



# TOYOTA TRUCKS EXPERIENCE

MVP - USER FLOW AND WIREFRAMES

March 30, 2018

# CORE IDEA

Whether there's more life, more play or more work in your future, you can count on Toyota trucks to serve your needs, where you need it.

# CONTIGENCY PLAN OBJECTIVES

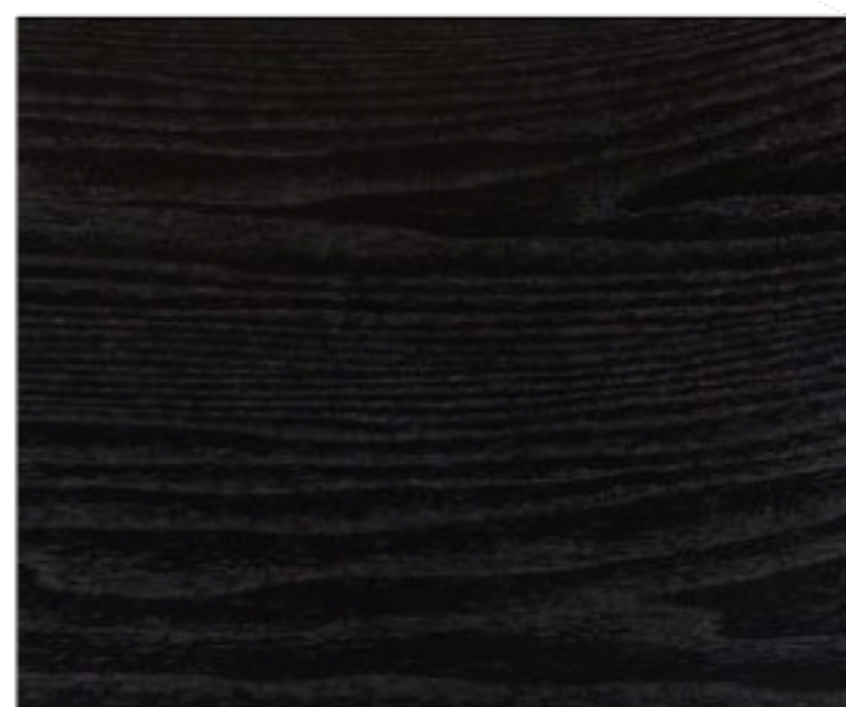
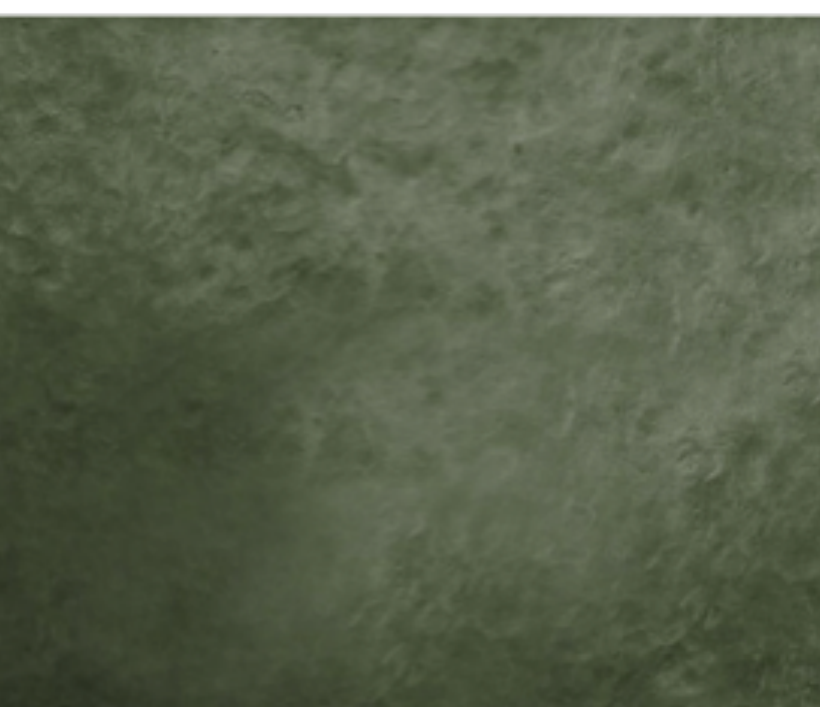
Create unique interactive experiences for Tundra, Tacoma, 4Runner, and Sequoia trims.

Responsive parallax website will bring vehicle features and lifestyle elements to life.

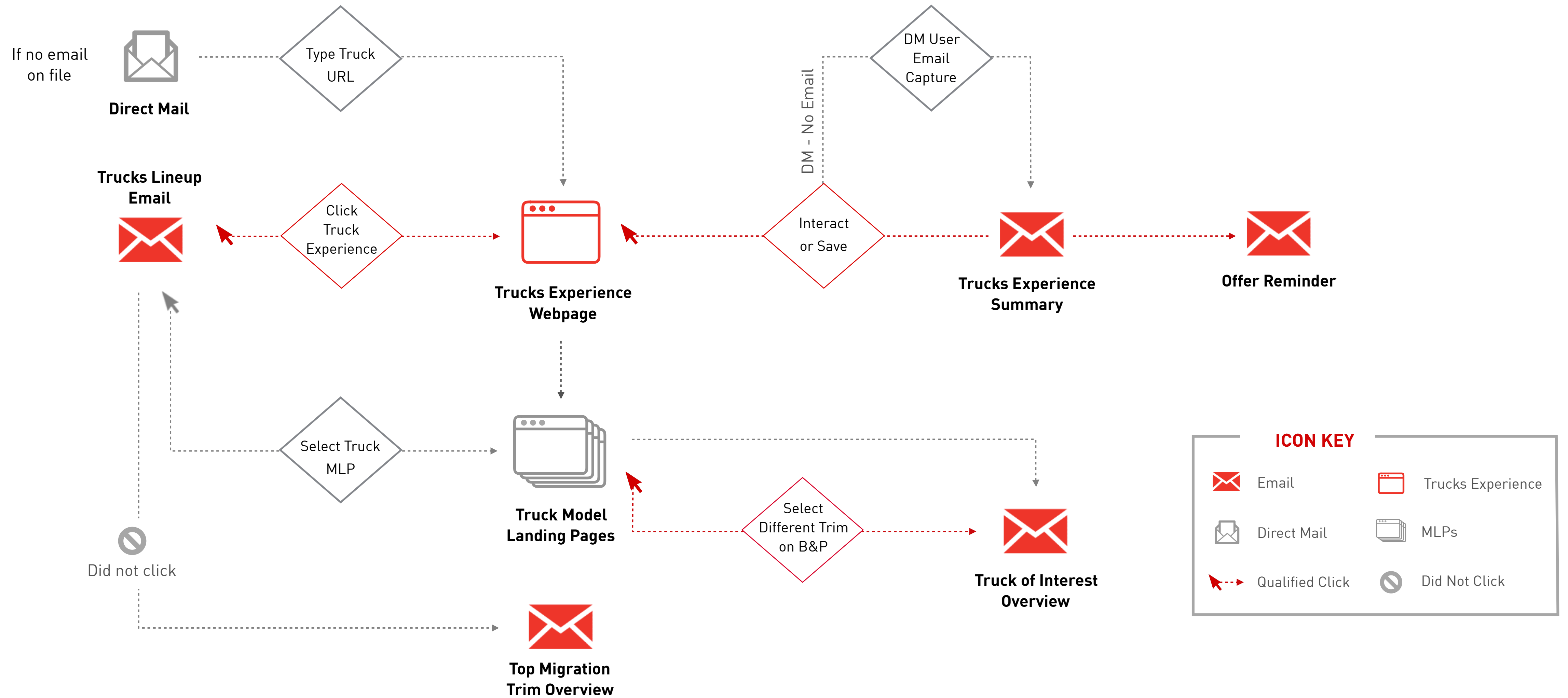
# THE LONG HAUL

Insight: Reliability is the one thing that sets Toyota trucks apart from the rest.

With Toyota's legendary build quality, you can push the limits, test the boundaries, go further. You've got the confidence you need to go wherever your next 100,000 miles take you.



