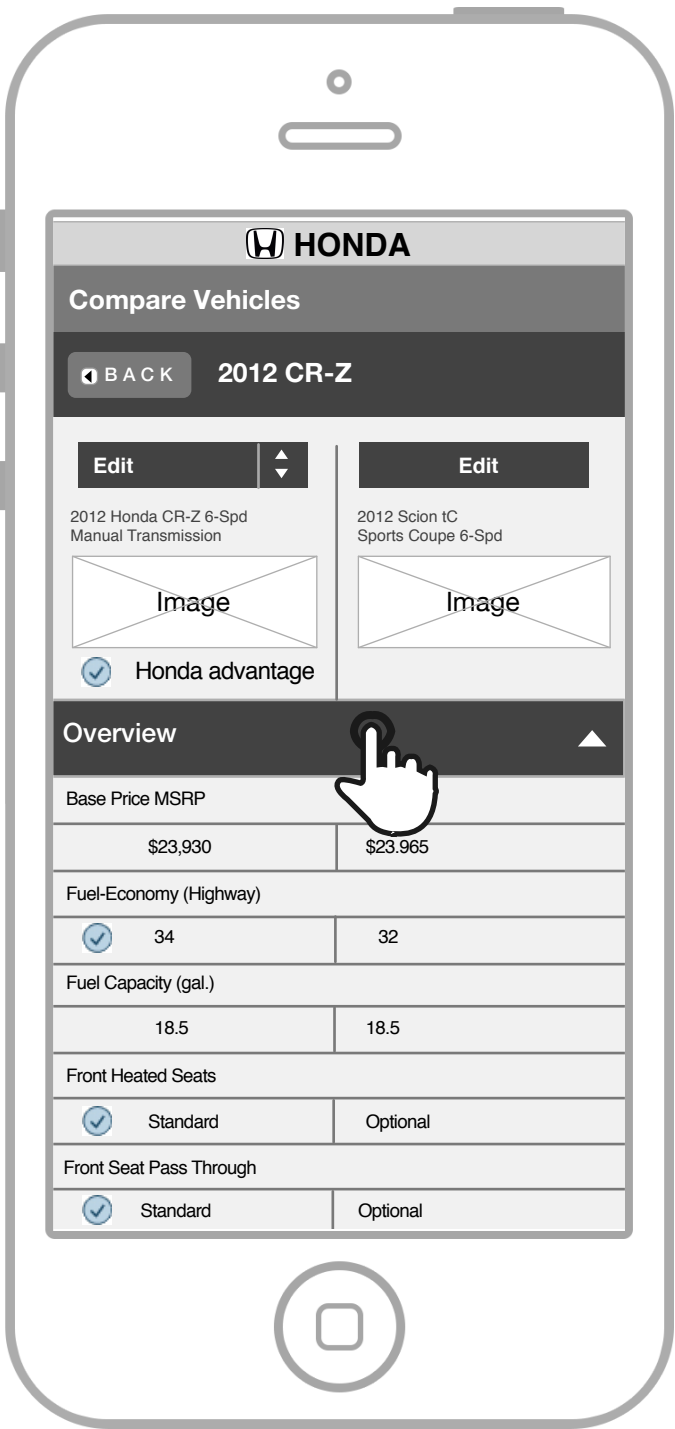
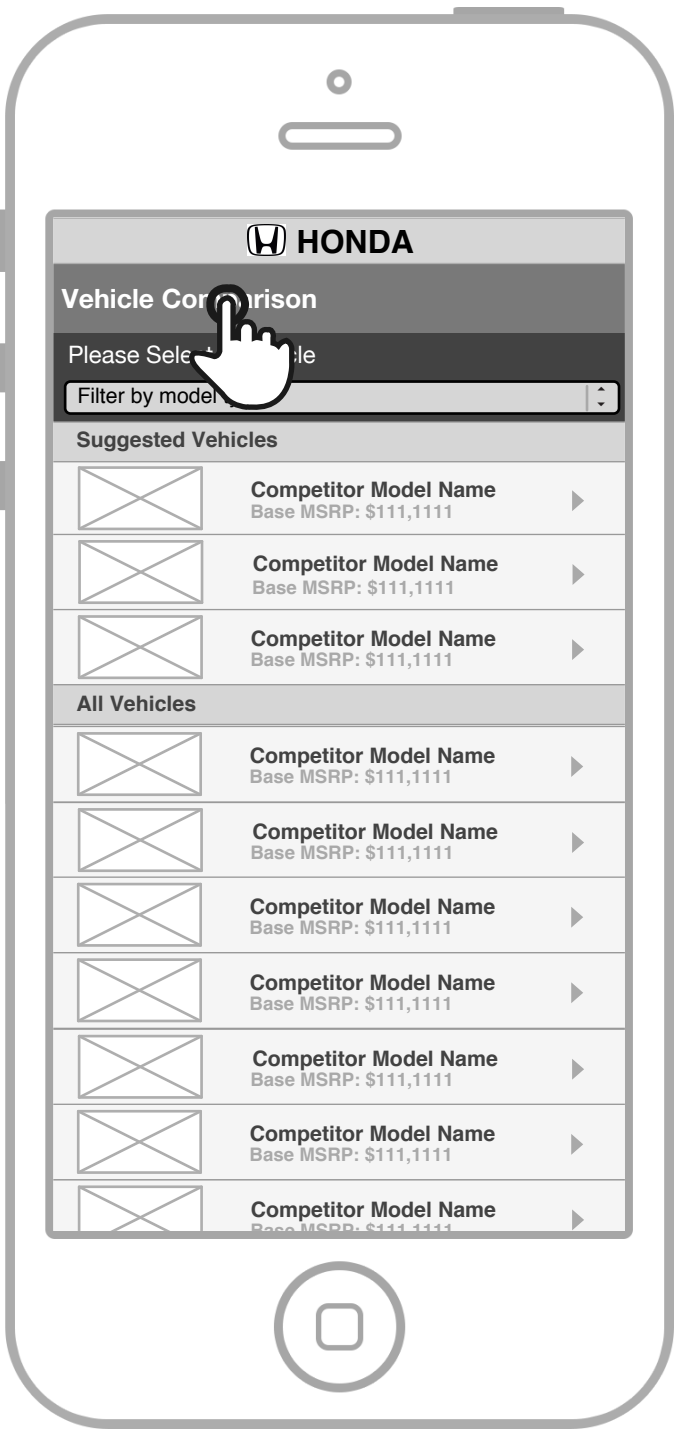
