

Disney mobile

handset features and content
product requirement document

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Contents

1.0	Features, Content, & Navigation Objectives	7
2.0	Navigation	8
2.1	sitemap	8
2.2	handset navigation	9
3.0	Start-up	10
3.1	DisneyMobile start up sequence visuals	11
4.0	Idle Screen	12
4.1	Idle screen tabs	12
4.2	Idle Screen color customizations	13
4.3	Idle screen comment	13
4.4	Idle Screen Visuals	14
5.0	Disney	16
5.1	Disney menu of items	16
5.2	Disney Comments	16
5.3	Disney Visuals	17
6.0	Family Phonebook	19
6.1	Parent (or primary) phones	19
6.2	Child (or secondary) phones	19
6.3	Non-Family Provisioned Phone	20
6.4	Family Phonebook	20
6.5	Family Phonebook Comments	20
6.6	Family Phonebook Visuals	21
7.0	Location Based Services	23
7.1	Via Family Phonebook parent (primary) phone	23
7.1.1	LBS Map options via Family Phonebook Child locator	23
7.1.2	LBS Directions via Family Phonebook child locator	23
7.2	Non-Family Provisioned Phonebook	24
7.3	Location Alert Options	24
7.4	Child Finder and Send Location	24
7.5	Location services comments	24
7.6	LBS Roadmap Items	25
7.7	Location Based Visuals	26
8.0	Spending Allowance	28
8.0.1	Phone (Handset) Spending Allowance Interface	28
8.0.2	Portal (Web) Spending Allowance Interface	28
8.1	Spending Allowance via the Family Phonebook	29
8.2	Spending Allowance Viewing	29
8.2.1	Spending Allowance allocation adjustment	29
8.2.2	Spending Allowance notification	29
8.2.3	Spending Alerts for Family Plan overage	29
8.3	Spending Information via Application	30
8.4	Spending Allowance comments	30
8.5	Spending Allowance visuals	31
9.0	Direct Connect	32
9.1	Direct Connect via Family Phonebook	32
9.2	Via handset persistent button	32
9.2.1	Group Connect	32
9.3	Adding additional group connect contacts	32

9.4	Direct Connect Comments	32
9.5	Direct Connect Visuals	33
10.0	Character Caller ID	34
10.1	Via Family Phonebook	34
10.2	Creating via camera photo list	34
10.3	Downloading more or deleting	34
10.4	Caller ID comments	34
10.5	Caller ID Content List (insert graphics)	34
10.6	Caller ID Visuals	35
11.0	Messaging	36
11.1	Via Family Phonebook	36
11.2	Via Message Center	36
11.3	Via Disney Menu	36
11.4	Message Center Components	36
11.4.1	Family Fridge	36
11.4.2	Inbox	36
11.4.3	Send Message	36
11.5	Messaging Visuals	37
12.0	Main Menu	38
12.1	Call History	38
12.2	Phone Settings	38
12.3	Entertainment & Fun	38
12.3.1	Ringtones	38
12.3.2	Wallpaper	38
12.3.3	Screensavers	39
12.3.4	Themed UI's	39
12.3.5	Games	39
12.4	Applications	39
12.4.1.1	My Spending	40
12.4.1.2	Calculator	40
12.4.1.3	Calendar	40
12.4.1.4	Download More	40
12.5	Message Center	39
12.6	Download Store	39
12.4.1.1	My Spending	39
12.4.1.3	Calculator	39
12.4.1.4	Calendar	39
12.4.1.5	Download More	40
12.4.2	Games	40
12.5	Message Center	40
12.5.1	Posting New Messages	40
12.5.2	Review Posted Message	40
12.5.3	Family Fridge Comments	40
12.6	Download Store	41
12.6.1	Free Stuff	41
12.6.2	Exclusives	41
12.6.3	Ringtones	42

12.6.4	Wallpapers	42
12.6.5	Games	42
12.6.6	Themed Menus	42
12.6.7	Other	43
12.7	Phone Settings	43
12.8	Main Menu Comments	43
12.9	Main Menu Visuals	44
13.0	Family Fridge Via Message Center	43
13.1	Posting New Messages	43
13.2	Reviewing Posted Messages	44
13.3	Family Fridge Comments	44
13.4	Family Fridge Visuals	45
14.0	Handset Embedded Content List	46

1.0 Features, Content, & Navigation Objectives

Navigation

Provide Disney Mobile Target Segments (moms with child & Disneyphiles) with a simple navigation experience

Where applicable, simple means less.

Simple means quicker access (less clicks) to features designed specifically for them

Simple means anticipating customer usage & interaction

Navigation should be intuitive and create an environment to grow our users into more advanced features and services (downloading)

Content & Features

Provide utility for the Mom to connect & manage the family. (Family Phonebook, LBS, Spending Limits, & Direct Connect)

Provide a unique Disney experience and content for the Disneyphile audience

Quick access to Family Phonebook

Quick access to Disney menu of content (Left Tab)

Promote downloading additional family utility apps & Disney content

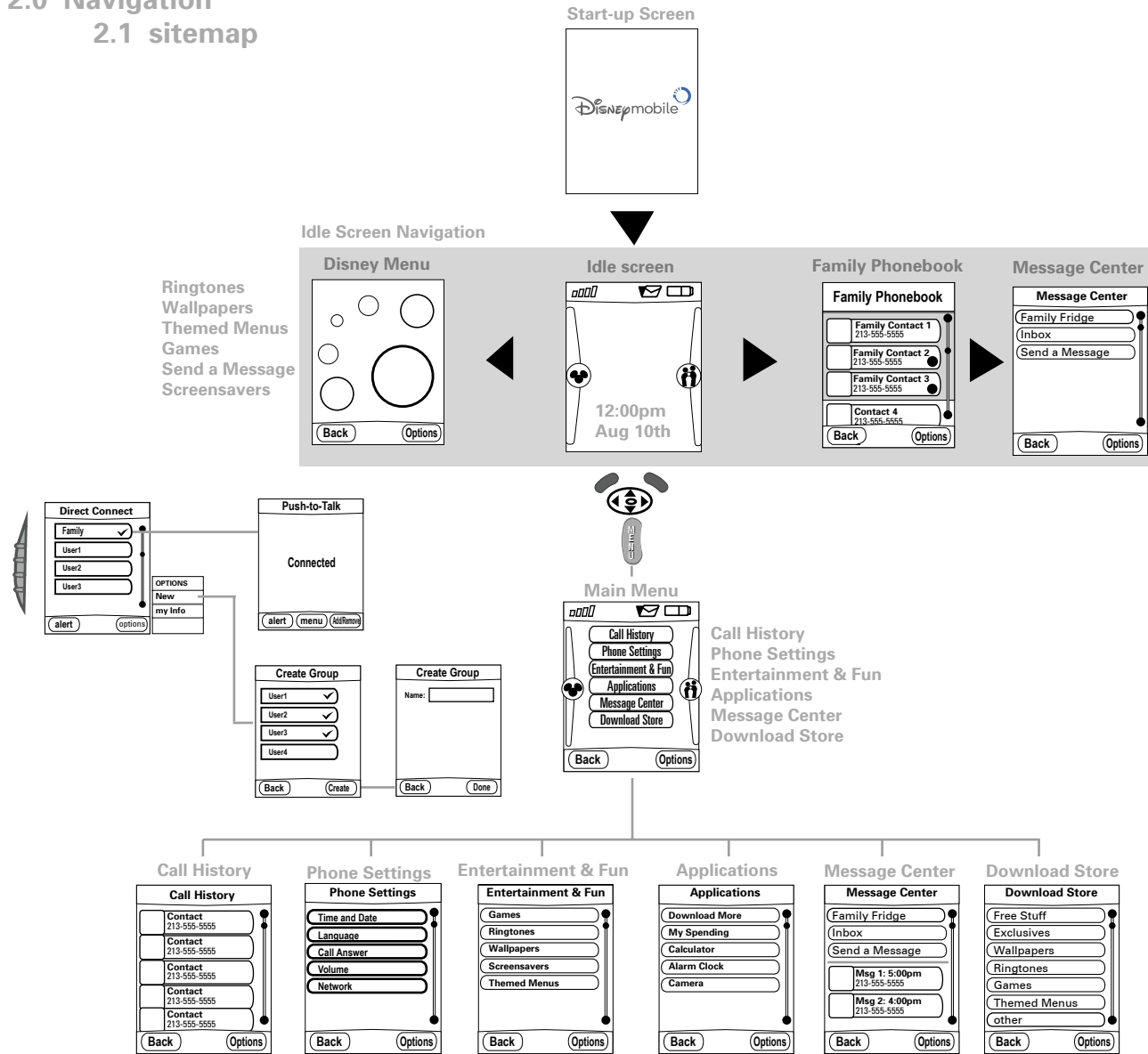
Provision Family Phonebook with family member names and Direct Connect #'s

Provision parent & kid phones (primary controls secondary)

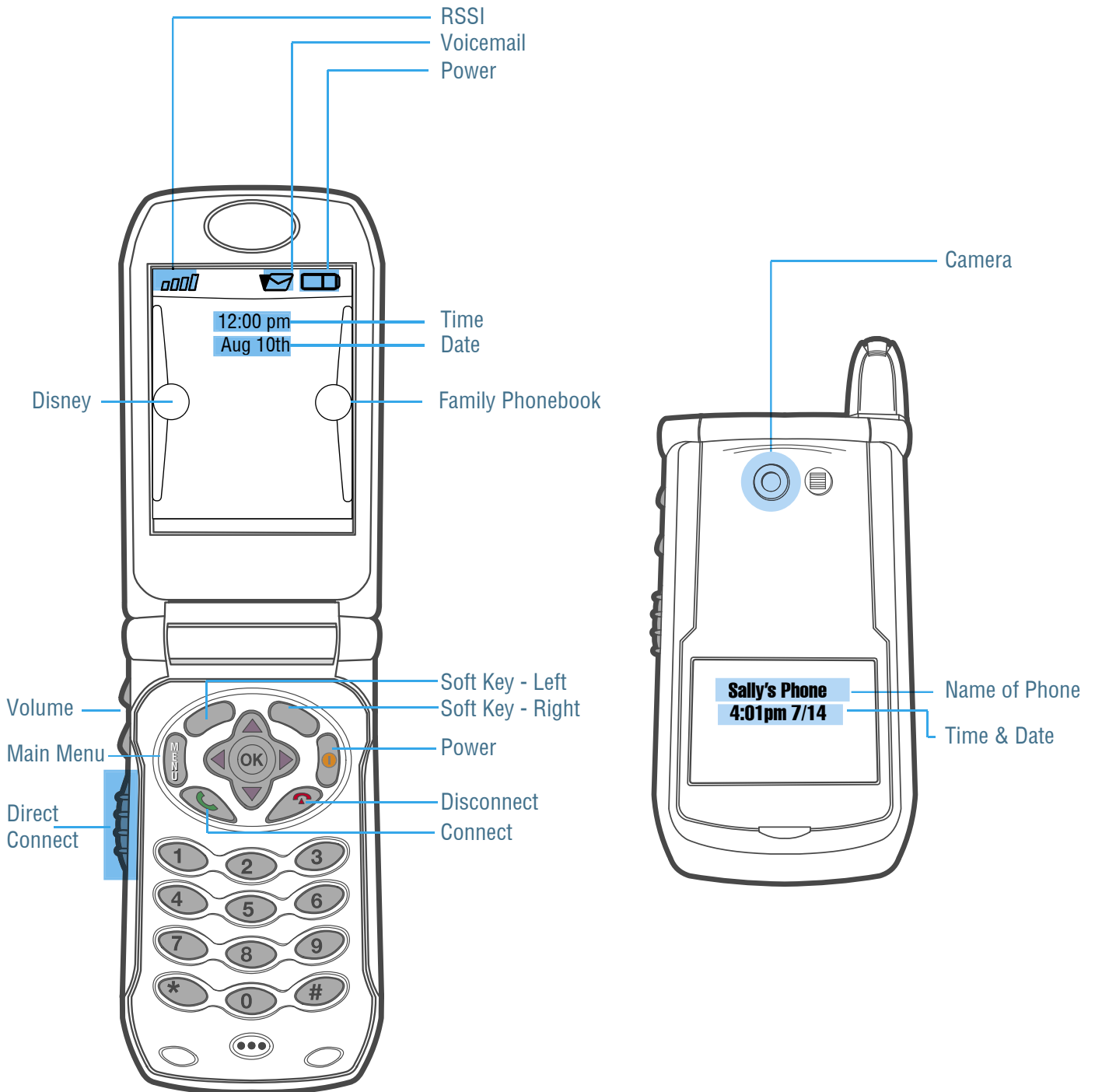
At activation & provisioning – provision additional content where applicable (Examples: Disneyphile - requests additional Disney content pack)