# TRUCKS EXPERIENCE FLOW



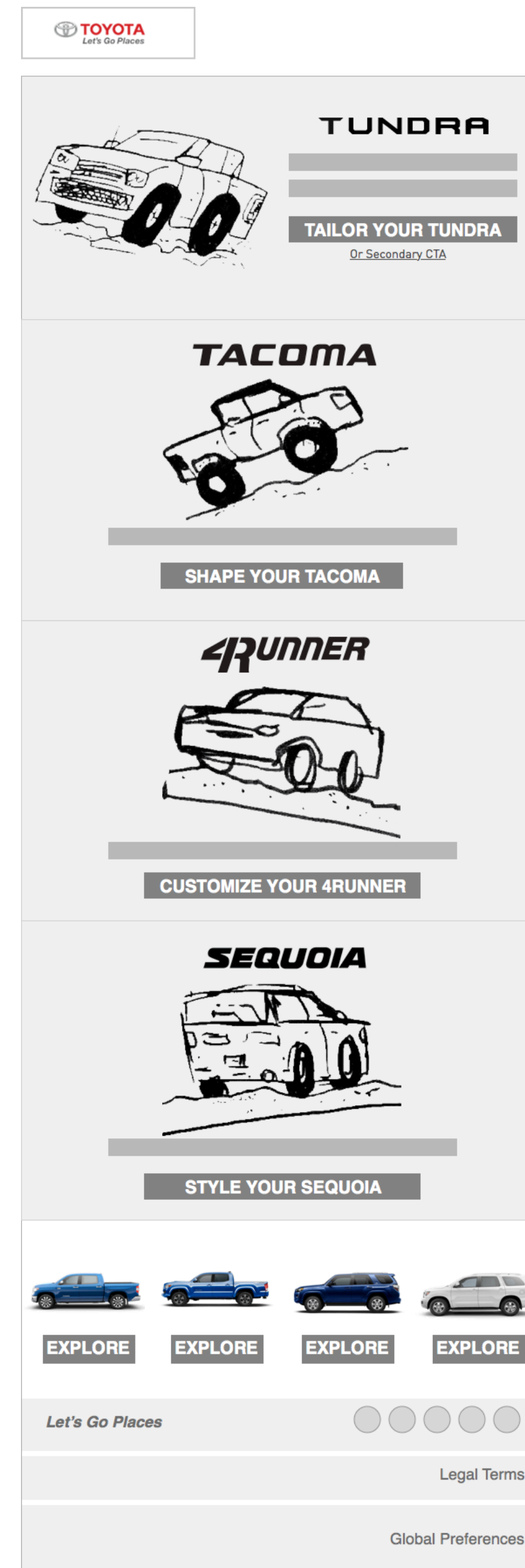
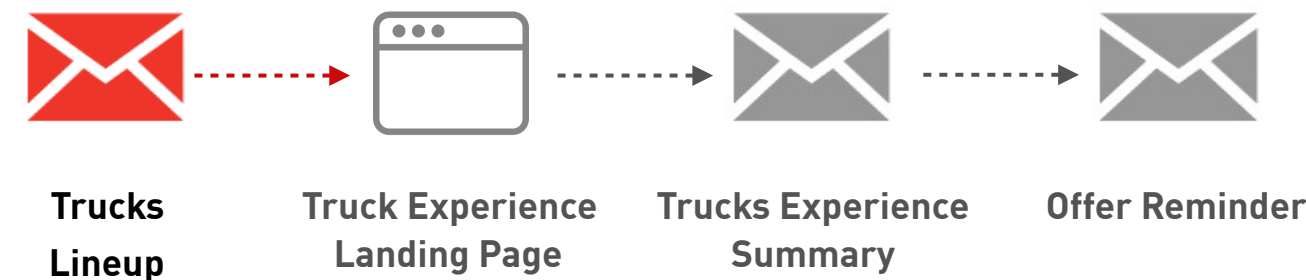
# WIREFRAME ASSUMPTIONS

- All copy is For Position Only.
- All imagery is For Position Only.
- Vehicle imagery will be pulled from existing Toyota.com assets.
- Experience functionalities and vehicle content will not leverage any API integrations.
- Dealerization rules apply for owners and non-owners.
- Truck featured in hero module in Email 1 and Email 2 is based on top migration model score of 90-99.

# TRUCKS LINEUP

## TRUCKS LINEUP

Trucks Lineup modules will be dynamic and feature the recipient's top migration vehicle in the hero module.



### Hero Module

Top migration model TRD edition.  
Copy contains description about Tundra.  
CTA goes to Tundra interactive experience.

### 2<sup>nd</sup> Module

Copy contains description about Tacoma.  
CTA goes to Tacoma interactive experience.

### 3<sup>rd</sup> Module

Copy contains description about 4Runner.  
CTA goes to 4Runner interactive experience.

### 4<sup>th</sup> Module

Copy contains description about Sequoia.  
CTA goes to Sequoia interactive experience.

### 5<sup>th</sup> Module

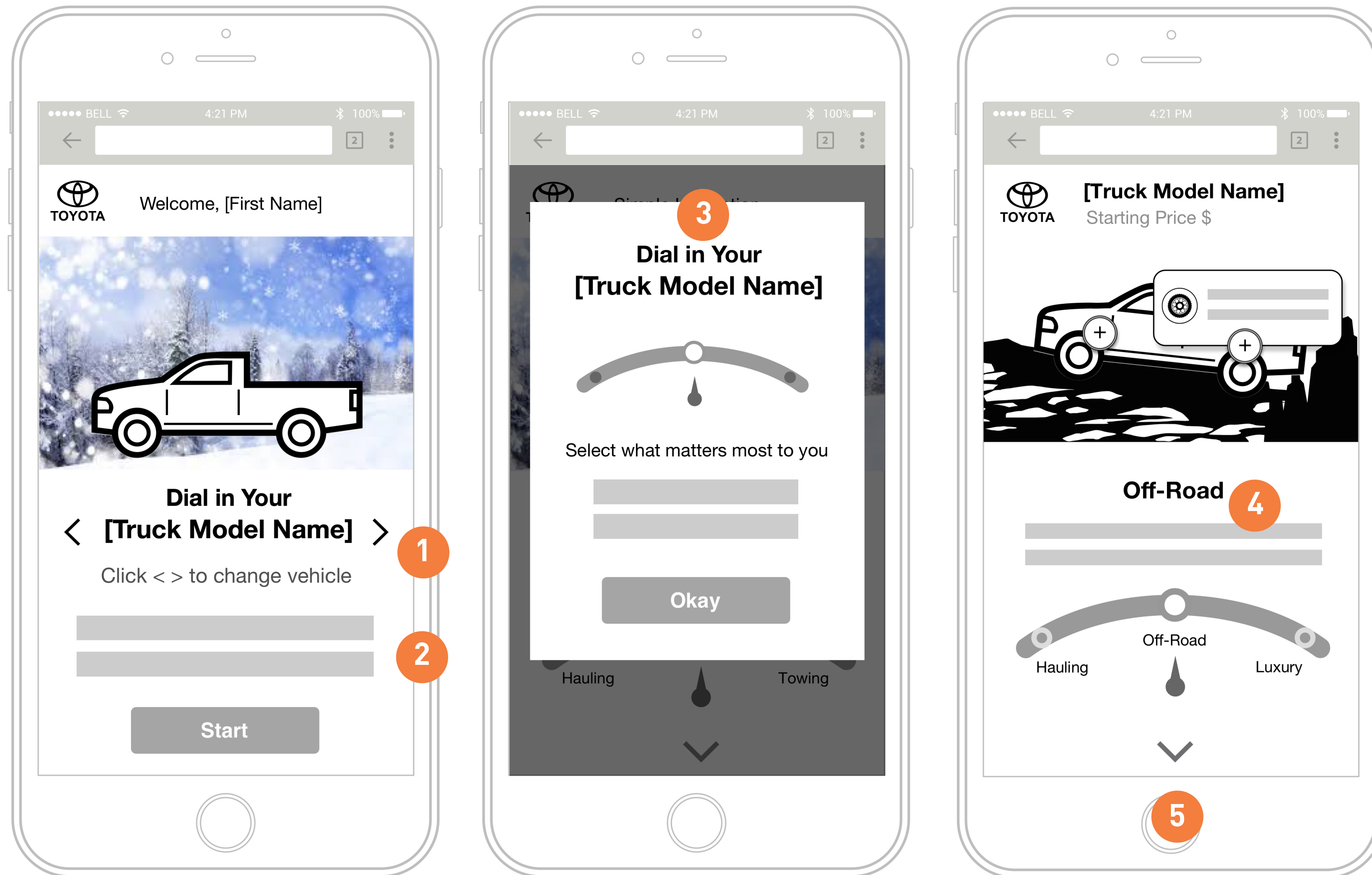
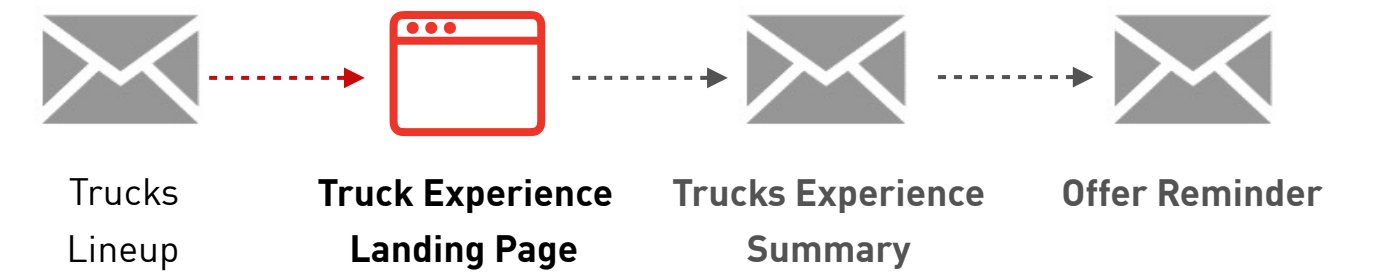
All CTAs go to each model landing page.





