



HP TouchPad Modes of Interaction

MODIFICATION DATE: Mon May 02 2011

COMPANY: HP

CREATOR: Mohit SantRam

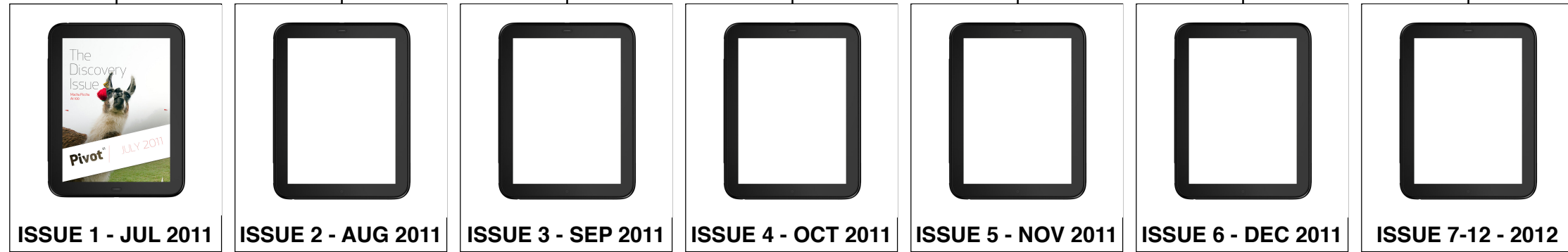
VERSION HISTORY: 1.0

DESCRIPTION: This document outlines the current proposed Modes of Interaction..

06/28/2011
TOUCHPAD
LAUNCH

2011

2012



- ISSUE 1 - JUL 2011**
- Static
 - Media Rich
 - Basic Interactive

- ISSUE 2 - AUG 2011**
- Static
 - Media Rich
 - Basic Interactive

- ISSUE 3 - SEP 2011**
- Static
 - Media Rich
 - Basic Interactive
 - Widgets

- ISSUE 4 - OCT 2011**
- Static
 - Media Rich
 - Basic Interactive
 - Widgets

- ISSUE 5 - NOV 2011**
- Static
 - Media Rich
 - Basic Interactive
 - Widgets
 - Fully Interactive

- ISSUE 6 - DEC 2011**
- Static
 - Media Rich
 - Basic Interactive
 - Widgets
 - Fully Interactive
 - Hybrid Display