2.0 Navigation

2.1 sitemap



2.2 Handset Navigation



3.0 Start-up

Start-up shall include a branded Disney Mobile splash screen

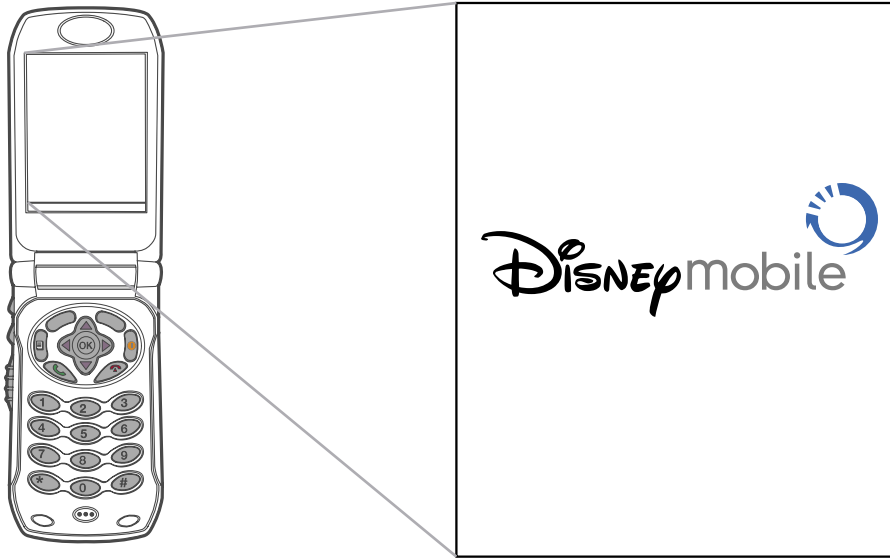
Splash Screen shall include Disney Mobile logo with graphic animations that represent Disney Mobile brand

TBD – Handset manufacturer and carrier branding will not be present during start-up animation

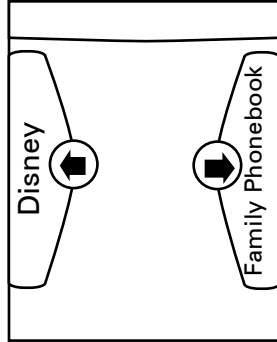
Start-up Splash screen will conclude on the idle screen where 2 prominent tabs will appear.

The tabs shall be labeled Disney and Family Phonebook (see page 11). The tabs will then minimize to 2 icons – 1 icon will have a Mickey head (representing Disney) the other icon will have a family icon (representing Family Phonebook.)

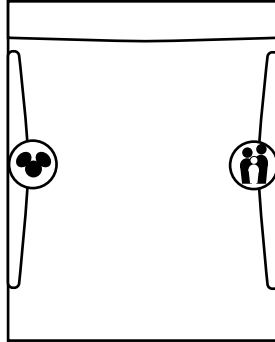
3.1 Disney Mobile start up sequence visuals



Disney MVNO start-up sequence



Tabs are out



Tabs are minimized



4.0 Idle Screen

Button assignment shall be:

The family phonebook tab shall provide access to the family phonebook via the right arrow button.

The disney menu tab shall provide access to the disney menu via the left arrow button.

The main menu shall be accessible via the persistent handset menu button.

A time display area shall be available and will be editable through the phone setting screen (see ??.?)

A date display area shall be available and will be editable through the phone setting screen (see ??.?)

Status icon display bar shall have:

Spending Limit Alert icon shall inform subscribers that a spending limit threshold has been passed. This will toggle on/off depending on whether or not the alert has been viewed.

A status icon display bar shall be located on the top of the screen and shall be 14 pixels high.

A reception strength indicator shall be available and located in pixel range ??????. There shall be 5 levels of reception.

A new mail alert indicator shall be available and located in pixel range ??????. This icon shall toggle visible and invisible depending on current message retrieval state.

An audio on or off status icon shall be available and located in pixel range ?????.

A battery power indicator icon shall be available and located in pixel range ?????/

A Family Fridge new message indicator shall be available and located in pixel range ?????.

The Family Fridge indicator turns green when Family Fridge has a new message. Family Fridge indicator is grey when Family Fridge has no new messages

4.1 Idle screen tabs

2 tabs – one tab represents Disney menu & one tab represents Family Phonebook (see page ? figure ?)

User can access the Disney tab by pressing the left arrow button 1 time, or by touching the right arrow button 3 times.

User can access the Family Phonebook by pressing the right arrow button 1 time, or by touching the left arrow button 3 times

When user selects a tab the tab shall visually change from a minimized state to an enlarged rollover state before going to the Disney or Family Phonebook (see page ? figure ?)

User can access the Message Center screen by pressing the right arrow button 2 times, or by touching the left arrow button 2 times.

The Idle Screen tabs remain persistent when User goes to Main Menu

4.2 Idle Screen Color Customizations (Based on Themed Menu)

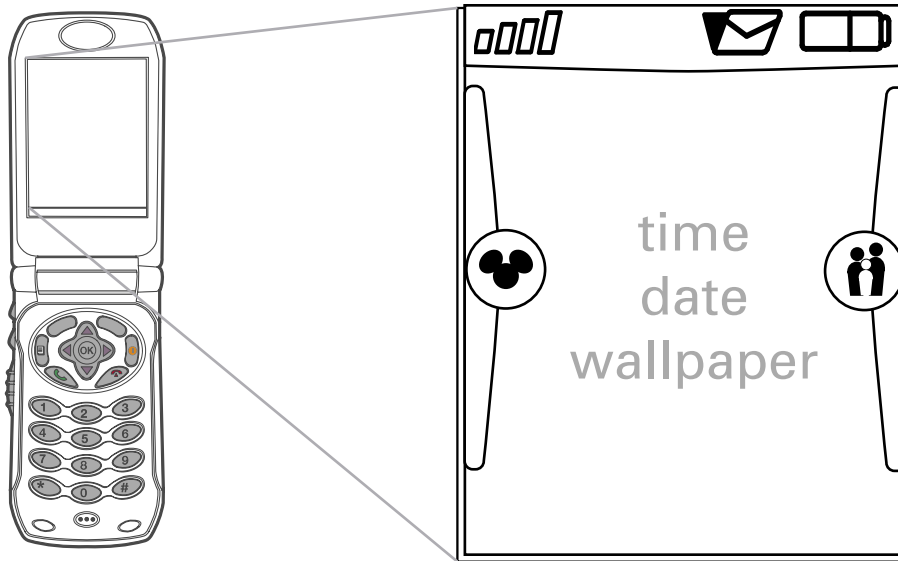
The functionality for clicking left for Disney and right for Family Phonebook is customizable.

Tabs can be customized with options including

- Disney
- Main Menu
- Family Phonebook
- Call History
- Entertainment & Fun
- Applications
- Message Center

4.3 Idle screen comments

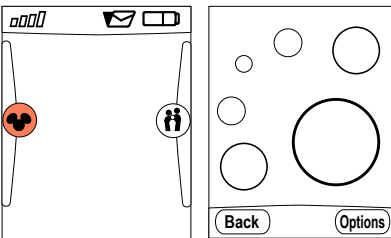
4.4 Idle Screen Visuals



Idle screen status icons



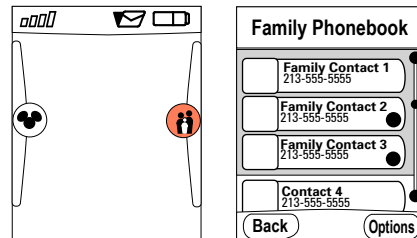
Disney Tab



Click left for Disney

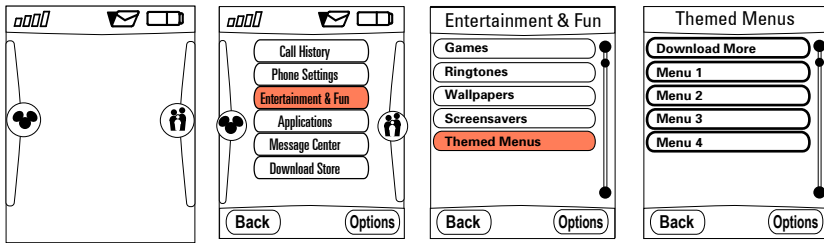
Disney Menu

Family Phonebook Tab



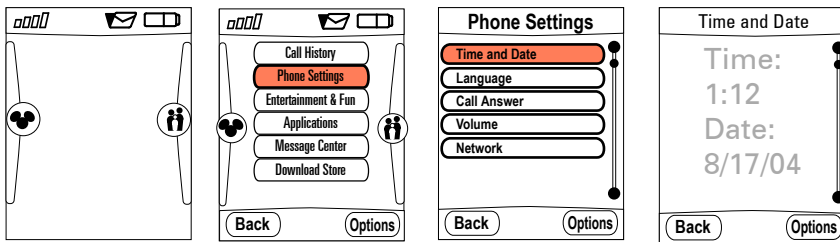
Click right for
Family Phonebook

Changing Themed Menu via Main Menu



4 embedded

Changing Date and Time via the Main Menu



5.0 Disney Menu

Disney is a menu tab that includes "aliases" or links to areas of the handset that have Disney content.