# TRUCKS EXPERIENCE

## MOBILE WIREFRAMES

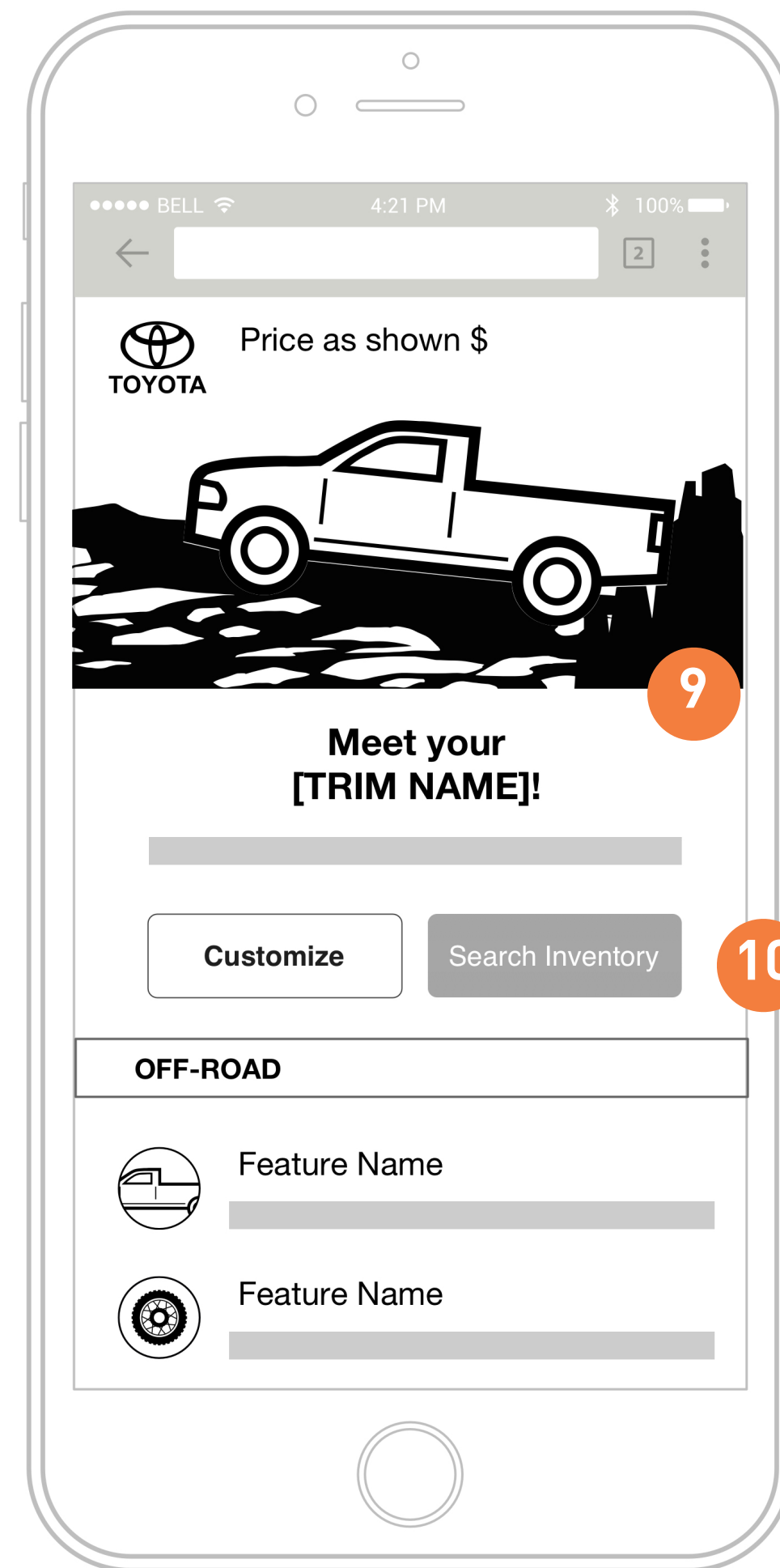
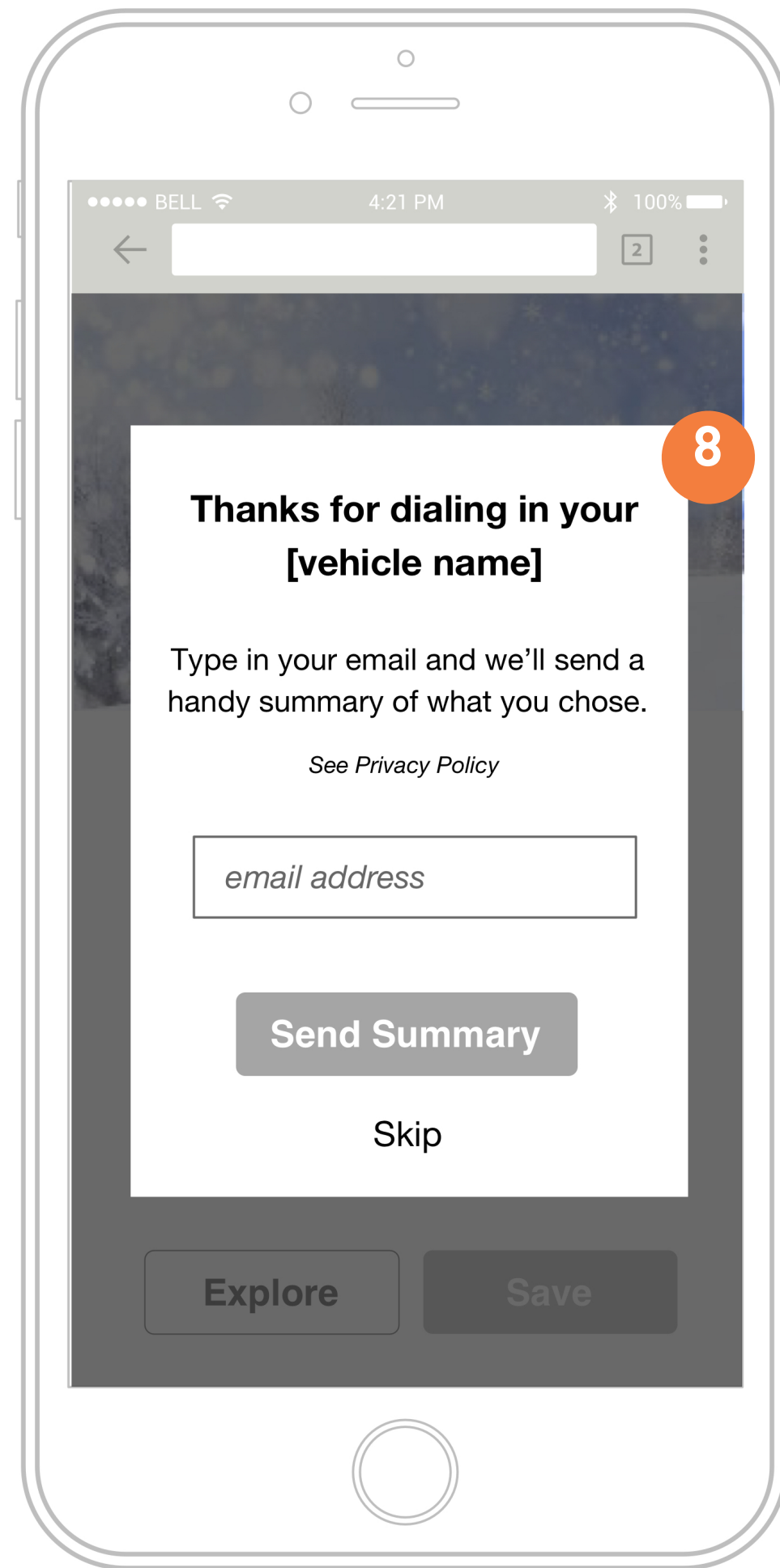
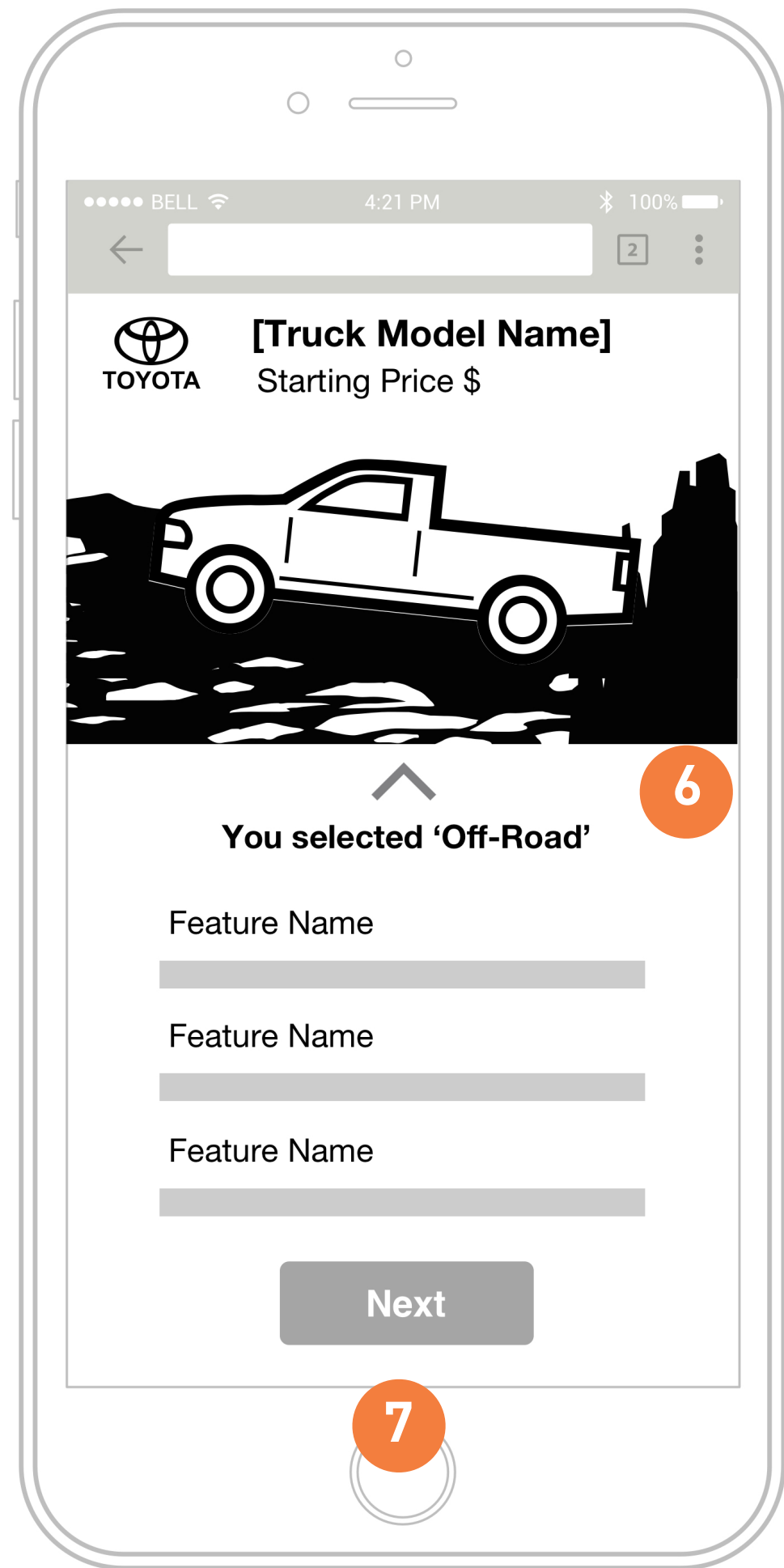
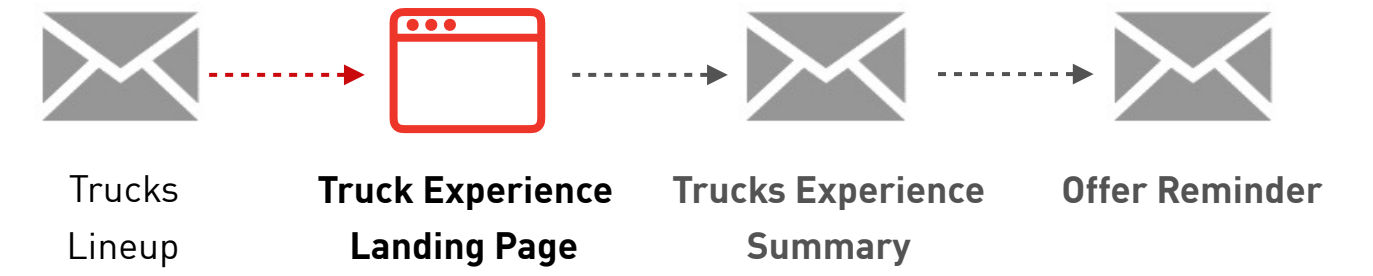