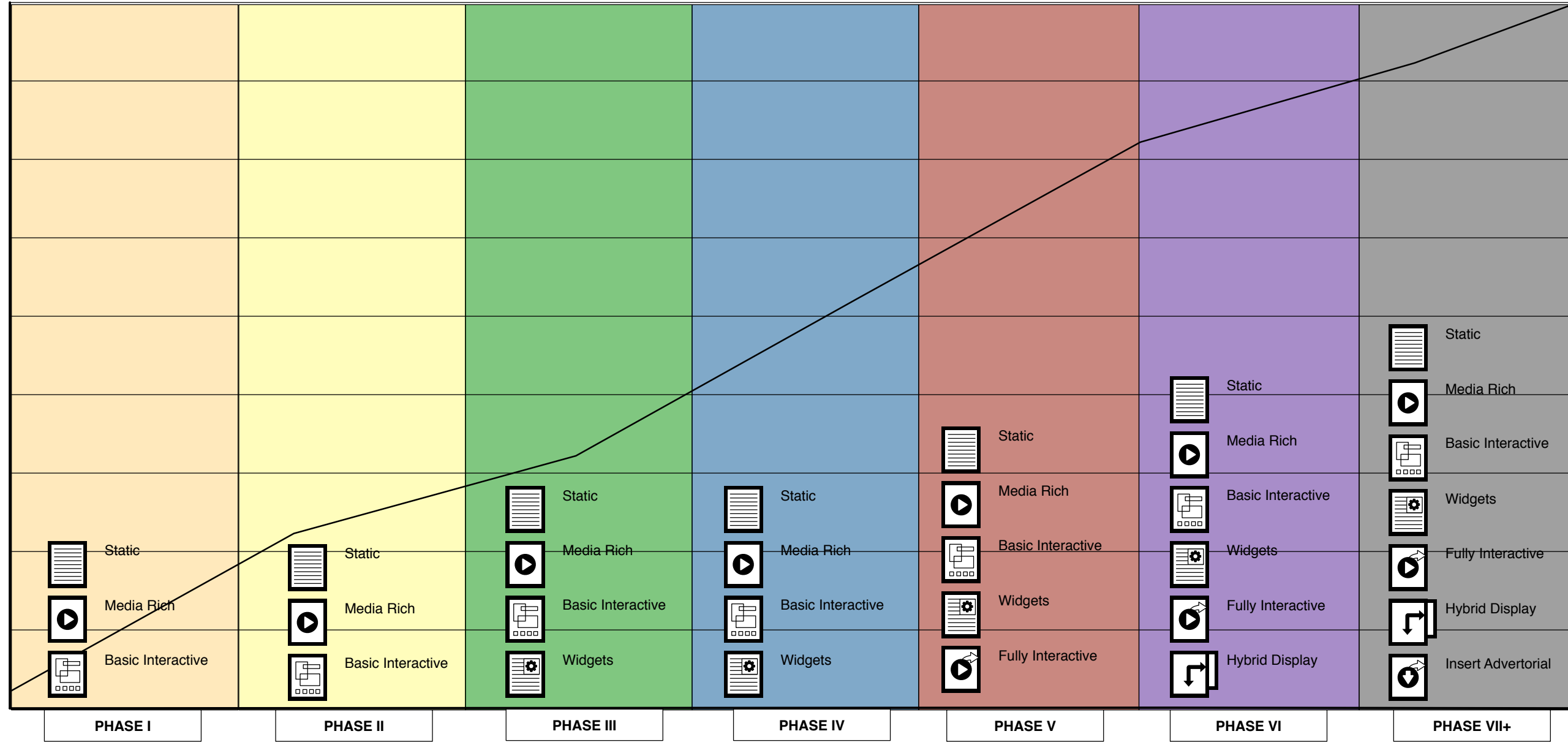
- ISSUE 7-12 - 2012**
- Static
 - Media Rich
 - Basic Interactive
 - Widgets
 - Fully Interactive
 - Hybrid Display
 - Insert Advertorial

LEGEND:

- Static
- Media Rich
- Basic Interactive
- Widgets
- Fully Interactive
- Hybrid Display
- Insert Advertorial