5.1 Disney menu of items

- Ringtones
- Wallpapers
- Screensavers
- Themed Menus
- Games
- Send a Message

Disney menu shall have a dimensional look & feel that is cohesive with the handset UI look & feel but provides a "unique immersive" environment for the Disneyphile (see page 17)

Disney menu will include 6 items that the user can scroll through using the 4-way touchpad arrow up & arrow down keys.

As a user goes from item to item a short animation takes place with each sequence. The animation default setting includes a Disney character that is part of the animated sequence.

User has the ability to change that character into another Disney character or property through the themed menus area (see page 17)

From the Disney menu if the user selects:

Ringtones – the user is sent to the Ringtones menu (see page 17) where they view existing list, change current default ringtone, or download more

Wallpaper - the user is sent to the Wallpaper menu (see page 17) where they view existing list, change current default wallpaper, or download more

Screensavers - The user is sent to the screensavers menu (see page 17) where they view existing list, change current default screensaver, or download more

Themed Menus - the user is sent to the Themed Menus menu (see page 17) where they view existing list, change current default themed menu, or download more

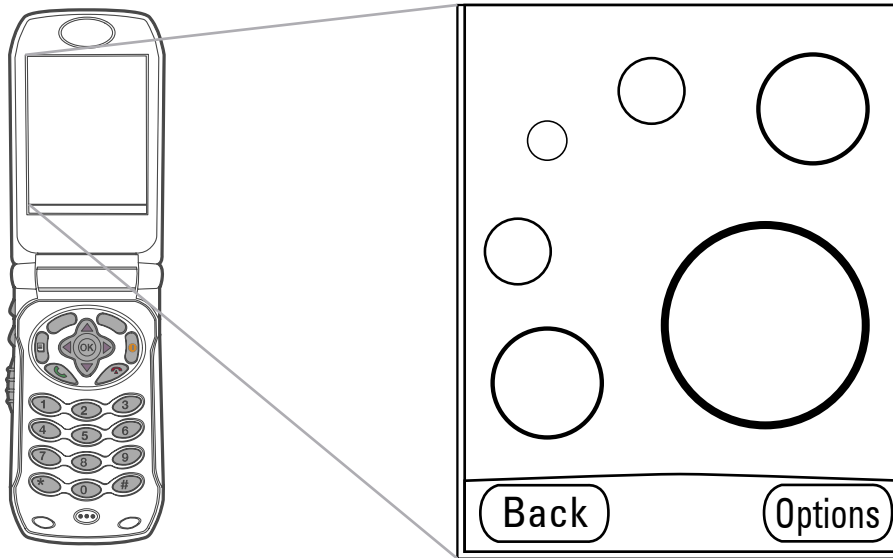
Games - the user is sent to the Games menu (see page 17) where they view existing list, play games, or download more

Send a Message - the user is sent to the Send a Message Menu (see page 17) where they can add animated greetings and Emoticons to MMS messages

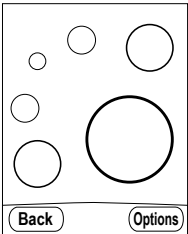
5.2 Disney Comments

Should we warn before sending to internet/WAP so they know data \$\$\$ spent to connect?

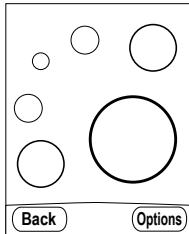
5.3 Disney Visuals



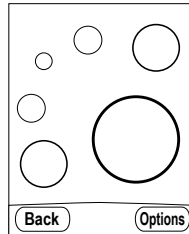
Ringtones



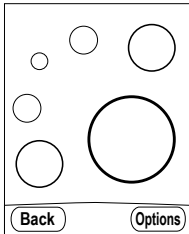
Wallpaper



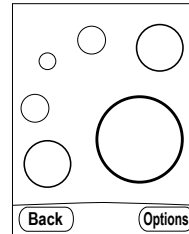
Screensavers



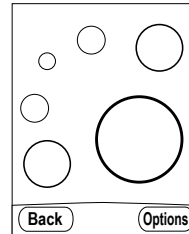
Themed Menu



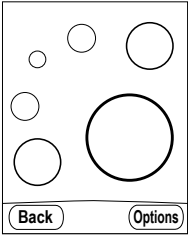
Games



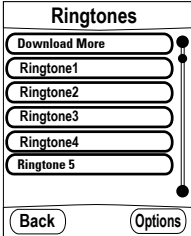
Send a Message



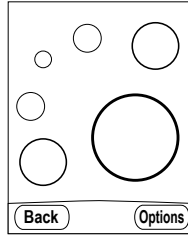
Ringtones



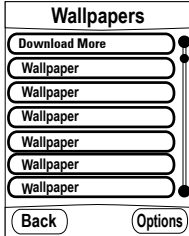
5 embedded



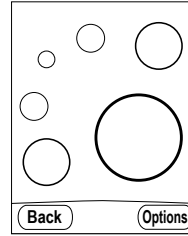
Wallpaper



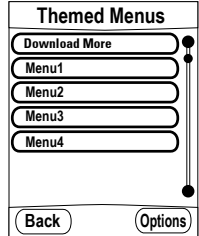
11 embedded



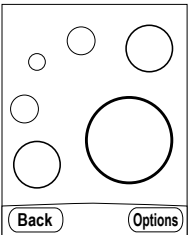
Themed menu



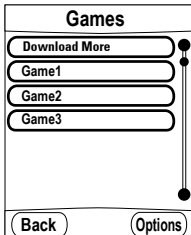
4 embedded



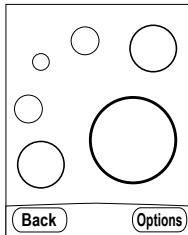
Games



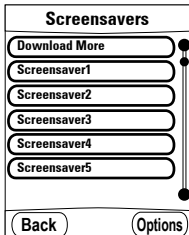
3 embedded



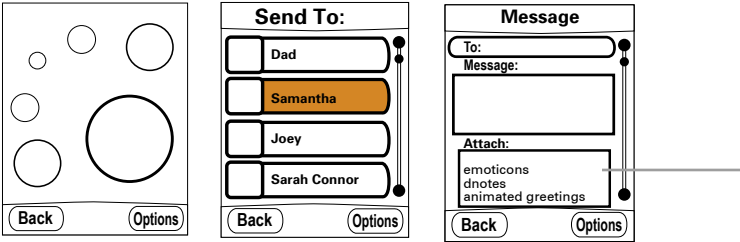
Screensavers



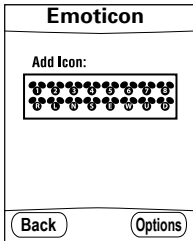
5 embedded



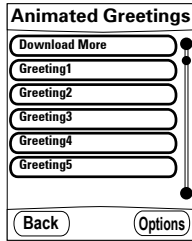
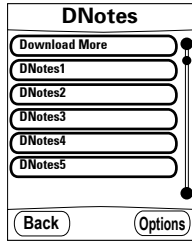
Send a Message



Message Attachments

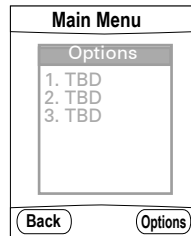
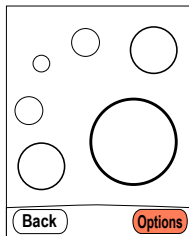
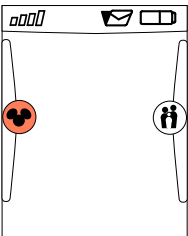


32 Embedded



5 Embedded

options



6.0 Family Phonebook

Shall be populated at point of purchase with family members (Including Primary account administrator, Primary non-account administrators, and scronday phones)

All User shall have the ability to add additional contacts

6.1 Parent (or primary) phones

Shall have the ability, through their family populated Phonebook, to:

1. Location Based Services –

Locate Child 1 or 2 (see page ?) & acquire directions, send their location to Child 1 or 2 (see section ?)

Primary phone can be located by other primary phones but will receive a request alert to allow that primary phone the ability to locate them

A primary phone that is designated as the Account Manager can locate any of the secondary phones that are managed by this account manager.

Primary phones not designated as Account Manager, need administrative permission set by the account manager (through website, customer care, or at activation/provisioning) to have the ability to locate secondary phones

All primary phones can locate all other primary phones as well as any Nextel service phone. Users are notified by alert of another User requesting their location. User has the option to accept or decline

Account Manager must authorize other primary phones to have the ability to locate secondary phones

2. Spending Limits

Check spending of Child 1 or 2 (see page 28),check their own spending

3. Direct Connect

Direct Connect to Child 1 or 2 (see page 32)

4. Caller ID

Associate a character or photo ID to Child 1 or 2 (see page 34)

5. Messaging

Send an SMS or MMS to Child 1 or 2 or other contacts or other recipient (see page 36)

6.2 Child (or secondary) phones

Shall have the ability, through their family populated Phonebook, to:

1. Messaging

Send an SMS or MMS to parent or other recipient

Several pre-configured canned messages will exist in the Message Center, one of which will be "Locate Me". Children will be able to use this canned message to notify Mom or Dad that they want to be picked up

2. Direct Connect

Direct Connect to family subscriptions

3. Caller ID

Associate a character or photo ID to a parent or other contacts

4. Check their own spending

6.3 Non-Family Provisioned Phone

Subs with individual plans (Disneyphile market segment) will have a primary phone (parent phone) without names provisioned.