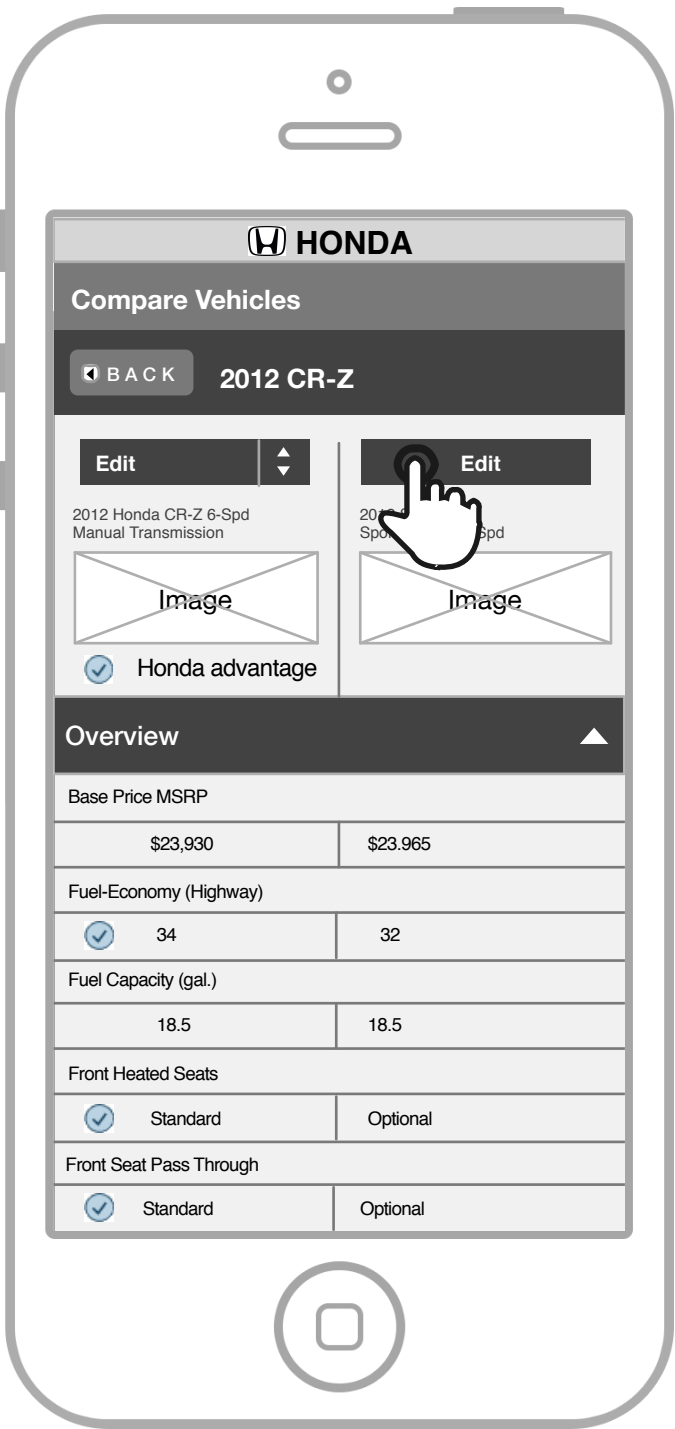
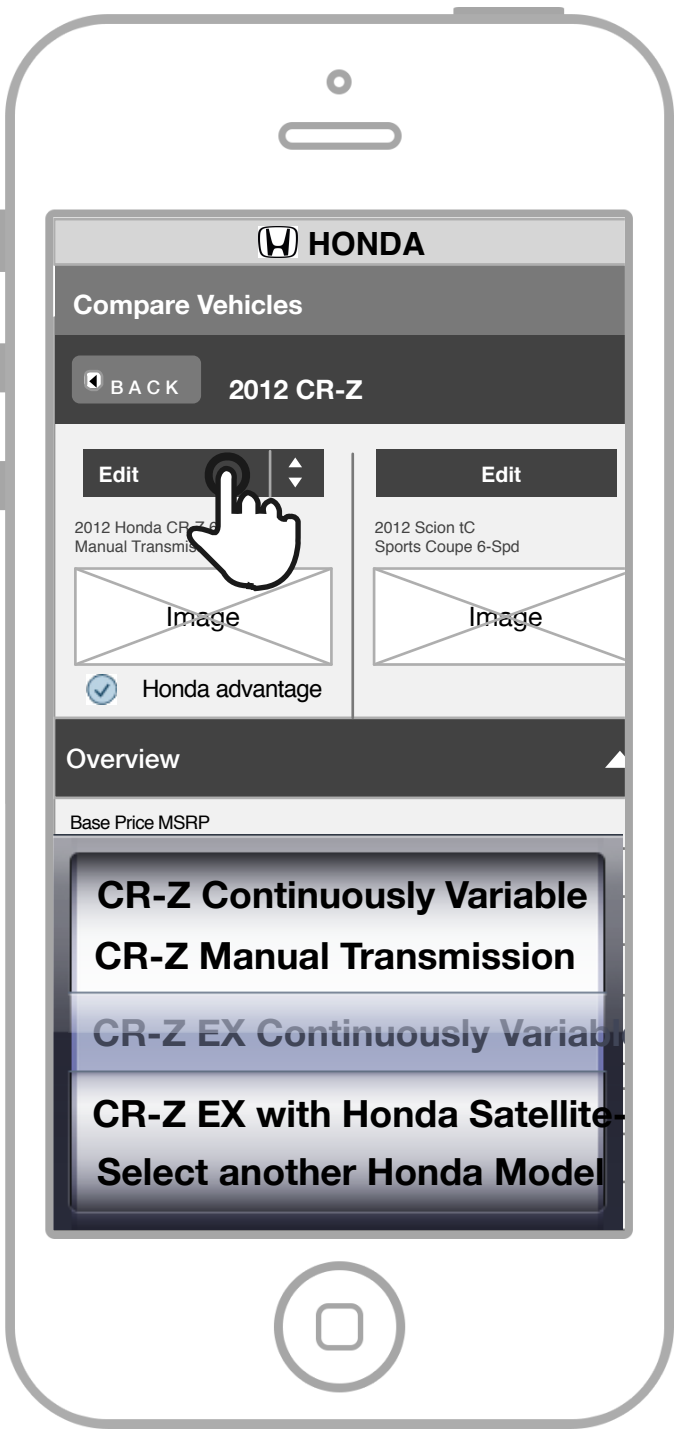
The User then decides to change the competitor trim and taps the competitor edit button.