- 1 Name and truck model text are dynamically populated based on what user selected from EM1 or DM. Carets enable users to swap trucks.
- 2 Instruction text about Trucks Experience.
- 3 Description of the dials would be redetermined to xx number of combinations
- 4 As user interact with each option, the description copy, background, and jellybean image will change via parallax scrolling effect.
- 5 Down caret will indicate there's more information 'below the fold'



# TRUCKS EXPERIENCE

## MOBILE WIREFRAMES

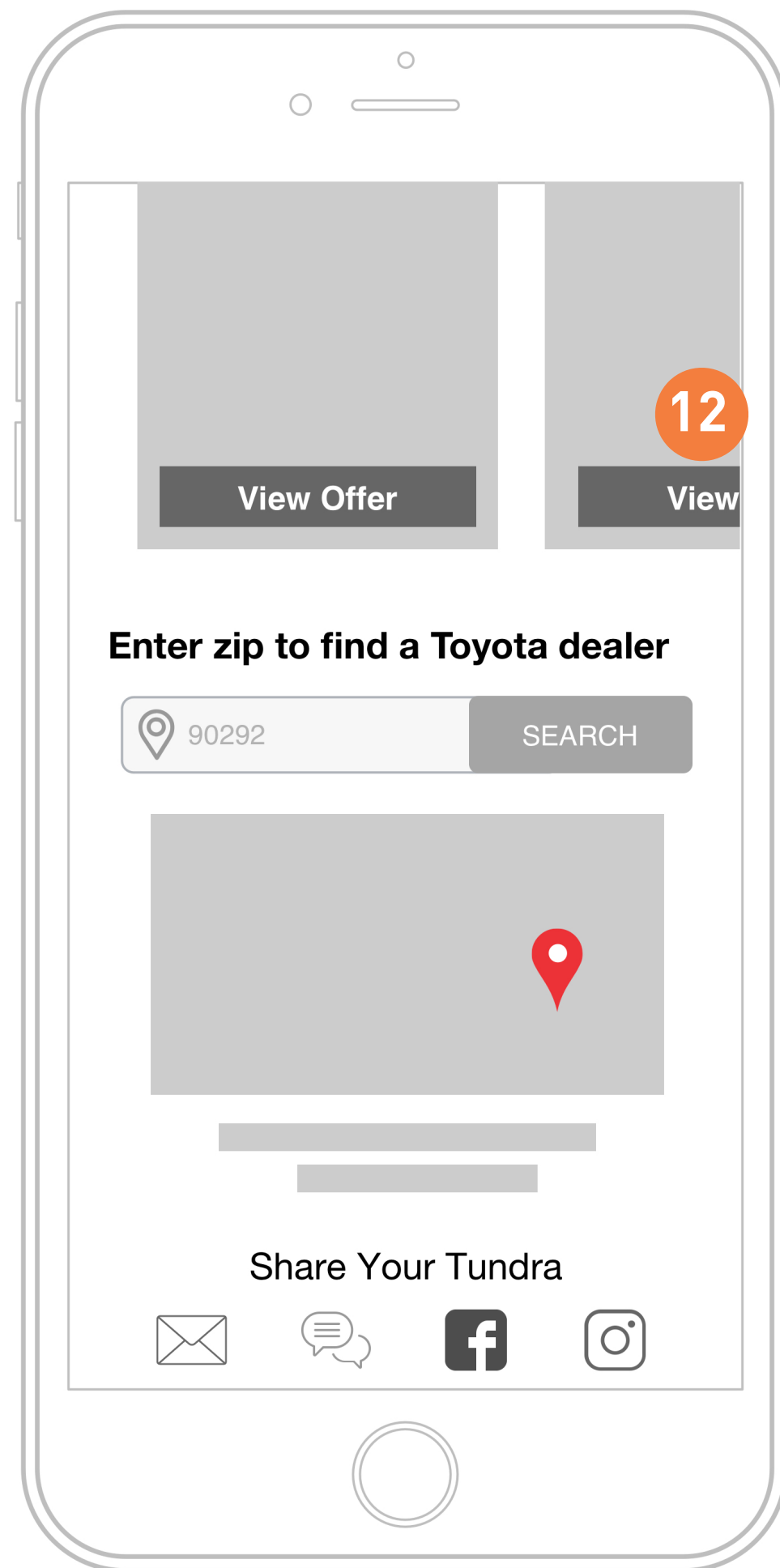
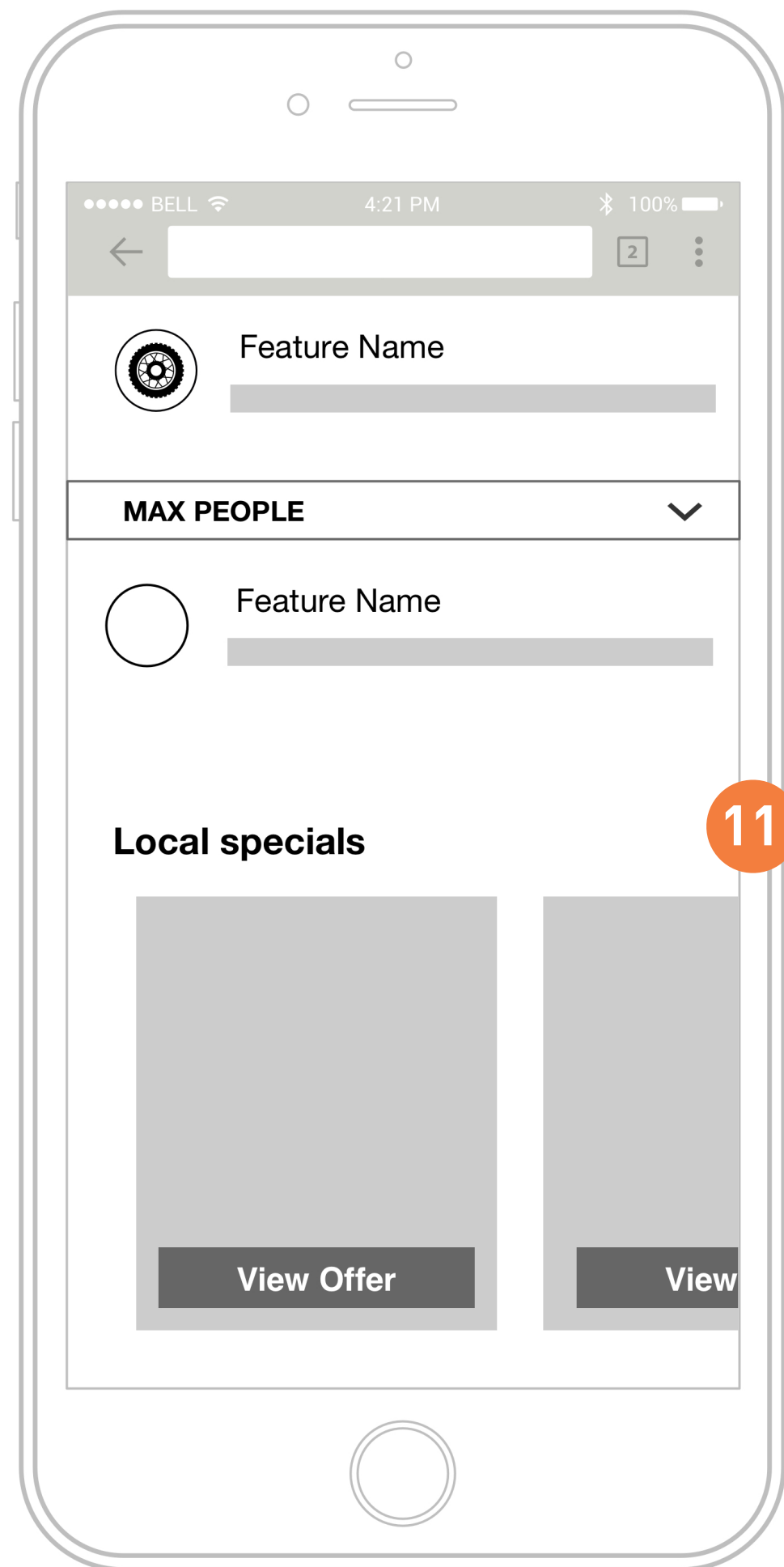
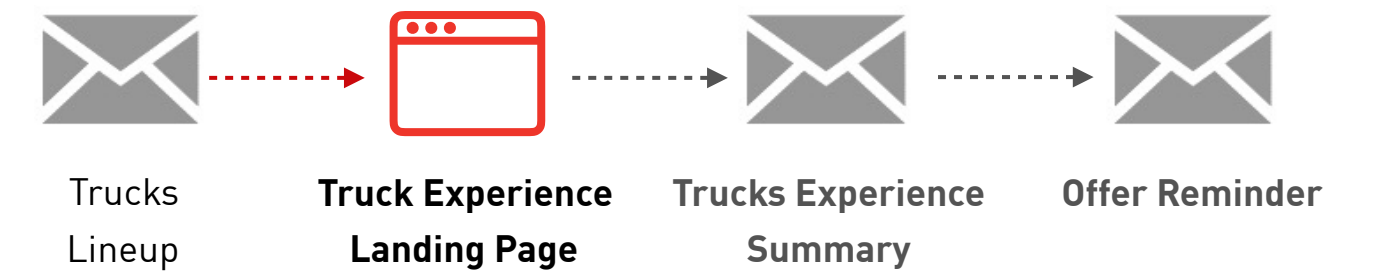


- 6 User can scroll down to view dial features and key benefit.
- 7 'Next' will save experience and send a trigger summary email to user
- 8 **Direct Mail** (no email) only: Upon saving, modal popup asking user to input email to receive experience summary and truck details.
- 9 Reveal trim name and additional feature descriptions.
- 10 User have option to "Search Inventory" to find that trim or 'Build & Price' to view packages & options on [T.com](#)