Family Phonebook contacts will be provisioned with a default color code with the option of changing the color based on Themed Menu selection

Grey out deactivated features

Individual plan subscribers through the Family Phonebook will have the ability to:

1. Direct Connect – Direct Connect to contacts they must personally add
2. Messaging – send an SMS or MMS message to contacts
3. Caller ID – Associate a character or photo ID to contacts
4. Locate - intra-nextel subscribers (permission request alerts)
5. Check out their own spending

6.4 Family Phonebook

Phonebook menu (default setting) shall consist of a graphic or avatar representation with a text labeling of the contact's name icon or visual to denote family

Contact selections shall consolidate phone number type (home, office, mobile)

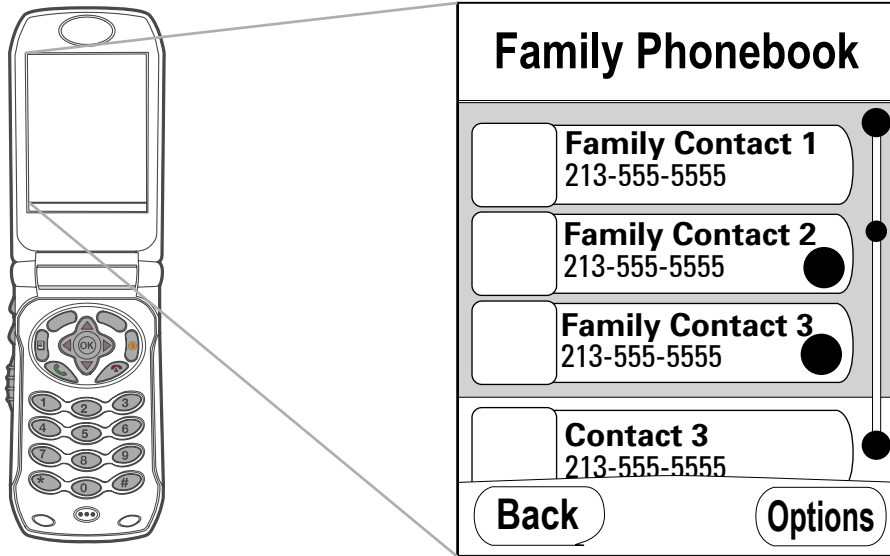
Contact options shall include a view/edit profile option to change – entry's name phone number, device type, email

User uses 4-way touchpad up and down keys to scroll through contacts in Phonebook

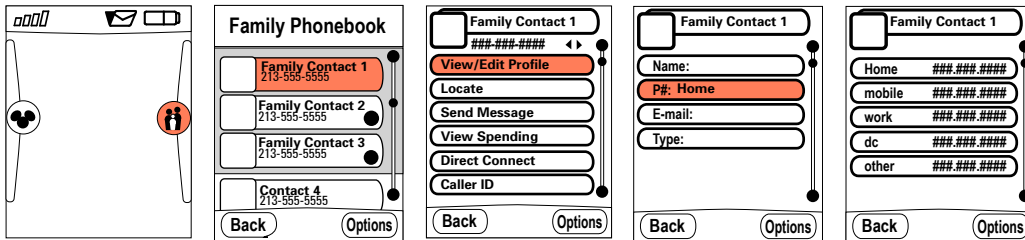
Contacts in the Phonebook that have not been given permissions for contact or are not Nextel serviced phones will be grey to indicated they will not have LBS services associated and/or available

6.5 Family Phonebook Comments

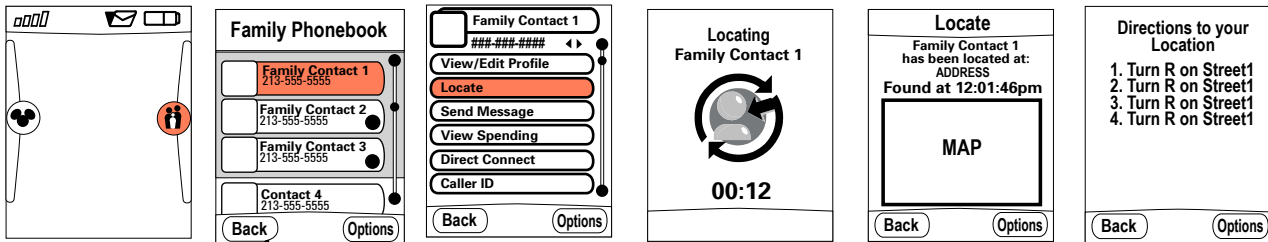
6.6 Family Phonebook Visuals



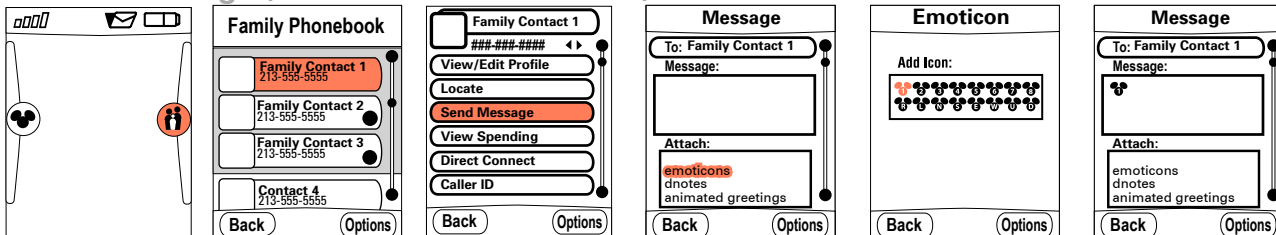
Phonebook entry



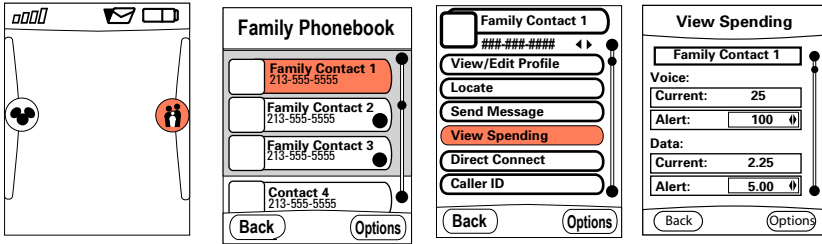
Location Services



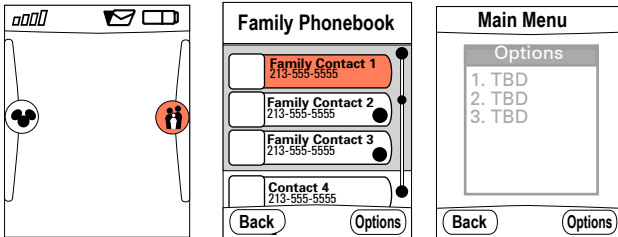
Send a Message (with attached Emoticon)



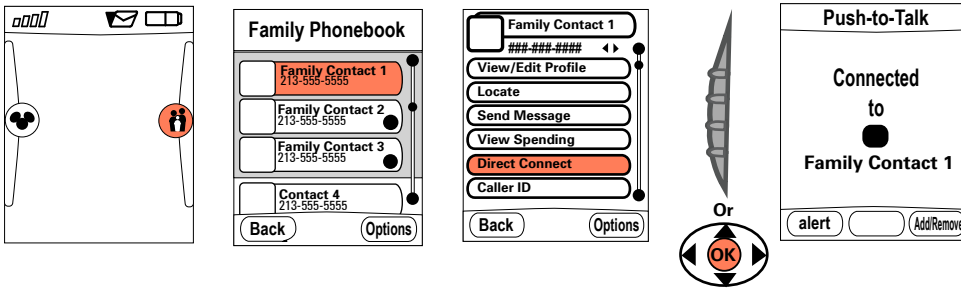
view spending (primary phone account manager viewing secondary phone)



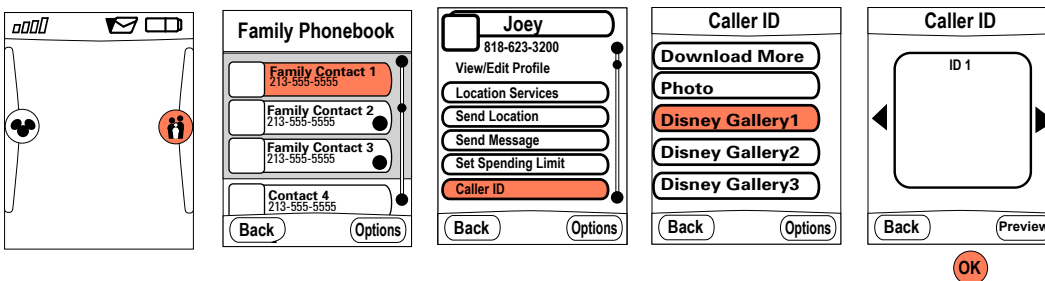
options



Direct Connect via Phonebook



Caller ID via Phonebook



7.0 Location Based Services

7.1 Via Family Phonebook parent (primary) phone

Parent or primary phone shall be able to, via the Family Phonebook, locate child (secondary phone) by selecting contacts name – then selecting LOCATE.

Account manager primary phone needs no permission to locate child (secondary phone)

Primary phone that is not account manager requires permission from account manager to locate child (secondary phone)

Permission is given via point of purchase, call center or website

While location is being determined there shall be an animated status screen that displays a countdown time, informing Mom of the remaining time (in seconds) before the child is located

Status screen shall have a soft key command that reads “cancel”.

If location is not found the last known location and time is shown.

If location is located – user is displayed a notification that reads “Joey (name) has been located, with a text address description.

User should have address description with pictorial map displayed at same time. If not

User has options that include a pictorial map of location along with get directions to location (see page 26)

User activates options by clicking hard key on phone labeled options or labeled with graphic icon that denotes options

7.1.1 LBS Map options via Family Phonebook Child locator

If user selects map option – a full screen pictorial map (see Section 8.26) will be seen with icon to denote child’s location.

User has the ability to zoom 5 levels, 1 default level, 2 levels in or 2 levels out. The zoom in/zoom out tool is located on the right side of the map and can be used through the 4 way touch pad by scrolling up or down and hitting the ok button.

User can return to options associated with Location Found by selecting the Back soft key or by clicking the persistent options key on the handset.

7.1.2 LBS Directions via Family Phonebook child locator

User can acquire directions associated with location found by clicking the persistent options key on the handset and selecting directions

Directions are displayed in text and scrollable if text is longer than what display can

support.

User can return to options associated with Location Found by selecting the Back soft key or by clicking the persistent options key on the handset.

7.2 Non-Family Provisioned Phonebook

Users that do not have family members (family plan members) provisioned to the family phonebook will have the option to locate intra-nextel service subscriber contacts via the Phonebook

7.3 Location Alert Options

If location not found message reads "Not Able to Locate" or "User Not Available"

Last available location will be given with a time stamp (Device could push location on a designated time interval)

7.4 Child finder and send location

Primary phones (mom & dad) ability to locate child shall be available by both the mobile handset and the Disney Website

Account Administrator shall be able to set/change privileges via the phone for the Disney Website, Call Center using password, or Point of Purchase

Primary (Parent) phones have the ability to locate secondary phones. Account Administrator has the ability to "shut off" or "turn on" another primary phones ability to locate secondary (Child phone)

Accuracy of location can vary greatly depending on ability to see GPS satellites. There shall be a location accuracy indicator. If GPS, show strong, if network-based, show weaker.

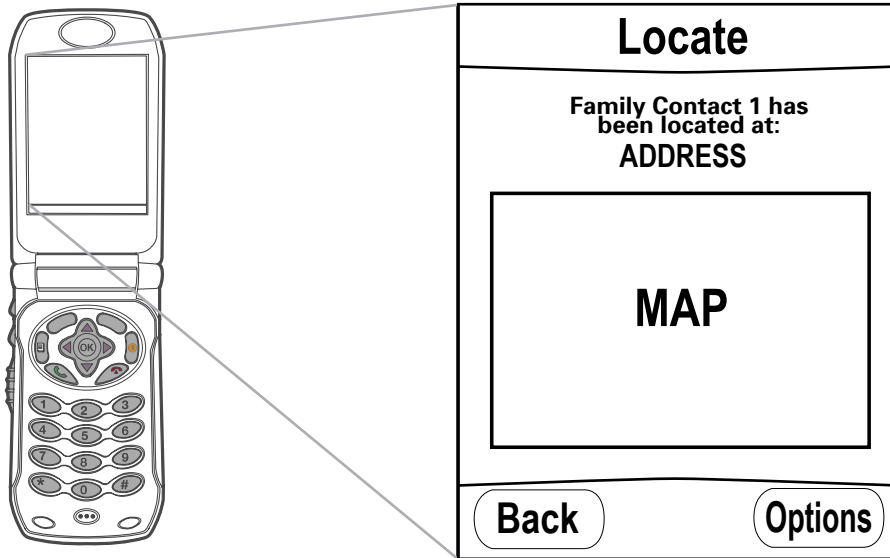
Shall show just address upon request. Should also show proximity to the nearest mall, school, etc. – something that could be recognized by a user. This is good in cases where accuracy is very poor.