editing competitor

The system displays the select a competitor page and the user selects a new competitor (or a Honda) and they are taken back to the results page.

updated results

The competitor model trim in the compare tool is updated. The user taps a comparison category and the accordion unfolds the chart.



# Wireframes



Select a Model

▼

Find a Dealer | Build Your Honda | Request a Quote | Compare Vehicles

SEARCH

Compare your Honda

1

Vehicle Type

RESET

☐ Coupe

☐ Sedan

☐ Truck/SUVs/CUVs

☐ Minivan

☐ Hybrid

☐ Sports/Performance

☐ Versatility/Utility

☐ Most Fuel Efficient

☐ Alternative Fuel

2

MPG

RESET

1744

PASSENGER SEATING

RESET

☐ 2

☐ 5

☐ 6+

PRICE

RESET

\$15,425\$29,520

Select a Honda below:

3

2013 Accord Coupe \$23,350 to \$32,350<sup>[1]</sup>  
35 mpg Hwy rating<sup>[5]</sup> | Seating for 5

Select

2014 Accord Plug-In \$39,780<sup>[1]</sup>  
105 MPGe HWY rating<sup>[7]</sup> | Seating for 5

Select

2013 Accord Sedan \$21,680 to \$33,430<sup>[1]</sup>  
35 mpg Hwy rating<sup>[5]</sup> | Seating for 5

Select

2013 Civic Coupe \$17,965 to \$23,765<sup>[1]</sup>  
39 mpg hwy (Automatic)<sup>[4]</sup> | Seating for 5

Select

2013 Civic Hybrid \$24,360 to \$27,060<sup>[1]</sup>  
44 mpg Hwy rating<sup>[5]</sup> | Seating for 5

Select

2013 Civic HF \$19,765<sup>[1]</sup>  
41 mpg hwy<sup>[4]</sup> | Seating for 5

Select

2013 Civic HF \$19,765<sup>[1]</sup>  
41 mpg hwy<sup>[4]</sup> | Seating for 5

Select

2013 Civic HF \$19,765<sup>[1]</sup>  
41 mpg hwy<sup>[4]</sup> | Seating for 5

Select

PAGE DESCRIPTION

Compare - Help Me Choose

Filename: Honda\_Compare\_New\_1.0\_cm

FUNCTIONAL SPECIFICATIONS

- 1 Vehicle Selection Check Boxes
- Check boxes allow the user to filter the available Honda models.
- 2 Sliders
- Sliders allow the user to filter available Honda models by selecting a range for MPG, Passenger Seating or Price.
- 3 Model JellyBeans
- Users move to the next step by selecting a model by clicking on a model jellybean (either the select button or photo). Each jellybean will contain the name of each model and a description of the model including name, MSRP, combined MPG and seating.



Select a Model

Find a Dealer | Build Your Honda | Request a Quote | Compare Vehicles

SEARCH

Request a Quote

Vehicle Type

RESET

MPG

PASSENGER SEATING

RESET

PRICE

RESET

Select a Honda below:

1 Explore the compare options below:

Compare a Honda to a competitor.

Honda vs. Competition

Honda Accord Comparison

Honda Accord Trim vs Trim

Compare different Honda models.