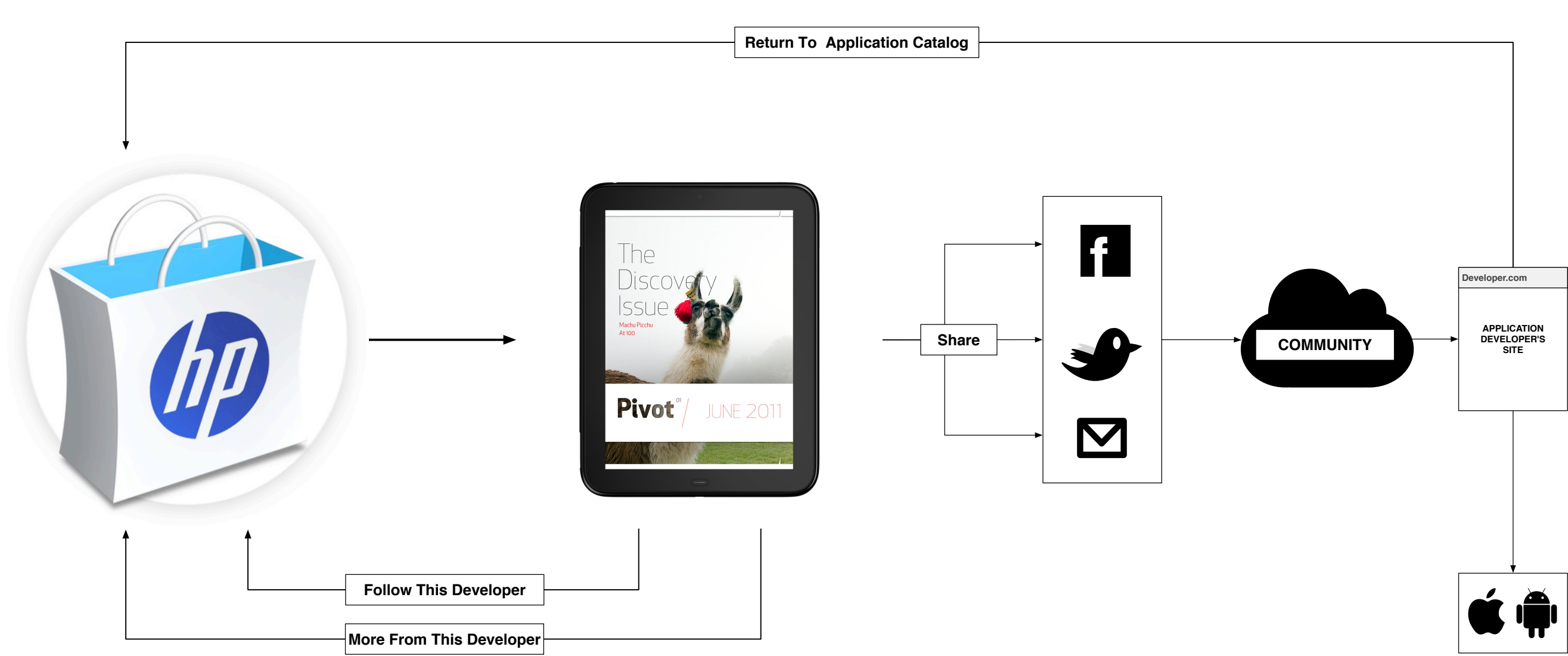
Editorial Roadmap

MODES OF INTERACTION