7.5 Location Services Comments

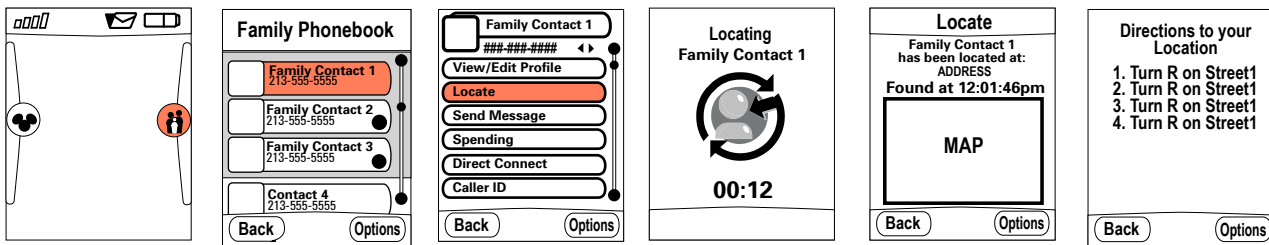
7.6 LBS Roadmap Items

- Geofencing to be a roadmap requirement

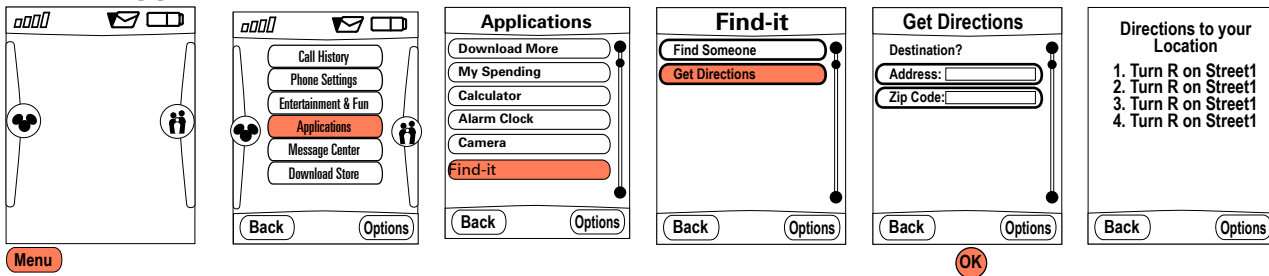
7.7 Location Based Services Visuals



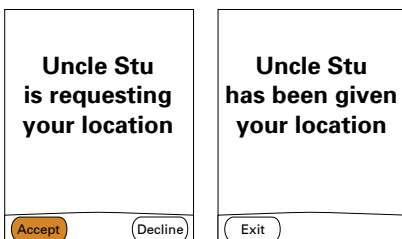
Via Family Phone Book Parent (Primary) Phone locating child



Find-it App



Parent (Primary) Phone being located by another Primary Phone



8.0 Spending Allowance

Spending Limits allow a subscriber to set a threshold for the child's usage of voice minutes and data minutes

Once a threshold is met, the account manager is notified via an alert sent to the account manager's phone

The default settings notify the account manager once the family usage is at 90% of the total "family plan" but, the account manager can configure thresholds for each child and the family via the Disney Mobile call center and the Disney Mobile web portal

Spending allowance provides the account manager the ability view secondary phones usage and allowance "alert" to be sent to their phone when child has reached 90% of the allocated allowance

Only account manager can set Spending Limits for secondary (childs) phones

Spending information is pushed to the handset via MMS once every 24 hours

8.0.1 Phone (Handset) Spending Allowance Interface

Primary phone will have the ability to view child's data spending and voice usage along with the allowance for data and minutes allocated for that child through the handset, online, or through the call center

Primary phone (Account Manager) will have the ability to adjust or reset the allowance (alert setting) for the child (secondary phone) voice and data only

Primary phone (Account Manager) will be prompted to enter a password before viewing/adjusting spending

8.0.2 Portal (Web) Spending Allowance Interface

Upon activation the default spending limits for children(secondary) defaults to 'Unlimited'

Account Manager shall have the ability to view, set and adjust via Disney Mobile Website

- 1) Voice Minutes
- 2) Data Spending (\$)
- 3) SMS Messaging
- 4) Direct Connect

Account Manager will be prompted to enter a password before viewing, getting, setting or adjusting spending

All Users shall have the ability to view their own spending (and allowance where applicable) by going to the "My Spending" application in the applications folder (see page 29) via the handset

8.1 Spending Allowance via the Family Phonebook

The parent (primary) phone accesses child Spending Allowance by selecting the child through their Family Phonebook, then selecting the Spending Allowance from the contact's menu selections.

8.2 Spending Allowance Viewing

The parent (primary) phone user, after selecting Spending, is prompted to enter a password then is displayed the child's current Data Spending and minutes used.

At provisioning & activation in retail store parent spending limits are set to a default setting of unlimited for data and minutes used. The customer is told by a service rep during activation provisioning that they can set the spending limit from the options below.

8.2.1 Spending Allowance allocation adjustment

The parent or account manager shall adjust the child's allowance by going online to their account page and adjusting the allowance

The parent or account manager shall adjust the child's allowance by calling the Disney MVNO call center and asking a service rep to adjust the allowance

The parent or account manager should be allowed to adjust the child's allowance via their handset using arrow up and down keys to add or subtract from the allowances (voice and data only)

8.2.2 Spending Allowance notification

If a child goes over the allocated Spending Limit, parent phone will receive an MMS alert notifying them of the child reaching 90% of their allowance.

The parent phone will receive alerts for all 5 settings that were adjusted online

When an alert is received on the parent phone, the user will be prompted to view the over usage specific to that setting (ex. SMS). Details of the over usage will show what their current spending is and what their allowance was

Child or secondary phone also receives an alert with "details" options when they have gone over their set allowance

8.2.3 Spending Alerts for Family Plan overage

Account Manager (Primary phone) shall receive an MMS alert when overage has occurred within the Family Plan specific to:

- 1) Voice
- 2) Data
- 3) LBS
- 4) SMS
- 5) Direct Connect

User will have the option to view additional details on which area overage occurred

Only account manager receives an alert for family coverage

Only Account manager has access to view entire family Spending Allowance

8.3 Spending Information via Application

Parent (primary) phone, child (secondary) phone and a non-family provisioned phone will have the ability to access their own personal Spending information via an application called "My Spending."

User accesses the "My Spending" app by going to the Application folder within the Applications folder off of the main menu.

"My Spending" app allows users to view their own personal spending and allowances, but not adjust allowances. example:

Dad – Current Data Spending \$2
Current Minutes Used – 50
Allowance Data – Unlimited
Allowance Minutes – Unlimited

Child - Current Data Spending \$5
Current Minutes Used – 75
Allowance Data – \$5
Allowance Minutes – 100

8.4 Spending Allowance comments

When assigning limits what are the incremental denominations?
voice limits increased in 50 minute increments
Data limits increased in \$1 increments
Messages increased in 25 message increments

In retail store activation and provisioning settings

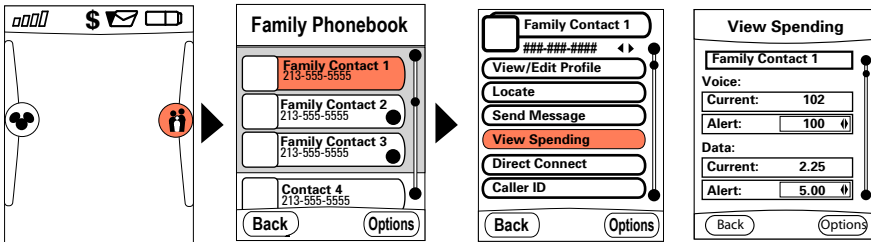
What will the bill look like? How is usage displayed per user.

How does Direct connect factor into usage costs.

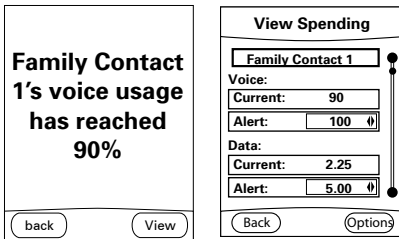
Do we want to offer a selective phone disabling function like Mobile Guardian?
Primary user would assign who could be reached on the secondary phones when limits have been reached

8.5 Spending Allowance visuals

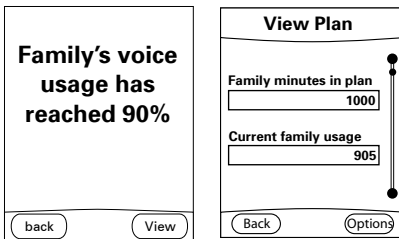
Primary phone (account manager) viewing secondary spending allowance



Primary phone (account manager) receiving an alert for child (secondary phone) exceeding allowance



Mom receiving an alert for family overage



My Account:
 Name:
 Password:

Disney Mobile View Spending

Account Manager: Sarah Smith
 Account ID Number: 34 756823645867
 Phone Number: 626-555-1551
 Next Billing Date: 8/15/04

Family Plan:	Voice:	SMS:	Data:	LBS:	Direct Connect:
500	500				

Family Current Spending:	Voice:	SMS:	Data:	Direct Connect:

	Voice:	SMS:	Data:	Direct Connect:		
Joey:	Current Usage: 202	40	5.00	10	Usage History	Blacklist
	Usage Alert: 200	None	6.00	None		Set Calendar of Phone Us
Samantha:	Current Usage: 202	40	5.00	10	Usage History	Blacklist
	Usage Alert: 200	None	6.00	None		Set Calendar of Phone Usage
Mom:	Current Usage: 202	40	5.00	10	Usage History	
	Usage Alert: 200	None	6.00	None		
Uncle Stu:	Current Usage: 202	40	5.00	10	Usage History	
	Usage Alert: 200	None	6.00	None		

Save Cancel Help

9.0 Direct Connect

Family plan members shall be populated to the handsets during the activation and provisioning process

9.1 Direct Connect via Family Phonebook

Family plan members are populated in the Family Phonebook. Family subscriber phones will be able to Direct Connect via the Family Phonebook by selecting a family member, selecting the direct connect option and clicking the OK button located at the center of the handset 4 way touch pad or by clicking the persistent Direct Connect button on the handset (see page 33)

Additional numbers can be added to Direct Connect by selecting new entry option and entering the new entries Direct Connect number or selecting an existing contact and adding a Direct Connect number as an option

9.2 Via handset persistent button

Parent (primary) and child (secondary) phone can access their family provisioned Direct Connect Contacts by clicking the persistent Direct Connect button on the side of the handset.