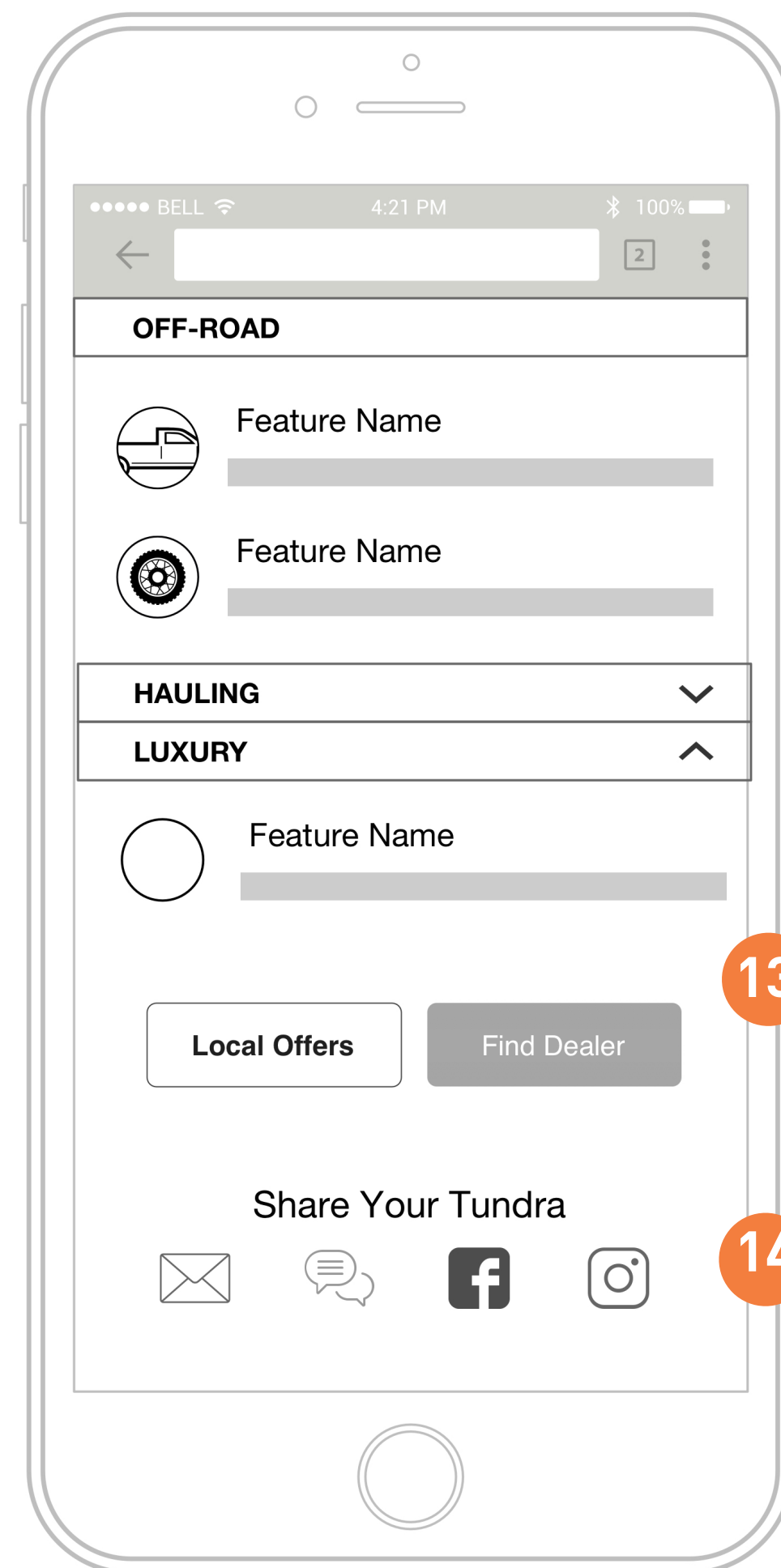


# TRUCKS EXPERIENCE

## MOBILE WIREFRAMES



ZIP view

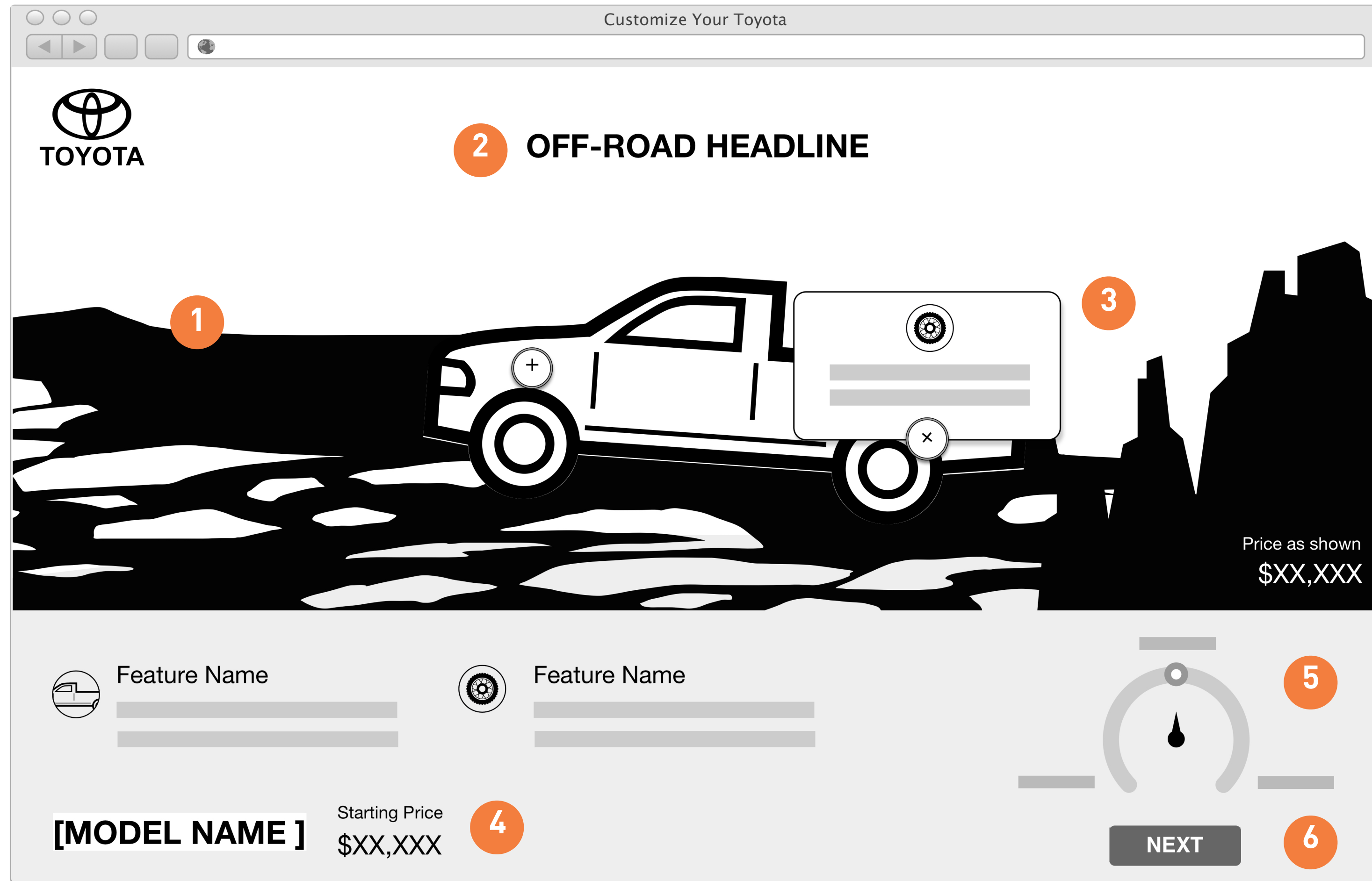
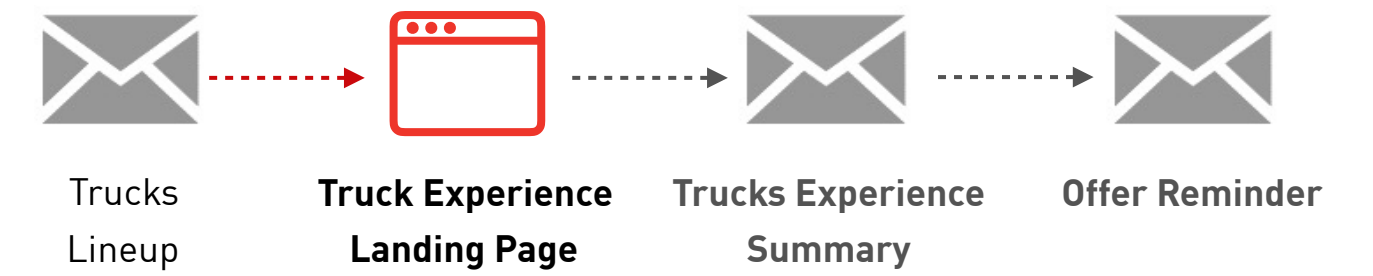


No ZIP view

- 11 Detail information about [Trim Name]. The selected dial content will be displayed first.