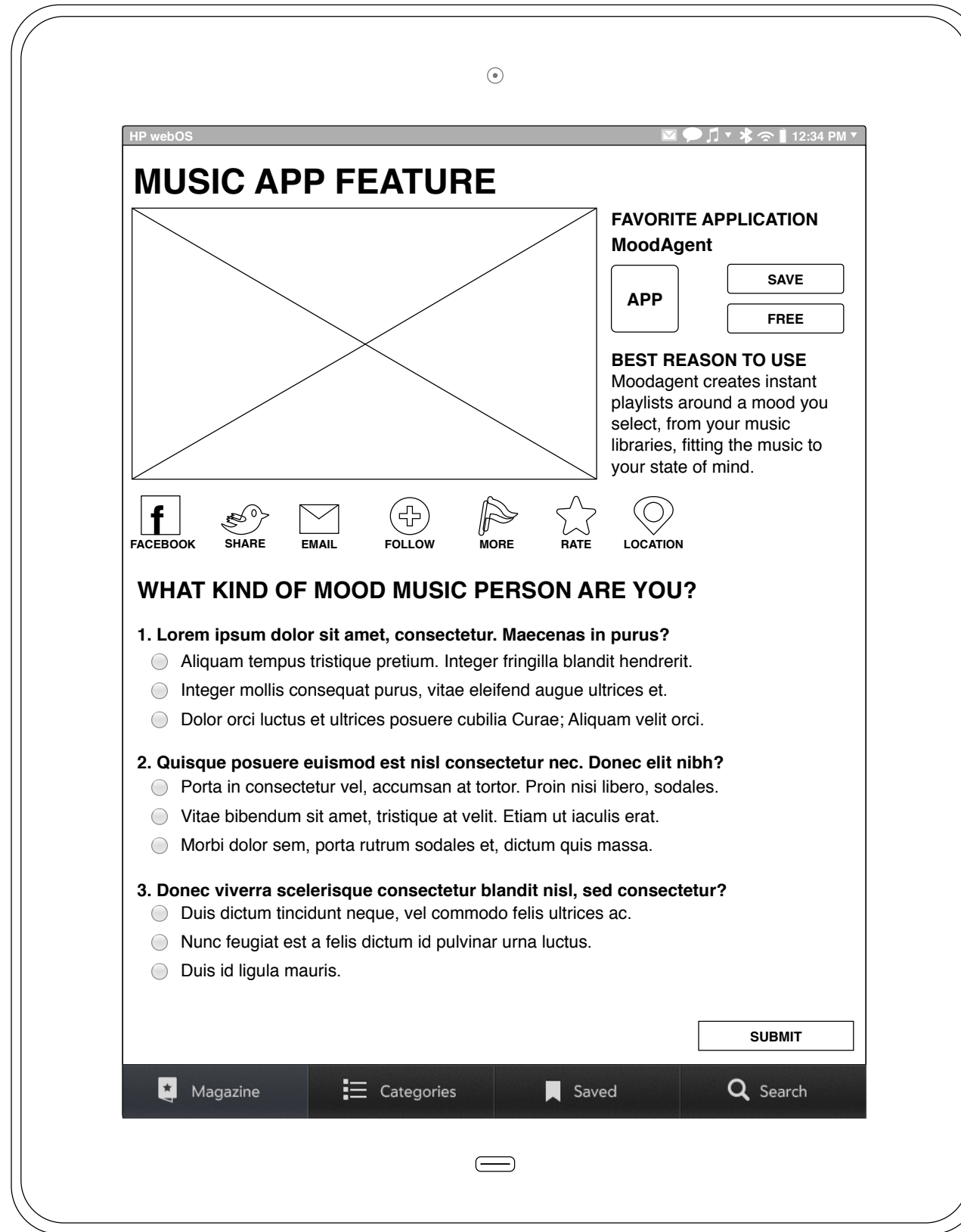
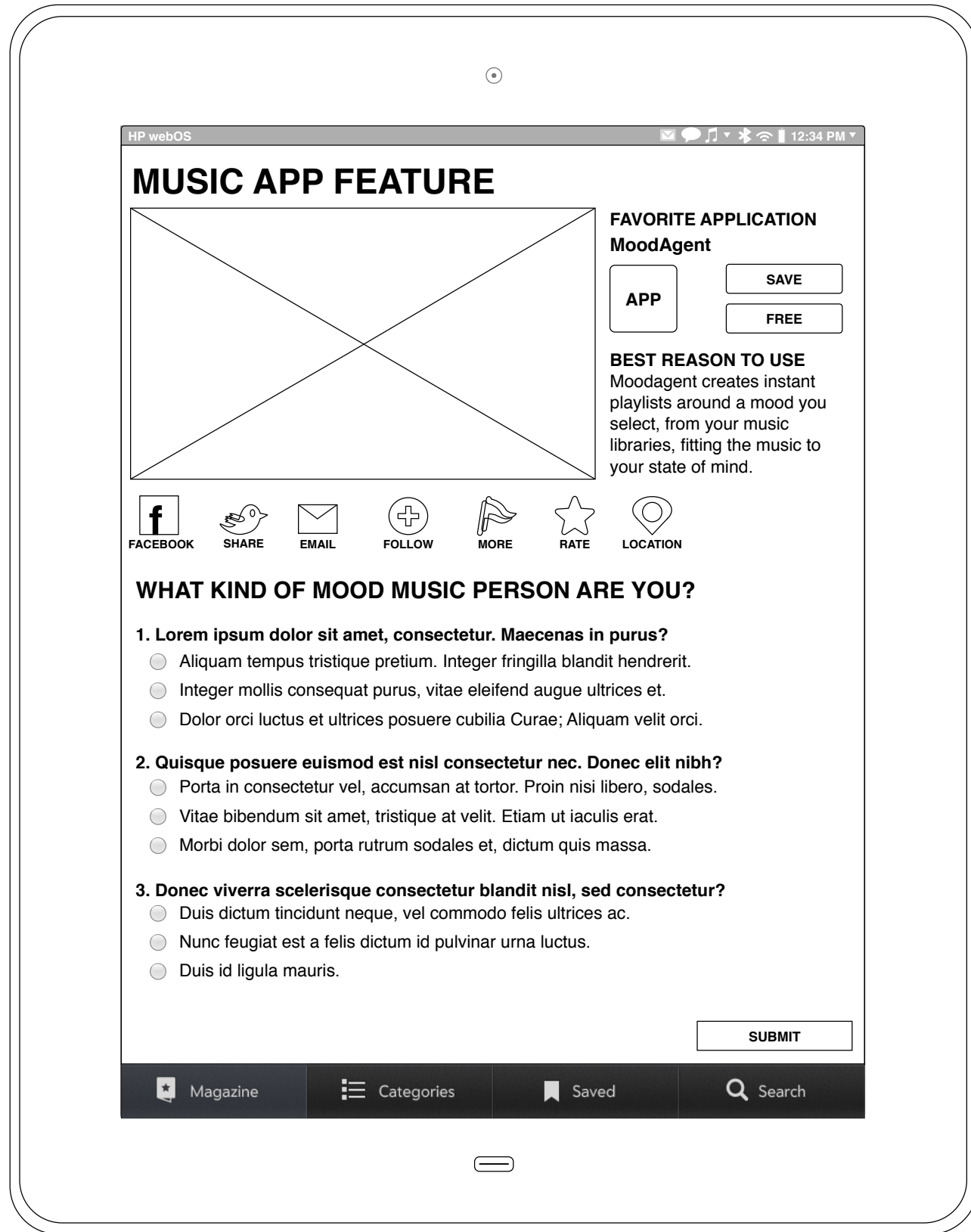
LEGEND:

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NOTES:

Empty box for notes.



NOTES:

1) User buy user a TouchPad for the holidays. User inboxes the TouchPad and completes the set up process: Select Language, Location, WiFi, then into magazine with Tutorial.

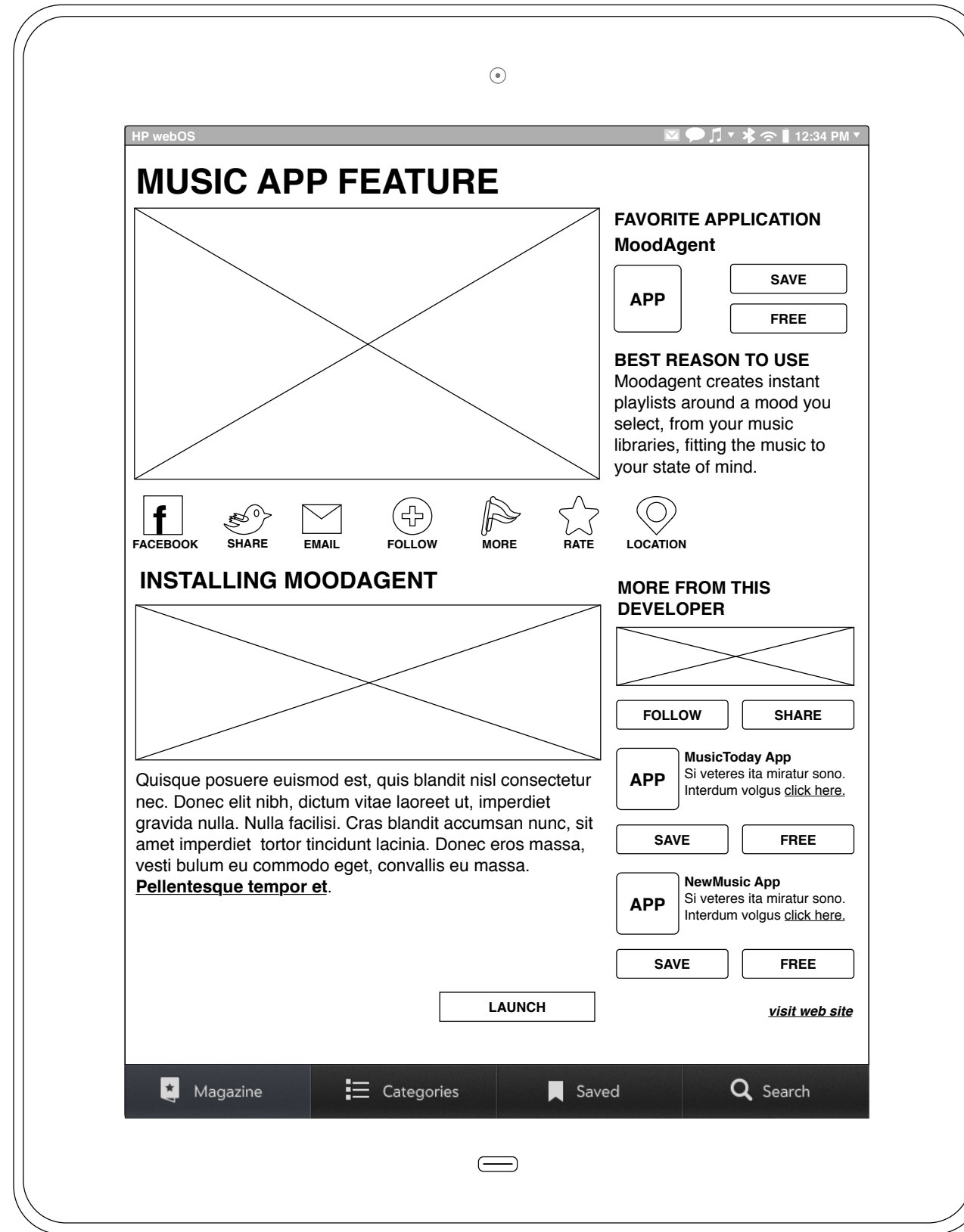
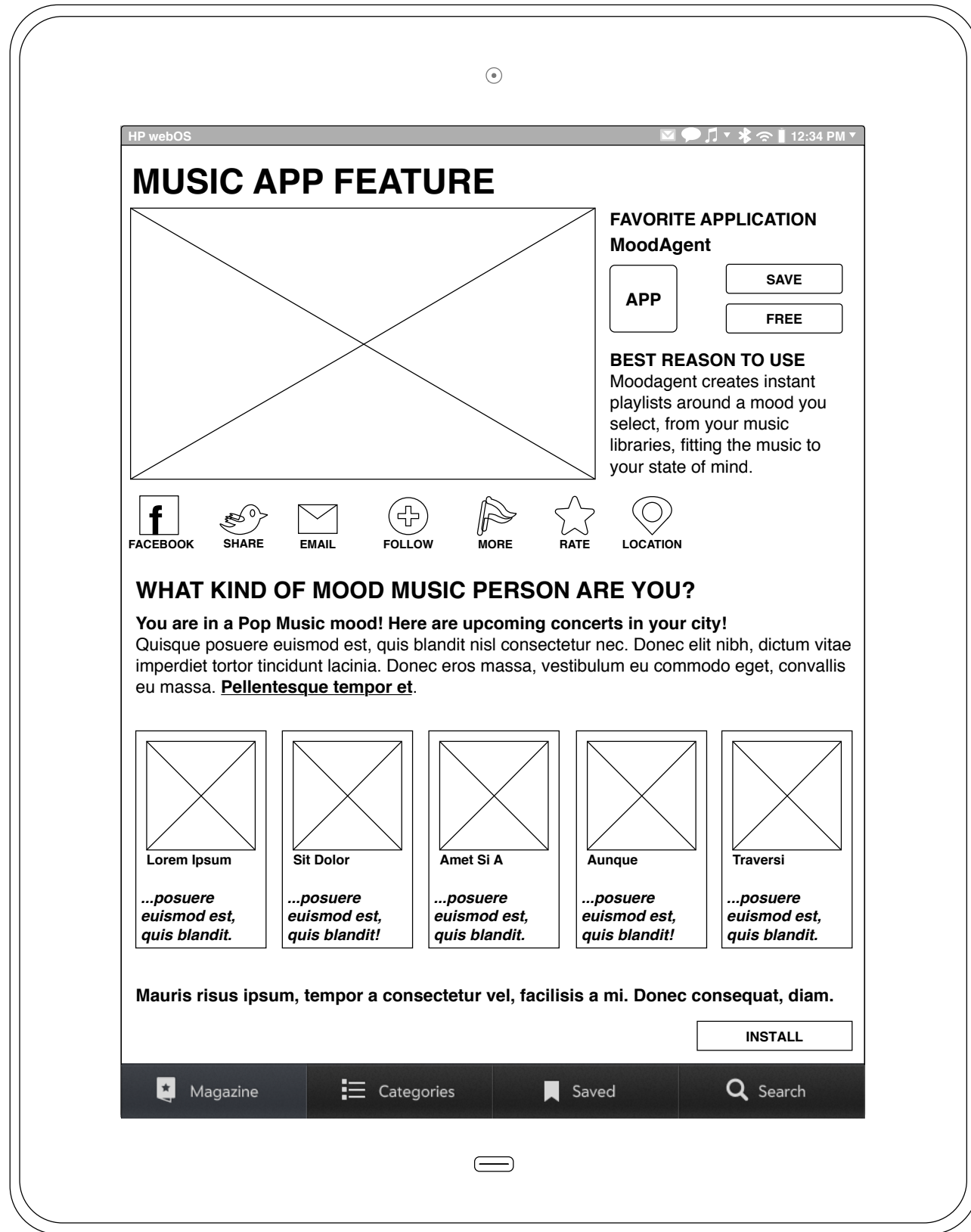
2) Magazine is opened for use, with the option for the user to customize the settings.