After clicking the Direct Connect button a user shall see a list of family members along with a family group option. User scrolls to the family member they wish to connect, or multiple family members, or family group option and then clicking the persistent Direct Connect button to connect.

Users also have the option to send an alert to the contact.

9.2.1 Group Connect

User has the option via the handset persistent button to select multiple family members by the family group option, or by clicking on multiple family members one at a time using the 4 way directional arrow pad and clicking OK. Once all desired contacts are selected the user then clicks the persistent Direct Connect button to connect. User also has the option to send alerts to multiple contacts. User shall have the ability to add additional contacts to this Direct Connect menu.

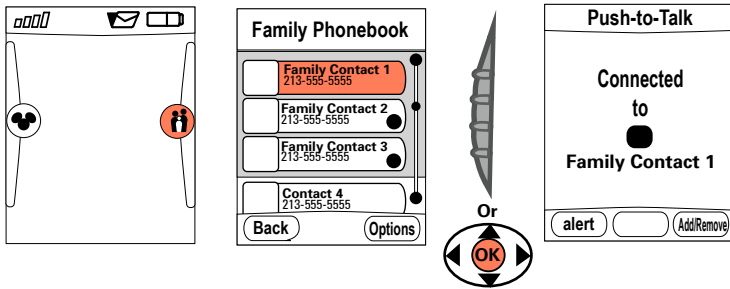
9.3 Adding additional group connect contacts

User selects options from the Direct Connect menu by clicking the persistent options button. User then selects new entry and adds Direct Connect number to new entry or create a group

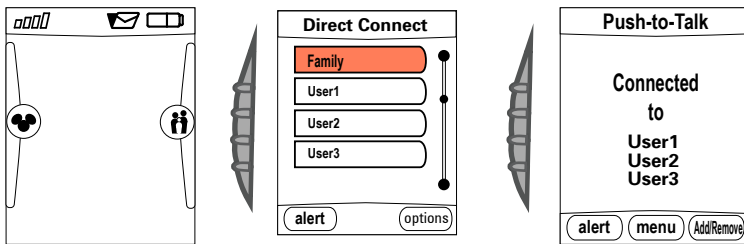
9.4 Direct Connect Comments

9.5 Direct Connect Visuals

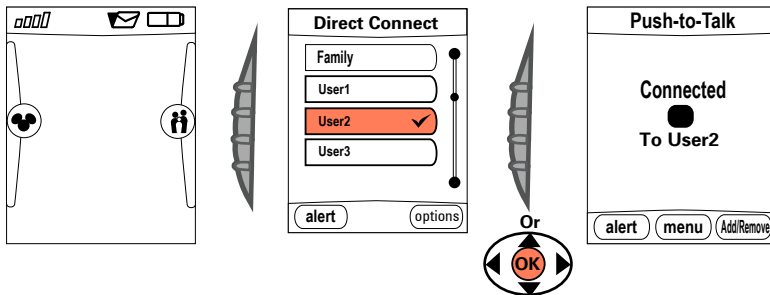
Direct Connect via Phonebook



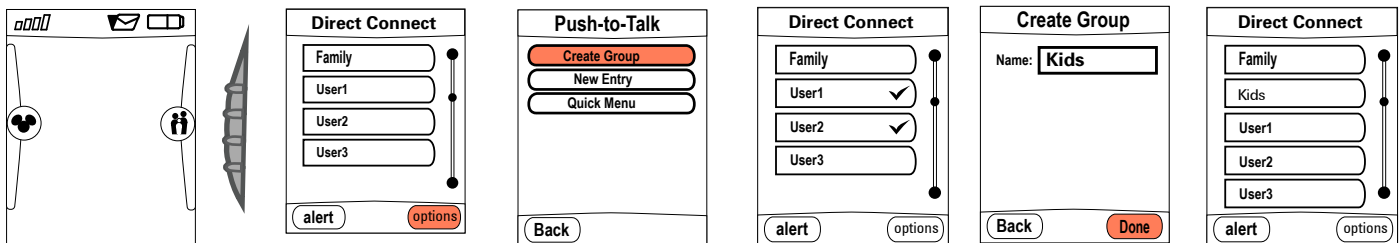
Direct Connect via handset persistent button



Group Connect via handset persistent button



Adding additional group connect contacts



10.0 Character Caller ID

Character Caller ID's will allow users to associate ringtones, photos, Disney characters, and other graphics with phonebook contacts.

Once a caller ID is associated with a contact, that contact will be represented as that caller ID during incoming calls.

Caller ID on incoming calls will include an animation with graphics or photo.

Caller ID shall have presence on clam shell exterior LCD's also

10.1 Via Family Phonebook

A user shall select caller ID to associate with a contact by going to the Family Phonebook and selecting a contact, then selecting caller ID

Once a caller ID is selected the user then has the options: to download more, photo list, and choose from a selection of 7 Character Character Caller ID's

User has the option to preview the selections of Caller ID's by selecting one and clicking OK. User then has the option to preview or associate that caller ID with a contact

A confirmation screen validates that the contact has a caller ID associated

User shall have the option to associate different ringtones with different called ID's

10.2 Creating via camera photo list

If user selects photo list they are sent to a list of all existing photos on the handset with an option to take more photos and essentially, create more Character Caller ID's

10.3 Downloading more or deleting

There shall be an option within the caller ID list for the user to download more.

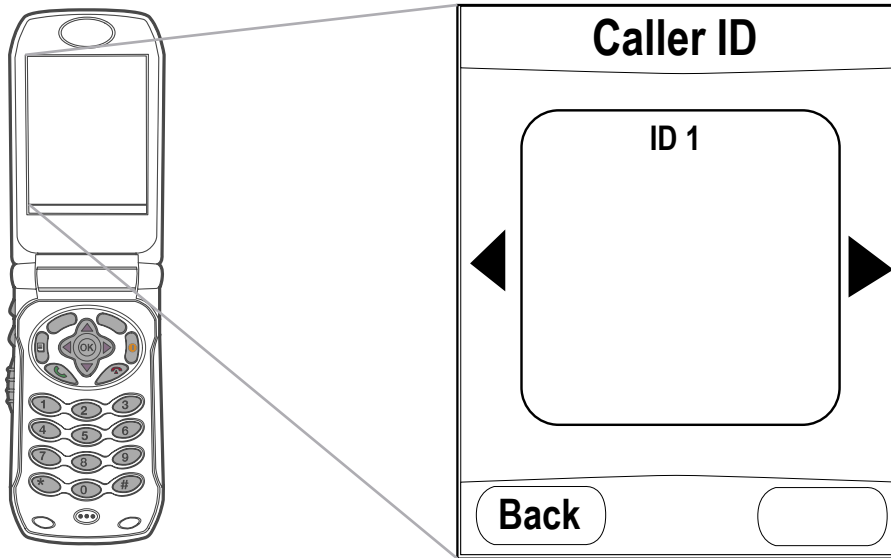
Download more will connect to a portal where the user can purchase and download additional Character Caller ID's.

10.4 Caller ID comments

When phone is answered the Caller ID image stays populated

10.5 Caller ID Content List (insert graphics)

10.6 Caller ID Visuals



Character Caller ID via Phonebook

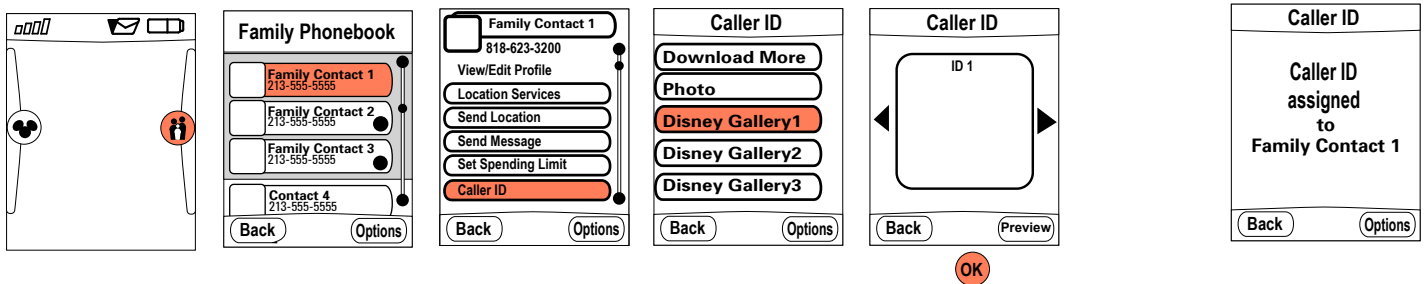


Photo ID via Phonebook

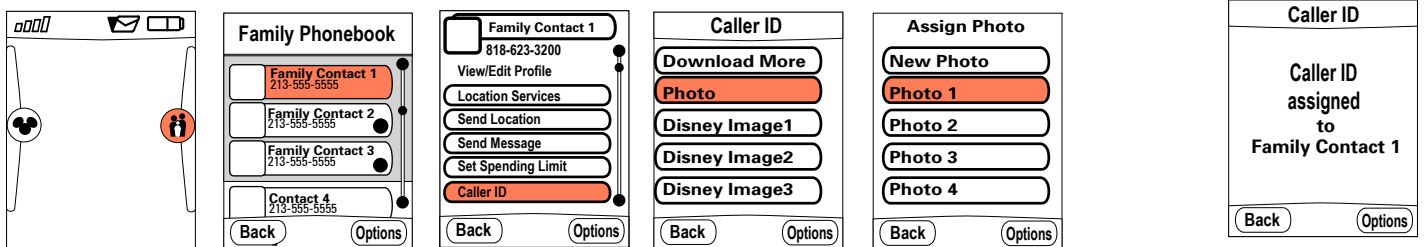
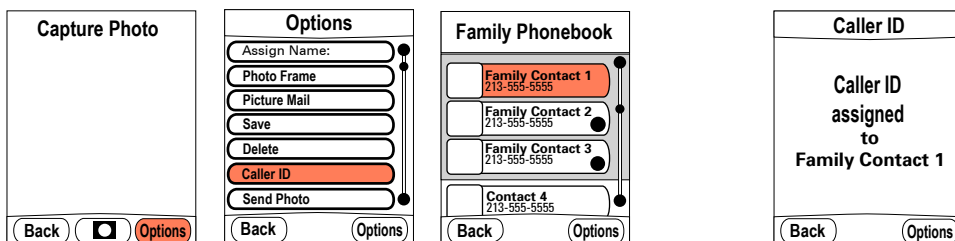


Photo ID via camera



11.0 Messaging

11.1 Via Family Phonebook

Users have the option to send an SMS or MMS message via the Family Phonebook. Within the Family Phonebook users select a contact. Within the contacts menu the user shall have a selection called Send Message. If selected the user is then sent to the Send Message screen