Honda vs Honda

2013 Civic Coupe \$17,965 to \$23,765<sup>[1]</sup>  
39 mpg hwy (Automatic)<sup>[4]</sup> | Seating for 5

Select

2013 Civic Hybrid \$24,360 to \$27,060<sup>[1]</sup>  
44 mpg Hwy rating<sup>[5]</sup> | Seating for 5

Select

2013 Civic HF \$19,765<sup>[1]</sup>  
41 mpg hwy<sup>[4]</sup> | Seating for 5

Select

2013 Civic HF \$19,765<sup>[1]</sup>  
41 mpg hwy<sup>[4]</sup> | Seating for 5

Select

2013 Civic HF \$19,765<sup>[1]</sup>  
41 mpg hwy<sup>[4]</sup> | Seating for 5

Select

PAGE DESCRIPTION

Select a Comparison Hover

Filename: Honda\_Compare\_New\_1.0\_cm

FUNCTIONAL SPECIFICATIONS

1 Comparison Modal Window

When a user clicks on a compare link on a model specific page they will be taken to the competitive comparison results page but it will be immediately covered by the modal window shown. Clicking on the close button or the "competitive comparison" button will remove the window to reveal a competitive comparison with the selected Honda model and trim in the far left anchor position and three suggested competitors pre-populated within the remaining three slots. Clicking on the "Honda Trim Comparison" will send the user to the Honda trim comparison tool. Clicking the "Honda To Honda Comparison" will send the user tow a Honda to Honda comparison page.



Select a Model▼

Find a Dealer | Build Your Honda | Request a Quote | Compare Vehicles

SEARCH

Compare Your Accord Sedan

1

Honda Accord Photo

1

Toyota photo

Nissan photo

Hyundai photo

2013

▼

2013

▼

2013

▼

Toyota

▼

Nissan

▼

Hyundai

▼

Camry

▼

Altima Sedan

▼

Sonata

▼

LE

▼

2.5

▼

GLS Auto

▼

3

2013 Accord Sedan

▼

LX Manual Transmission

▼

Compare Accord Trims▶

Full Comparison

Advantages

✓

Honda advantage over one or more competitors

Quality and Value Analysis

▼

2013 ACCORD SEDAN  
LX Manual Transmission

2012 TOYOTA  
CAMRY LE

2013 NISSAN  
ALTIMA SEDAN 2.5

2013 HYUNDAI  
SONATA GLS AUTO

QUALITY & VALUE ANALYSIS

Overall Value

Base Price MSRP

✓

\$21,680

\$22,600

\$21,760

\$20,995

Comparably Equipped Price

✓

\$22,470

\$26,008

\$22,680

\$21,920

Destination Charge

✓

\$790

\$795

\$790

\$775

ALG Residual Value % After 36 months

✓

56%

51%

57%

Not Listed

ALG Residual Value % After 60 months

✓

39%

38%

43%

Not Listed

PERFORMANCE & ENGINEERING

Engine & Transmission

Horsepower @ rpm

✓

185@6400

178@6000

182@6000

198@6300

Torque @ rpm

✓

181@3900

170@4100

180@4000

184@4250

Manual Transmission

✓

Standard

Not Available

Not Available

Not Available

PAGE DESCRIPTION

Compare Tool Results

Filename: Honda\_Compare\_New\_1.0\_cm

FUNCTIONAL SPECIFICATIONS

- 1

### Selected Trim Photo

When a user selects a trim in the Honda Family "Select a Honda" step, the selected Honda model and trim will be pre-populated into the drop-downs and the first slot in the comparison and the selected Honda trim photo will appear here.
- 2

### Competitor Drop-Down Menus / Thumbnails

Users can add a competitor or another Honda model to the comparison using the drop-down menus under each Honda model to select a year, brand, model and trim. Changing the first drop-down under a competitor will remove the competitor and replace it with a generic vehicle silhouette. Remove buttons on the upper right of each competitor will allow users to quickly remove competitors.
- 3

### Compare Trims

If the user clicks compare trims they will be brought back to the trim comparison page (please refer to previous page).



## Select a Comparison Hover

## FUNCTIONAL SPECIFICATIONS

Check boxes allow the user to filter the available Honda models.

Sliders allow the user to filter available Honda models by selecting a range for MPG, Passenger Seating or Price.

Users move to the next step by selecting a model by clicking on a model jellybean (either the select button or photo). Each jellybean will contain the name of each model and a description of the model including name, MSRP, combined MPG and seating.