3) Reading feature about latest music trends and apps, user sees a music recommendation and integration app called MoodAgent.

4) Tapping on the feature brings up a fun interactive quiz to engage the the user into purchasing and/or installing the application.

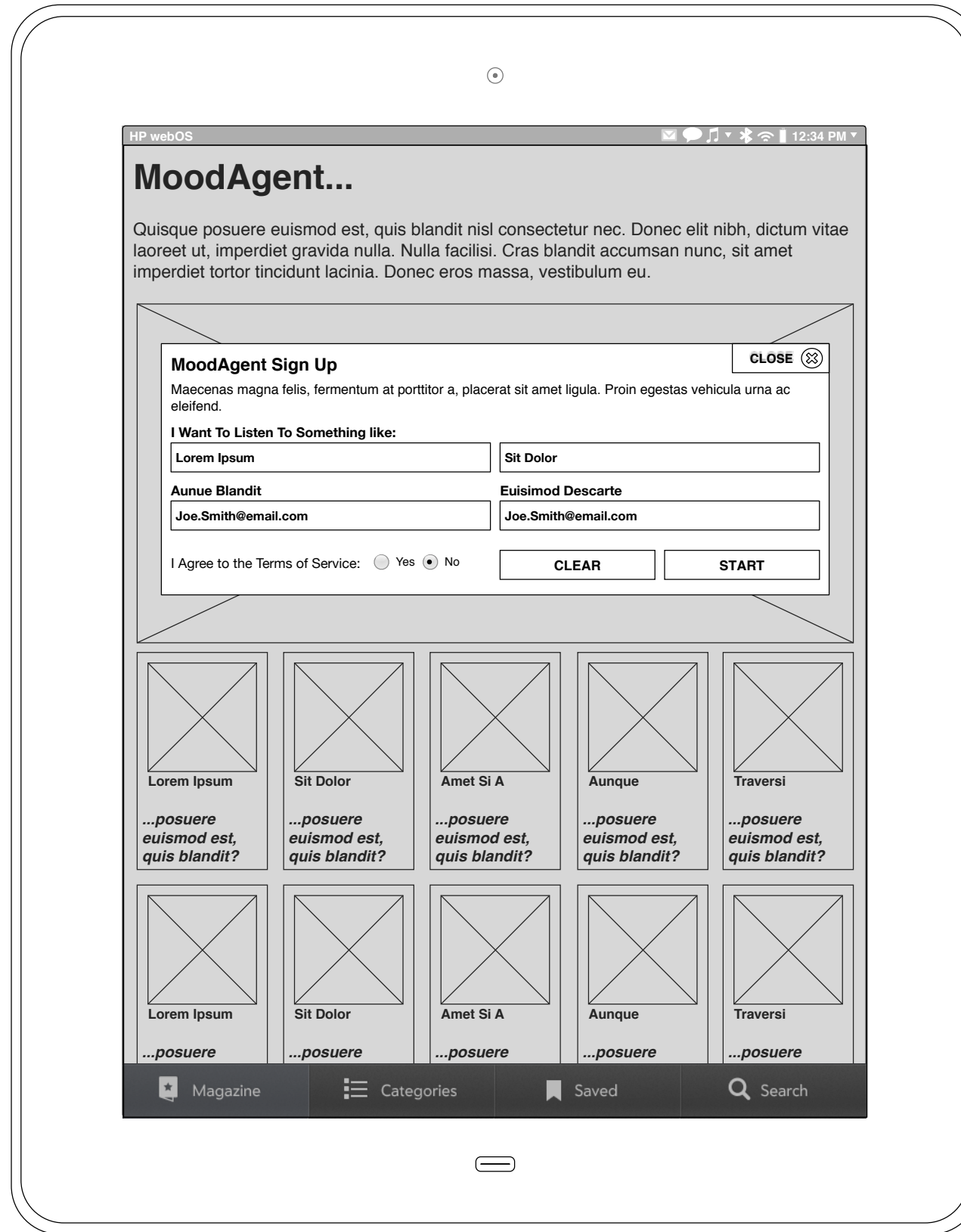
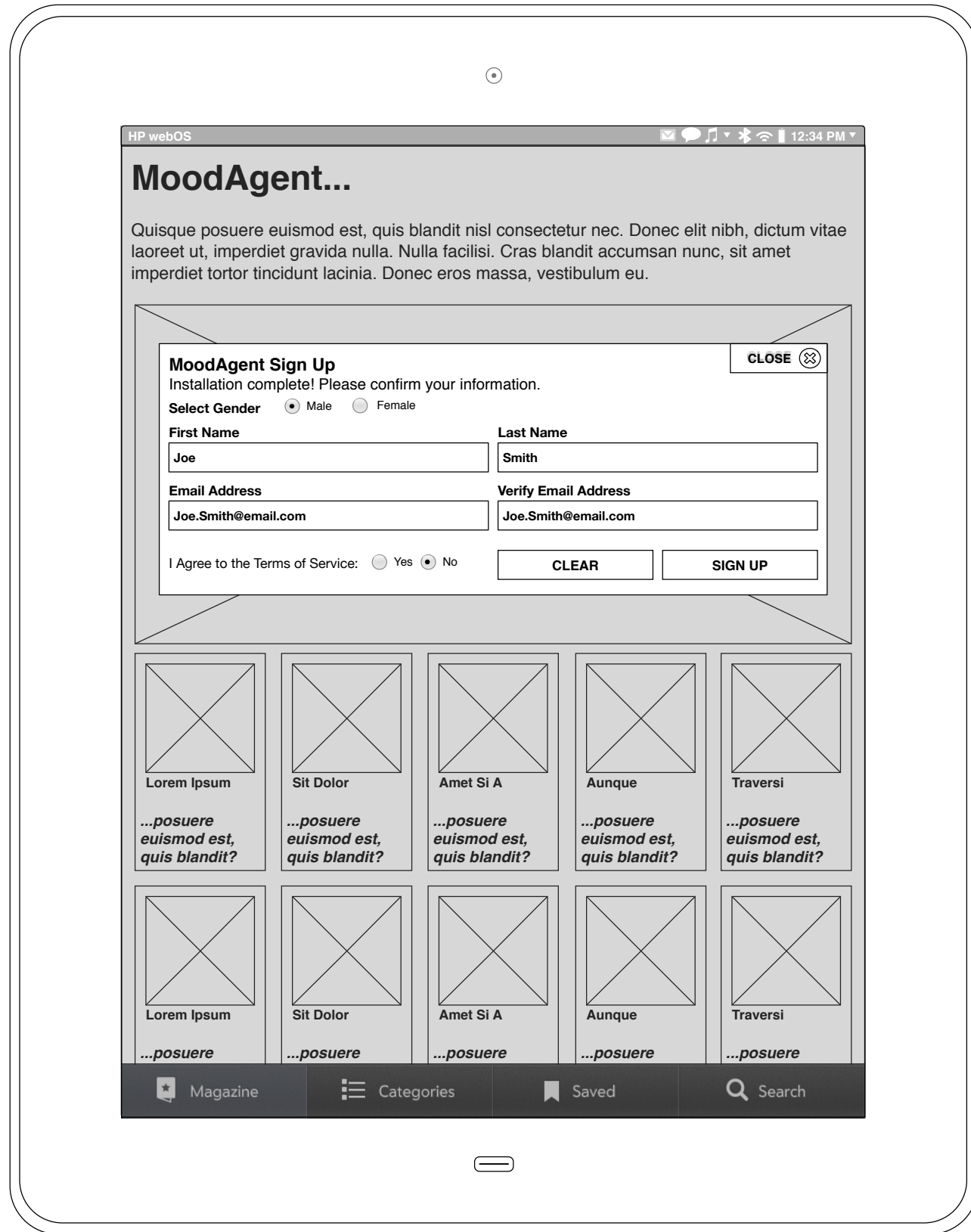
5) Set up for the Application pulls in User's data from the TouchPad.

6) User sets up first date all from the TouchPad.



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