11.2 Via Message Center

Users via the message center have the option of sending a message

11.3 Via Disney Menu

Users via the Disney Menu have the option of sending a message

11.4 Message Center Components

Message Center shall consist of the following:

1. Family Fridge
2. Inbox (Voicemail, SMS/MMS)
3. Send a Message (SMS, MMS-Photo, Animated greetings)

11.4.1 Family Fridge (See page 43 for more details)

Allows family plan subscribers only the ability to record and post a voice with text message to all, some, or one family member

Users have the ability to view who has read messages, when messages have been read and delete messages from their Family Fridge

11.4.2 Inbox

Users can view and select from a list that includes received voice mail and SMS/MMS messages

Graphic icons denote which item is voice, which is SMS/MMS

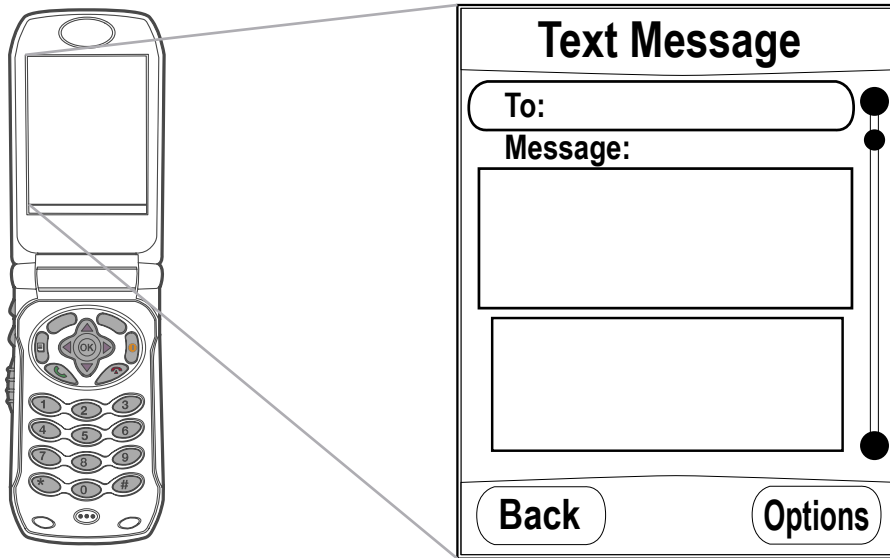
11.4.3 Send Message

User has the ability to send an SMS message with the option to add photos, animated greetings or emoticons. If added the message becomes an MMS without the customer having to make a distinction

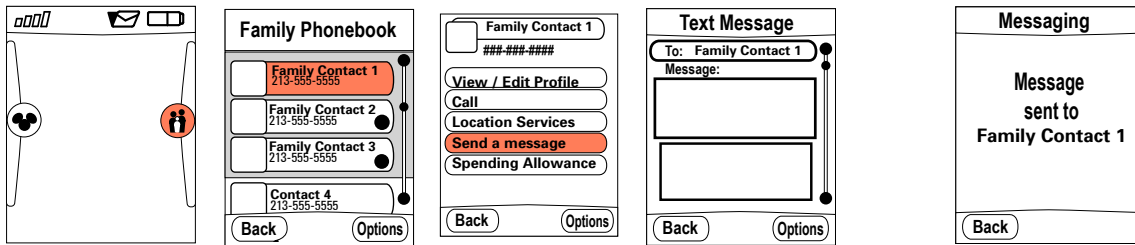
User shall have the option to view SMS/MMS outbox

11.5 Messaging Comments

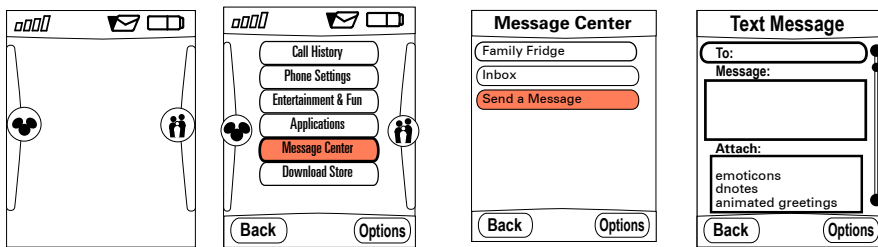
11.6 Messaging Visuals



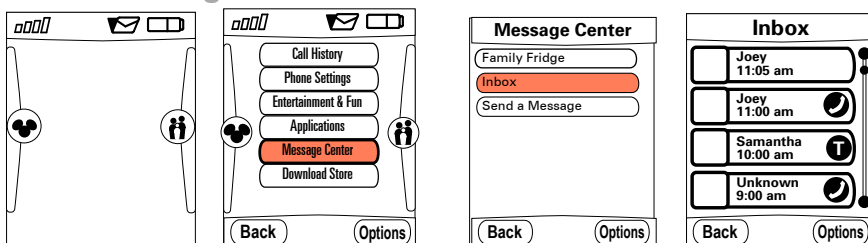
Messaging via Family Phonebook



Sending a message via Message Center



Inbox viewing



12.0 Main Menu

Main Menu shall be accessed via the idle screen. Main menu items (except for the camera) are persistent on all Disney mobile phones.

Main menu shall have selections:

- 1.Call History
- 2.Phone Settings
- 3.Entertainment & Fun
- 4.Applications
- 5.Message Center
- 6.Download Store

12.1 Call History

Shall Display

1. Incoming Calls
2. Outgoing Calls
3. Calls Missed

User shall see a list with an area depicting each call. Each call shall depict whether the call was incoming, outgoing, or missed.

12.2 Phone Settings

User shall have the option to:

1. Idle Screen Tabs
2. Themed Menus
3. Time and Date
4. Language
5. Call Answer
6. Volume
7. Network

User shall have the option to adjust phone functionality or menu logic through phone settings;

Phone settings list includes:

1. Turn idle screen tabs on or off
2. Network
3. My phone
4. TBD

12.3 Entertainment & Fun

User shall have the option to personalize their phone from a selection menu including:

- 1.Ringtones
- 2.Wallpaper
- 3.Screen Savers
- 4.Themed UI's
- 5.Games

12.3.1 Ringtones

User shall have the option to choose from 5 Ringtones (see page 34)

User shall have the option to download additional Ringtones. There shall be a ringtone menu option called download more. Download more option goes to the download store.

12.3.2 Wallpaper

User shall have the option to choose from 11 Wallpapers (see page 34)

User shall have the option to download additional Wallpaper. There shall be a Wallpaper menu option called download more. Download more option goes to the download store.

12.3.3 Screensavers

User shall have the option to choose from 5 Screensavers (see page 34)

User shall have the option to download additional Screensavers. There shall be a Screensavers menu option called download more. Download more option goes to the download store.

12.3.4 Themed UI's

User shall have the option to choose from 3 Themed menus (see page 34)

User shall have the option to download additional Themed menus. There shall be a Themed menus menu option called download more. Download more option goes to the download store.

12.3.5 Games

User shall have the option to choose from 3 games

User shall have the option to download additional games. There shall be a download more option called "Download More". Download More option goes to the download store.

Disney Mobile Game Genres include:

1. Action/Adventure
2. Space
3. Movie Themed
4. Sports
5. Puzzles and Trivia

12.4 Applications

User shall have the options to choose from a selection of embedded apps along with an option to download more.

Embedded Applications menu includes:

1. My Spending
2. Find-it (Not embedded on handset - must be downloaded)

3. Calculator
4. Calendar(TBD)
5. Download More

12.4.1.1 My Spending (see page 22)

LBS Application

12.4.1.2 Calculator

User shall have access to a Calculator application

12.4.1.3 Calendar

User should have access to a calendar application

12.4.1.4 Download More

Sends users to download store (see section 33)

12.5 Message Center

12.5.1 Posting New Messages

Users have the ability to post a new message by selecting the options soft key then Post New Message

User is then prompted to record an audio message. User can end recording session by selecting the end record soft key. Once complete the user has the option via a menu list to:

1. Listen to their Recording
2. Re-Record
3. Add a label
4. Add a text message
5. Or Done (Post)

12.5.2 Reviewing Posted Messages

Users have the ability to review a messages details by highlighting the message and selecting options. User then has the option to view details of the message including:

- When and who the message was posted by
- When and who has viewed the message

12.5.3 Family Fridge Comments

- Message board will be accessible outside the family as a roadmap item

12.6 Download Store

Download store is a portal that customers shall access free of charge. Download store is a storefront for customers to purchase and download handset content along with downloading free content.

Download store components include:

- 1.Free Stuff
- 2.Exclusives
- 3.Ringtones
- 4.Wallpaper
- 5.Games
- 6.Themed menus
7. Find it
8. Other

Initial Download store menu list (above) should be preloaded for instant access

Download store content shall be updated once a month. Some items in download store will remain for more than 1 month. No content shall reside in download store for more than 3 months.

12.6.1 Free Stuff

User shall have access to a menu of free content (see page ?)

Objective – customer satisfaction - engage target segment into using Disney Mobile content

Menu of free stuff will change each month

12.6.2 Exclusives

User shall have the ability to purchase from a menu of exclusive or unique Disney Content

The exclusives menu shall change out each month. Some items in the exclusives menu will remain for multiple months. No item shall reside in download store for more than 3 months.

The types of content in the exclusives menu shall include:

1. Wallpapers
2. Ringtones
3. Screensavers
4. Themed Menus
5. Games
6. Character Caller ID's
7. Applications

The types of properties and themeing of the exclusive content will include.

New Disney Feature Animation Properties
Nostalgic Feature Animation Properties and sketches
Disney park and ride graphics, images, concept sketches
New Disney properties (example: Witch, Disney Cuties)
Promotional content (WDW park apps)

The Exclusives menu shall include:

1. Games
2. Applications
3. Free Stuff
4. Exclusives
5. Other

12.6.3 Ringtones

Users shall have the option to download Ringtones from a variety of different types. The types are designed around the disney mobile target segments including:

1. Moms - Disney properties and lifestyle Ringtones
2. Disneyphile - unique Disney park and Feature animation Ringtones
3. 11-14 boys - contemporary sounds/music
4. 11-14 girls - contemporary sounds/music and disney properties

12.6.4 Wallpapers

Users shall have the option to download Wallpapers from a variety of different types. The types are designed around the disney mobile target segments including:

1. Moms - Disney properties and lifestyle Wallpapers
2. Disneyphile - unique Disney park and Feature animation Wallpapers
3. 11-14 boys - contemporary Wallpapers
4. 11-14 girls - contemporary Wallpapers and disney properties Wallpapers

12.6.5 Games

Users shall have the option to download Games from a variety of different types. The types are designed around the disney mobile target segments including:

1. Moms - Disney properties and lifestyle Games
2. Disneyphile - unique Disney park and Feature animation Games
3. 11-14 boys - contemporary Games
4. 11-14 girls - contemporary Games and disney properties Games

12.6.6 Themed Menus

Users shall have the option to download Themed Menus from a variety of different types. The types are designed around the disney mobile target segments including:

1. Moms - Disney properties and lifestyle Themed Menus
2. Disneyphile - unique Disney park and Feature animation Themed menus
3. 11-14 boys - contemporary Themed menus
4. 11-14 girls - contemporary Themed menus and disney properties Themed menus

12.6.7 Other

User shall have the option to download other or additional types of content within the

download store.