- 12 Local Specials link users to [T.com](#)
- 13 Enter ZIP to find dealer on [T.com](#)
- 14 Share Trucks Experience via email, SMS, Facebook, or Instagram. Shares will generate link and static image.

# TRUCKS EXPERIENCE

## DESKTOP WIREFRAMES

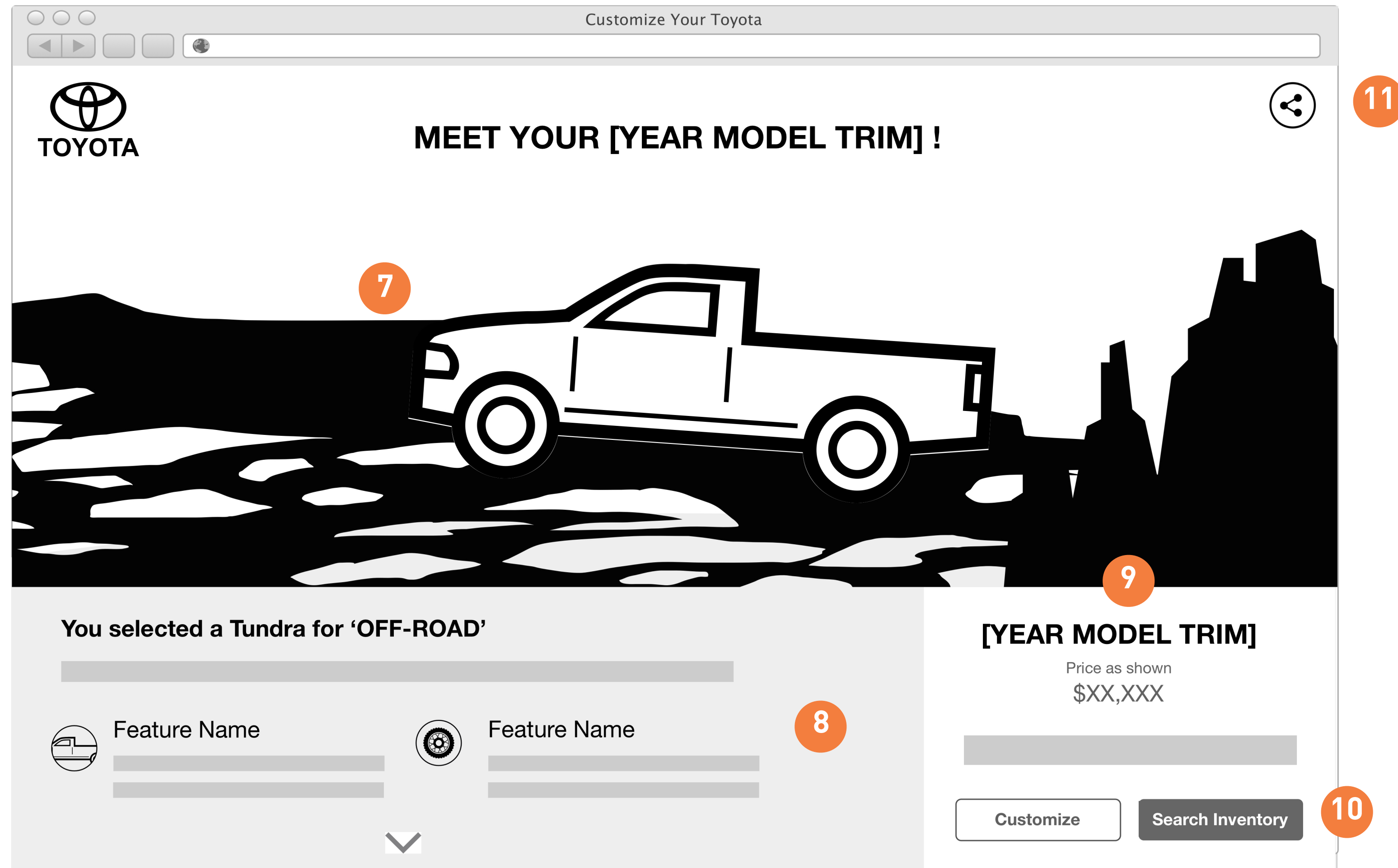
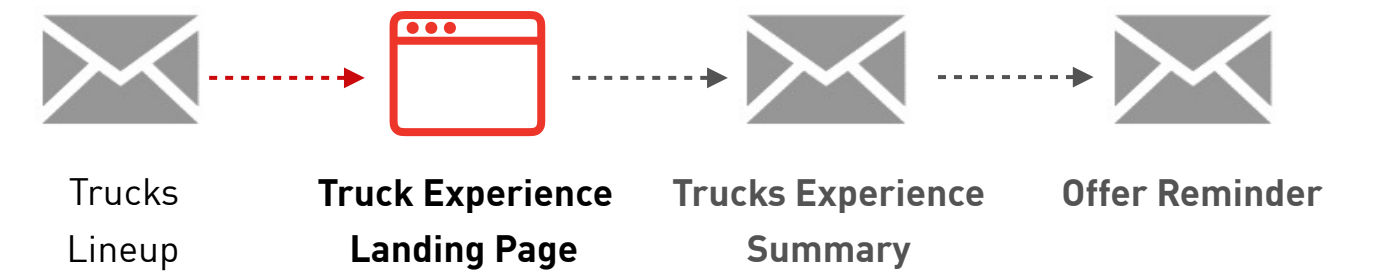