Select a Model

Find a Dealer | Build Your Honda | Request a Quote | Compare Vehicles

SEARCH

Compare Your Accord Sedan

1 Change Model

COMPARE TO COMPETITORS

7 Standard

8

3 Accord Photo

MSRP: \$21,680  
MPG: 27 CITY 35 HWY

LX-S Automatic Tran

BUILD THIS MODEL

Accord Photo

MSRP: \$21,680  
MPG: 27 CITY 35 HWY

EX Automatic Tran

BUILD THIS MODEL

Accord Photo

MSRP: \$21,680  
MPG: 27 CITY 35 HWY

EX-L Automatic Trans

BUILD THIS MODEL

Accord Photo

MSRP: \$21,680  
MPG: 27 CITY 35 HWY

EX-L V-6 Automatic Tr

BUILD THIS MODEL

4

5

6

Overview

2013 ACCORD COUPE  
LX-S Automatic Transmission

2013 ACCORD COUPE  
EX Automatic Transmission

2013 ACCORD COUPE  
EX-L Automatic Transmission

2013 ACCORD COUPE  
EX-L V-6 Automatic Transmission

OVERVIEW

185-hp (SAE Net), 2.4-Liter, 16-Valve, DOHC i-VTEC 4-Cylinder Engine with Direct Injection	●		●	
6-Speed Manual Transmission	●	●	●	●
Continuously Variable Transmission (CVT) with Sport Mode and Paddle Shifters	●	●	●	●
Eco Assist System	●	●	●	●
Active Noise Cancellation (ANC)	●		●	●
Active Sound Control	●		●	●
Hill Start Assist	●		●	●
ULEV-2/PZEV CARB Emissions Rating	●		●	●
Hill Start Assist	●		●	●