The other content shall be designed around the Disney Mobile target Segment including:

1. Moms - Disney properties and lifestyle
2. Disneyphile - unique Disney park and Feature animation
3. 11-14 boys - contemporary "cool" content
4. 11-14 girls - contemporary "cool" content and disney properties

Content types within the other menu include:

1. Caller ID's
2. Photo Frames (Camera phones only)
3. Animated messages
4. Application
5. Screensavers
6. Alerts

12.7 Phone Settings

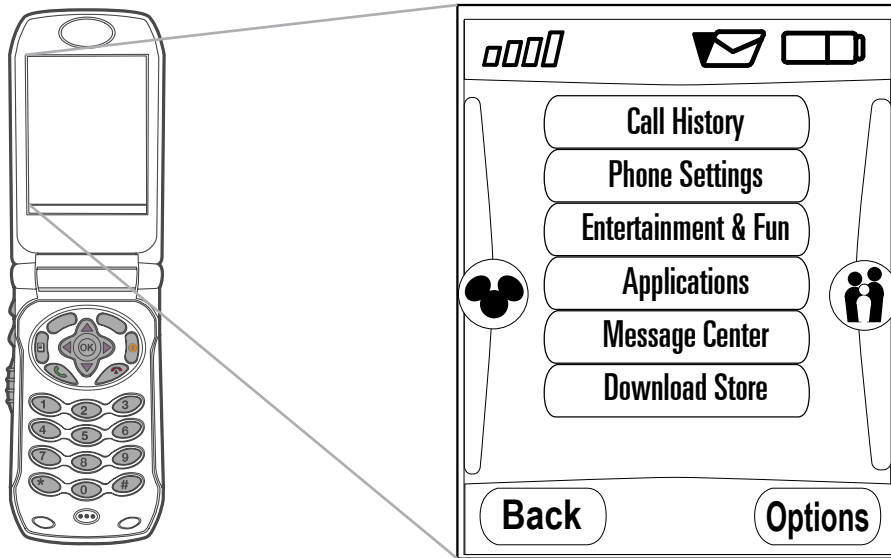
User shall have the option to adjust phone functionality or menu logic through phone settings;

Phone settings list includes:

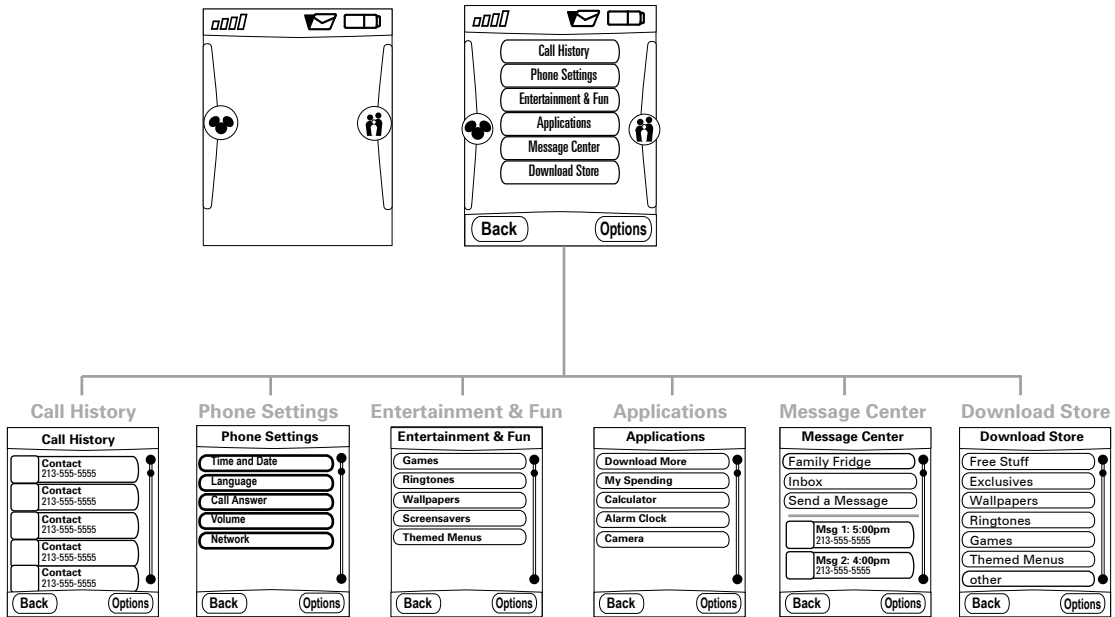
1. Time and Date
2. Language
3. Call Answer
4. Volume
5. Network

12.8 Main Menu Comments

12.9 Main Menu Visuals



Main Menu Accessibility



13.0 Family Fridge Via Family Phonebook

Family Fridge is an application that allows users to post a voice and text (SMS) message to a graphical list.

Family Fridge is accessible by all family plan phones only.

All family plan phones (primary and secondary) have the ability to post new messages.

Family plan members or contacts are populated on the phone via activation and provisioning

Idle screen shall have a Family Fridge alert to notify a new MMS has been posted to Family Fridge (see pg. 46)

13.1 Posting New Messages

Users have the ability to post a new message by selecting the options soft key then Post New Message

User is then prompted to record an audio message. User can end recording session by selecting the end record soft key. Once complete the user has the option via a menu list to:

1. Listen to their Recording
2. Re-Record
3. Add a label
4. Add a text message
5. Or Done (Post)

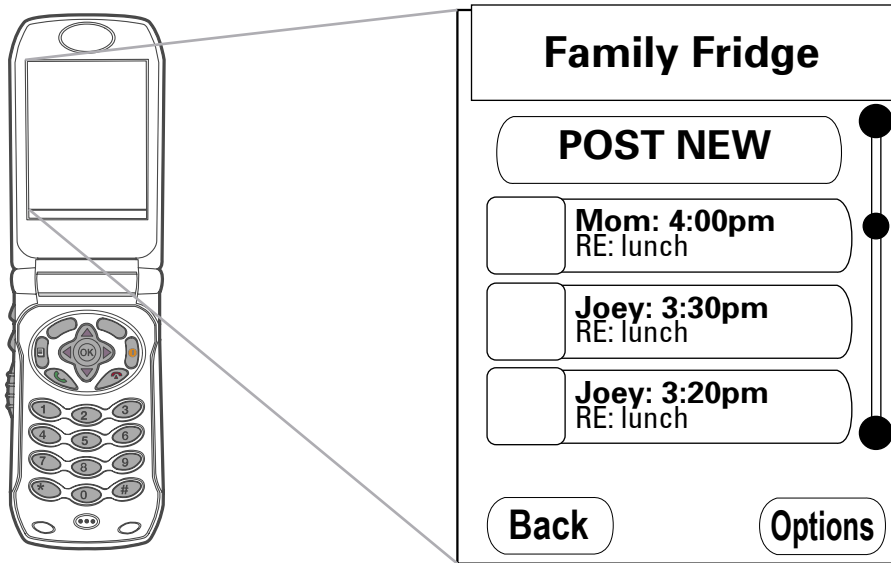
13.2 Reviewing Posted Messages

Users have the ability to review a messages details by highlighting the message and selecting options. User then has the option to view details of the message including:

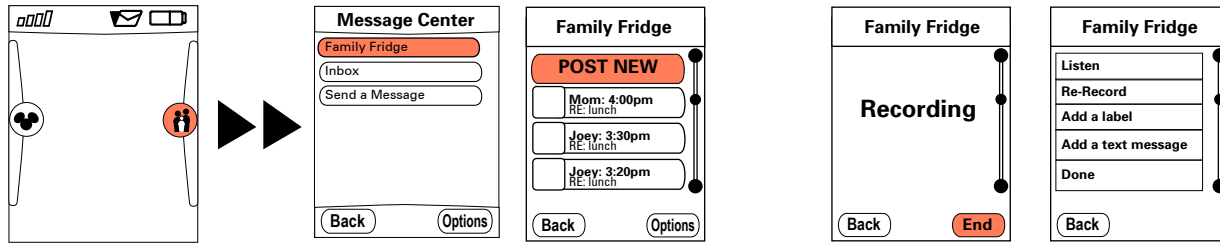
- When and who the message was posted by
- When and who has viewed the message

13.3 Family Fridge Comments

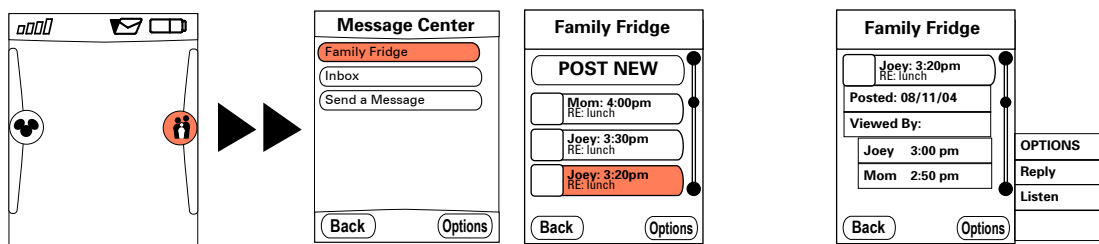
13.4 Family Fridge Visuals



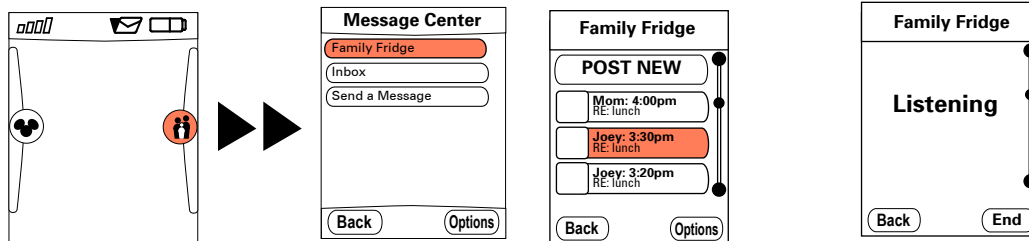
Family Fridge Posting



Family Fridge Review Post



Family Fridge Listening to Post



Idle Screen icon turns green when new Family Fridge message has been posted



Creative

- 1 Topic: Spending Limits**
The account manager primary phone shall be the only phone that can view and adjust Spending Limits

- 2 Topic: Main Menu**
Combine Entertainment & Fun with Applications

Call new combines folder "Tools and Fun"

- 3 Topic: Download Store**
Eliminate Download Store as separate area since user can download additional content from content specific to users

- 4 Topic: Disney Menu**
Character Caller ID on Disney menu

- 5 Topic: Family Phonebook**
Grey out family Phonebook features on individual phones (Locate and spending awareness)

Laundry List for handset persistant buttons