- 1** As user interact with each option, description text, background, and jellybean image will change via parallax scrolling effect.
- 2** Headline about truck's [selected dial] capabilities
- 3** Feature call outs will populated based on trim and dial option.
- 4** Truck name and starting price will remain static. Trim name will be revealed after 'Next'.
- 5** Select a dial option to view truck image and feature call-outs
- 6** Click 'Next' to save and send email summary



# TRUCKS EXPERIENCE

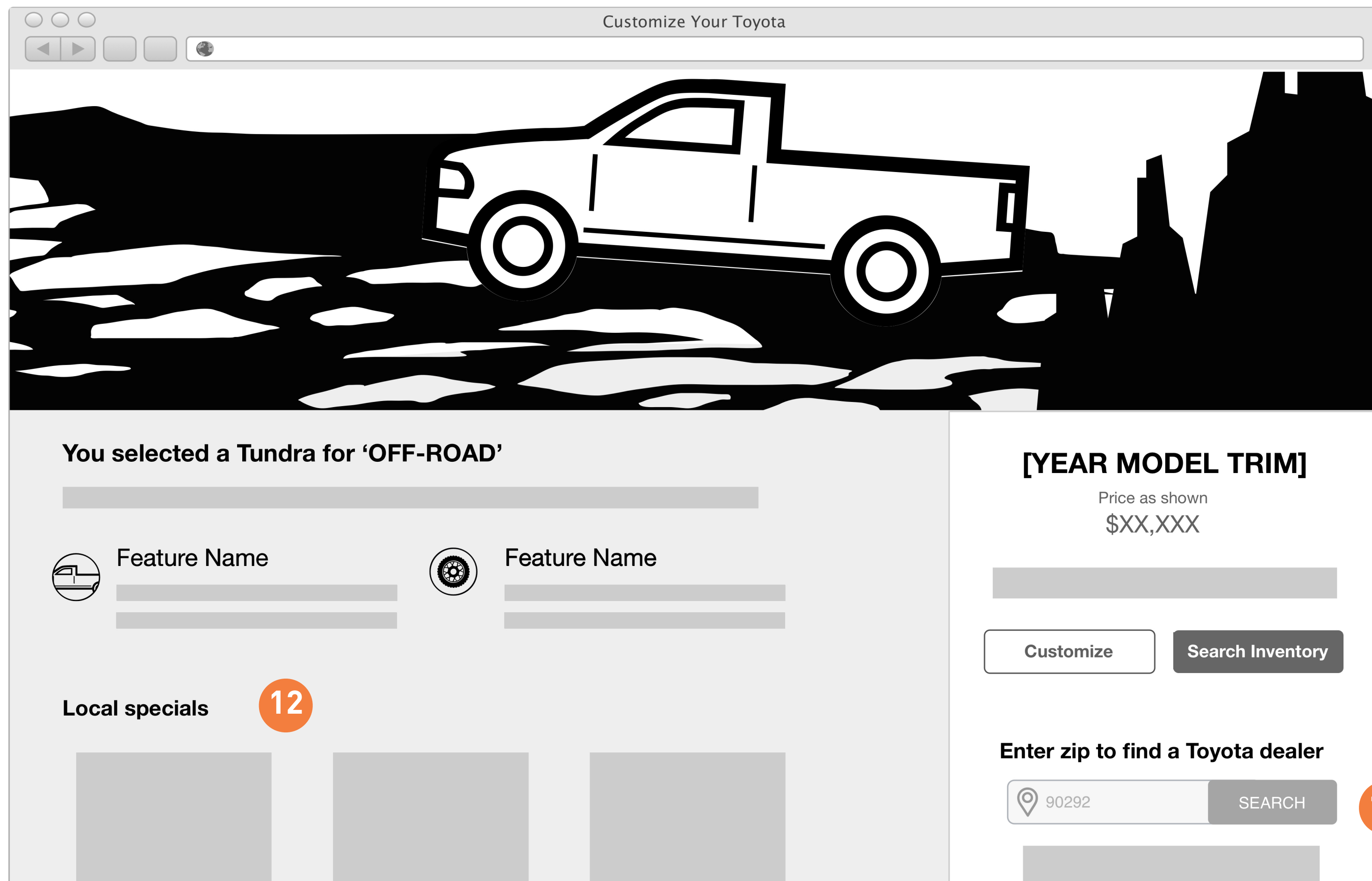
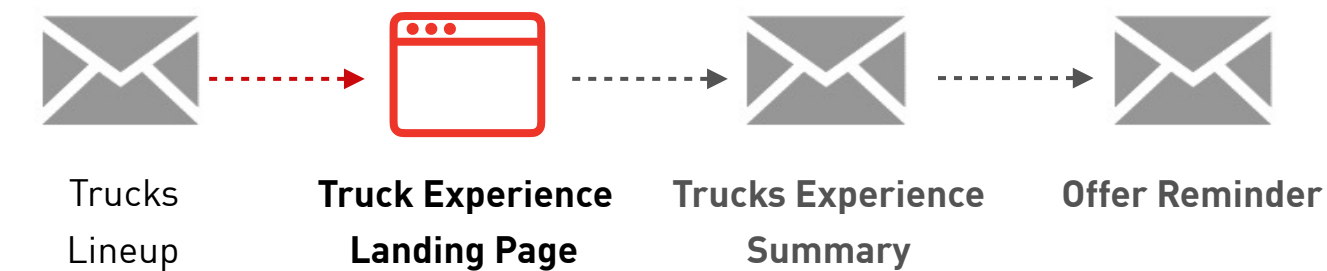
## DESKTOP WIREFRAMES



- 7 Display trim image with contextual elements and background based on dial option
- 8 Features Summary
- 9 Trim name, price as shown, and description be will dynamic for each trim
- 10 Option to 'Search Inventory' for this trim or 'Customize' to continue on Build & Price to select packages and color options. User will be deep linked to the trim on B&P with dial option features pre-selected.
- 11 Share via email or social

# TRUCKS EXPERIENCE

## DESKTOP WIREFRAMES



- 12 User can scroll down to view additional features and Local Specials.
- 13 If no ZIP on file, search field will also user to locate dealer on [T.com](#). If ZIP is available, display dealer info in addition to search bar.