PAGE DESCRIPTION

Trim Comparison Tool

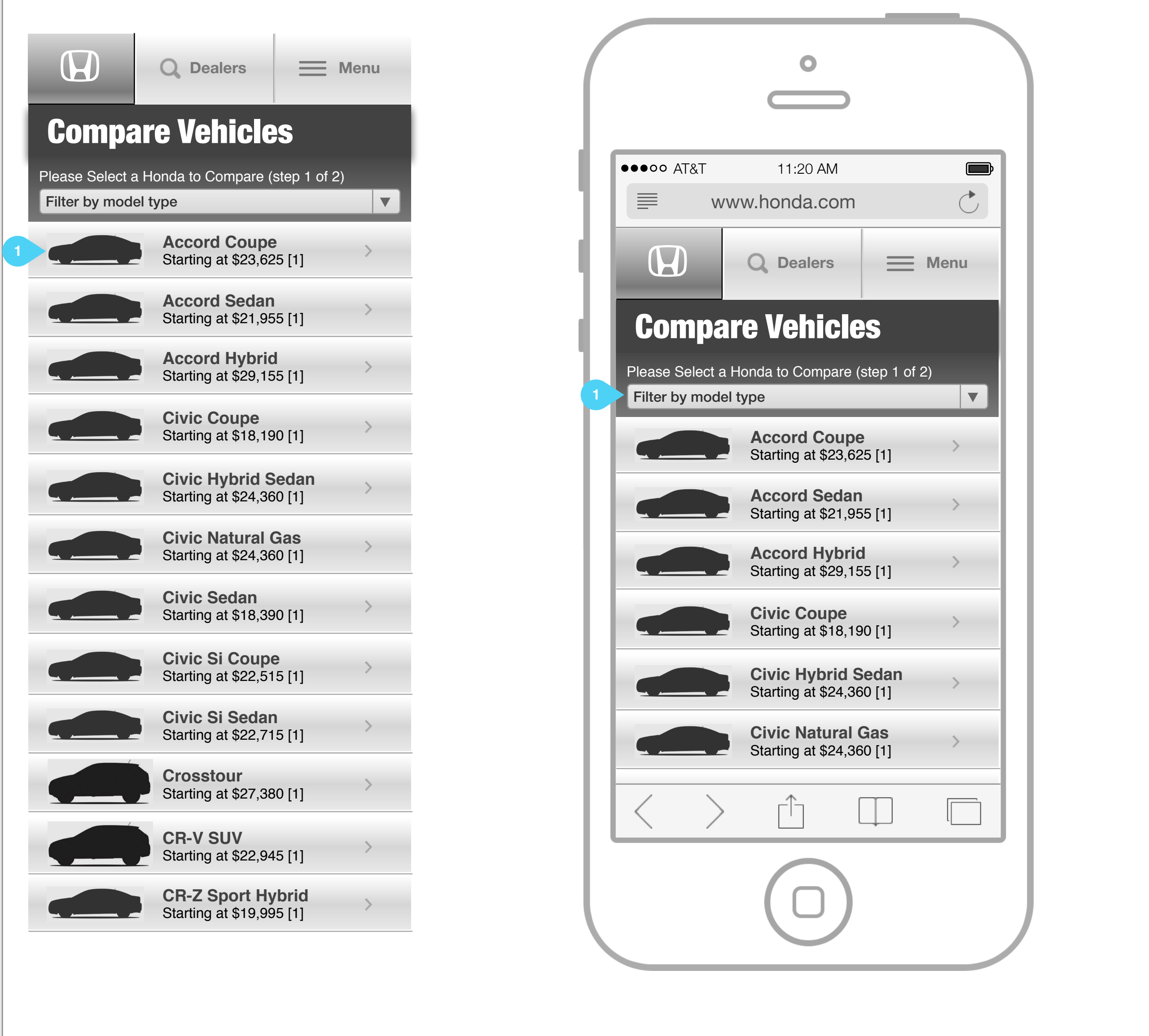
Filename: Honda\_Compare\_New\_1.0\_cm

FUNCTIONAL SPECIFICATIONS

- 1 Change Model Family Drop-Down
- Users can use this drop-down to jump between model families, i.e., from Accord to Civic.
- 2 Compare Link
- Link to the competitive compare tool. Clicking this link will bring the user to a results page for the selected model family.
- 3 Honda Model Trim Photos
- Medium-sized photos from the Build & Price summary page.
- 4 Trim MSRP/MPG
- The MSRP and MPG for each trim will appear above the trim chart.
- 5 Change Trim Drop-down
- Users can adult the trim of any of the trims shown. This menu will list all available trims for the chosen model family.
- 6 Build Button
- Clicking one of the build buttons will bring the user to the Build & Price color stage for the selected model and trim.
- 7 Trim Feature Notation
- Standard trim features will be noted with a dark circle.
- 8 Trim Chart
- The trim chart will borrow the format of the charts on the comparison tool results page (but won't feature Chrome data). These categories will be: Overview (All view) Technical, Interior, Exterior, Safety.

# Mobile





PAGE DESCRIPTION

Mobile Compare Step 1

Filename: Honda\_Compare\_New\_1.0\_cm

FUNCTIONAL SPECIFICATIONS

- 1

Select a Honda vehicle to compare

A listing of Honda vehicles to start the process.
- 2

Drop-Down Filter Menu

Users can filter the vehicles using the drop-down menu.

# Mobile Compare Step 2



## PAGE DESCRIPTION

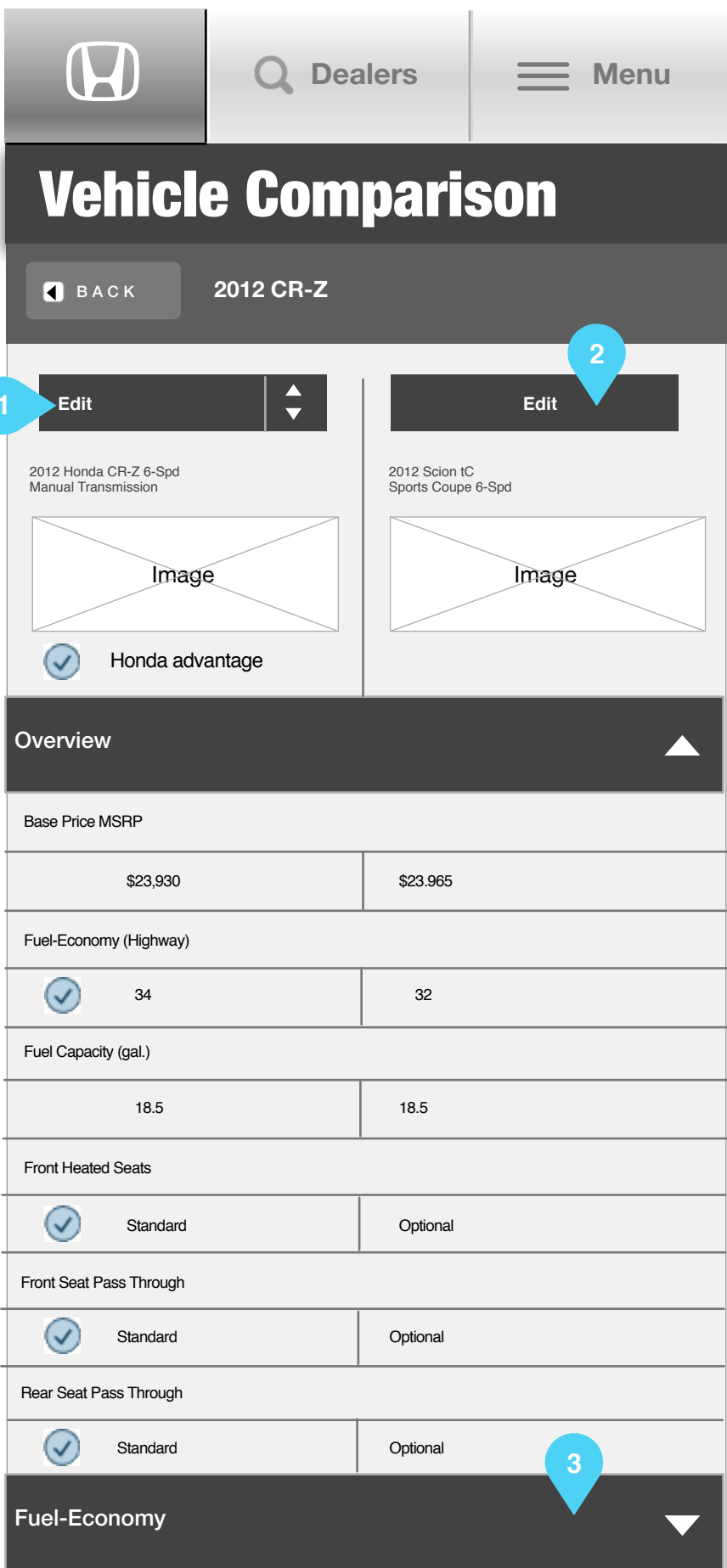
Mobile Compare Step 2
Filename: Honda_Compare_New_1.0_cm

## FUNCTIONAL SPECIFICATIONS

- 1 Selected Competitors**

At this stage the user selects a competitor vehicle. Preselected competitors appear on top. These are vehicles available in Chrome's database most similar to the selected Honda. Tapping any of these buttons brings up the results page.
- 2 Honda Vehicles**

Users can also add a Honda model as a competitor to create a Honda vs. Honda competitive results page. Tapping any of these buttons brings up the results.



PAGE DESCRIPTION

Mobile Compare Results

Filename: Honda\_Compare\_New\_1.0\_cm

FUNCTIONAL SPECIFICATIONS

- 1 Competitor Edit Button / Edit Honda Menu**  
We'd like to allow users to be able to change the trim of their Honda without leaving the tool and also allow users to change their Honda model. Clicking the edit drop-down menu will bring up their phone's system selector where they can choose a new trim or go back to the Honda selection screen and select a new Honda. Please see system selector on following page.
- 2 Competitor Edit Button**  
Tapping this button will bring the user back to the competitor select screen.
- 3 Collapsed Accordions**  
The overview section accordion will be open by default, the others will be initially closed to make it easier for the user to scan all the sections before diving into a different accordion section. There will be 14 sections in all, Overview, Fuel Economy, Warranty, Interior, Seating, Audio, Safety & Security, Exterior, Specifications, Braking & Suspension, Capacity & Volume, Dimensions, Drivetrain, Wheels & Tires.

- end -