## 2018 TUNDRA Built to tow

The trailer hitch with 12 frame-integrated, high-strength bolts lets you tow more than 10,000 lbs.  
**No toy left behind!**



SR5 4X2 DOUBLE CAB  
5.7L V8 STANDARD BED  
Price as shown  
\$[XX,XXX]

### FEATURES

- Staggered, outboard-mounted shocks
- Heavy-duty TripleTech™ frame
- Trailer hitch with 12 frame-integrated, high-strength bolts
- Combination meter

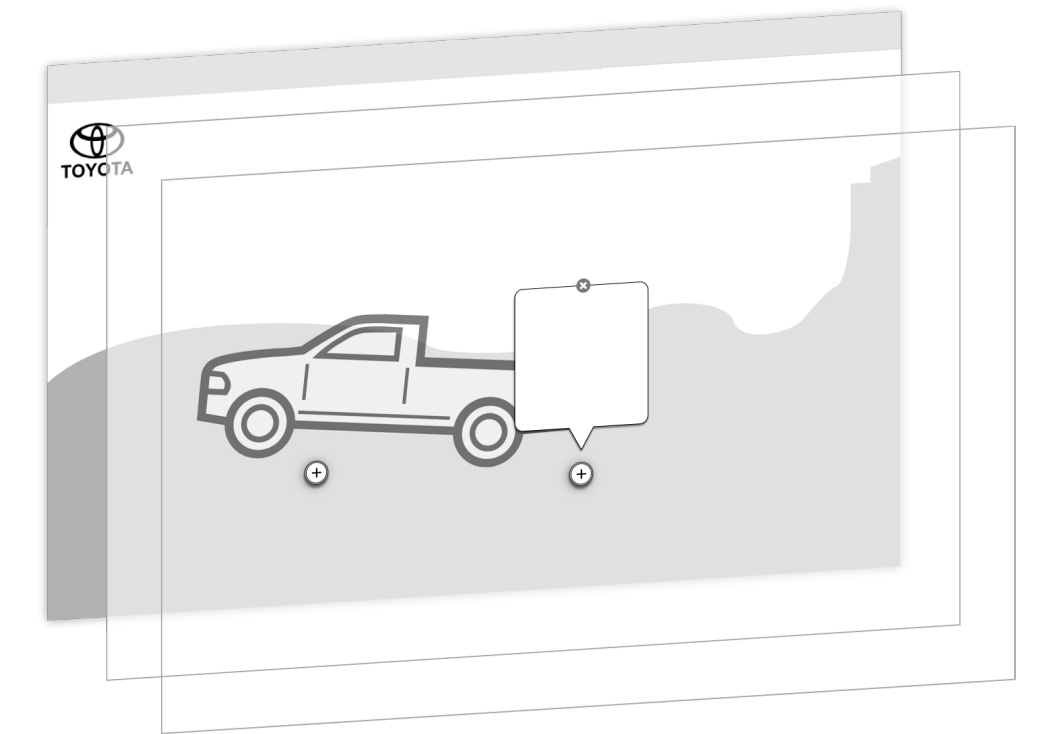
OFF-ROAD



# TUNDRA

Starting MSRP  
\$[XX,XXX]

NEXT



## Parallax Example

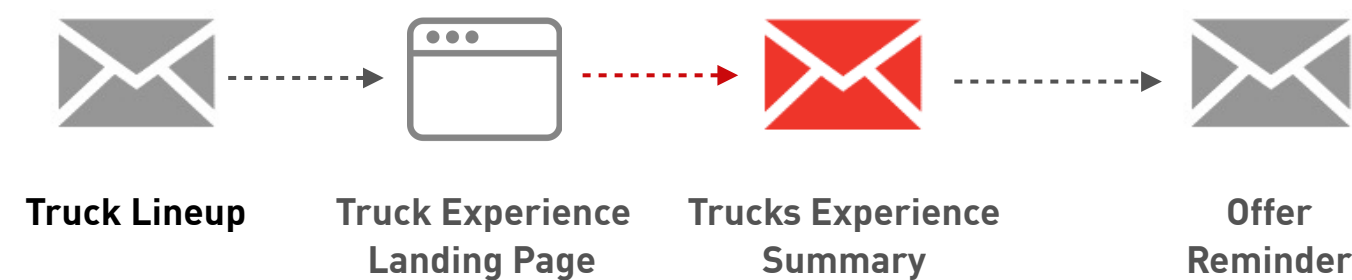
[Porsche Evolution](#)

# EXPERIENCE SUMMARY

## INTERACTED OR COMPLETED

Sent to people who have interacted with a dial, completed their experience or saved their truck summary.

Feature content and truck image will be dynamically populated. CTA can be dynamic based on vehicle availability (TBD)



TOYOTA  
Let's Go Places

TUNDRA

[YEAR MODEL TRIM]

Customize Build Search Inventory

FEATURE HIGHLIGHTS

Let's Go Places

Footer

### Hero Module

Experience image and name of [TRIM NAME]

### 2<sup>nd</sup> Module

Description copy about [TRIM NAME] with option to Search Inventory and Build & Price (pre-populate based on dial option)

### 3<sup>rd</sup> Module

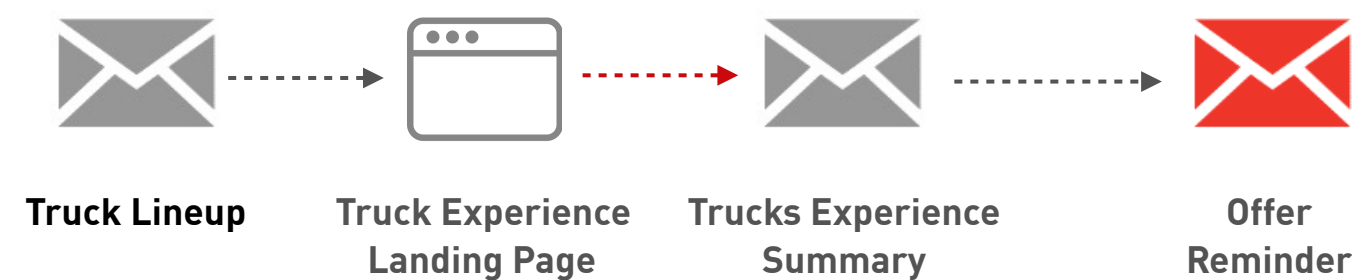
Features will be populated based on vehicle trim. Highlight other capabilities.



# EXPERIENCE SUMMARY

## OFFER REMINDER

Sent to people who have engaged with web experience and previously received Trucks Experience Summary Email.



TOYOTA  
Let's Go Places

**TUNDRA**

[YEAR MODEL TRIM]

[REDACTED]

[REDACTED]

**LOCAL OFFERS**

[REDACTED] [REDACTED] [REDACTED]

View Offer View Offer View Offer

[REDACTED]

[REDACTED]

[REDACTED]

View Dealer

Let's Go Places

Footer

### Hero Module

Experience image and name of [TRIM NAME]

### 2<sup>nd</sup> Module

Description copy about [TRIM NAME]

### 3<sup>rd</sup> Module

Populate available offers by ZIP

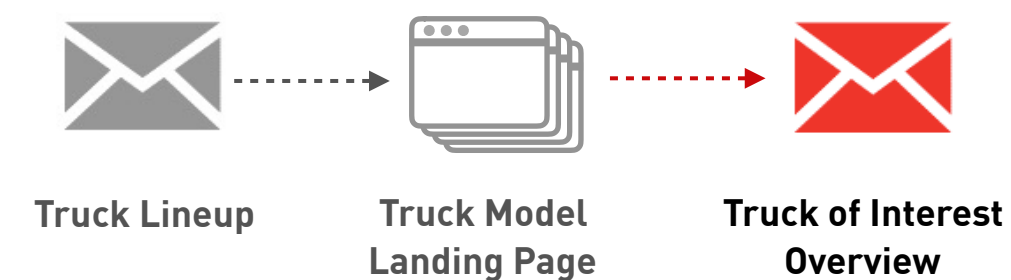
### 4<sup>th</sup> Module

Populate dealer information based on ZIP

# TRUCK OF INTEREST SUMMARY

## Clicked Model Landing Page

Email will be sent to people who did not engage with the web experience but did go to a model landing page.



The wireframe shows a landing page for a Toyota Tundra. At the top left is the Toyota logo with the slogan "Let's Go Places". Below it is a large hero image of a Tundra truck with the word "TUNDRA" above it and "[YEAR MODEL TRIM]" below it. Underneath the hero image are two lines of placeholder text. The next section contains four feature cards, each with a circular icon and two lines of placeholder text. Below these is a "Build & Price" button. The "LOCAL OFFERS" section follows, featuring three offer cards, each with a "View Offer" button. At the bottom is a footer with the slogan "Let's Go Places" and five circular navigation icons.

### Hero Module

User selected image with description about it's capabilities and features.

### 2<sup>nd</sup> Module

Description copy about [TRIM NAME]

### 3<sup>rd</sup> Module

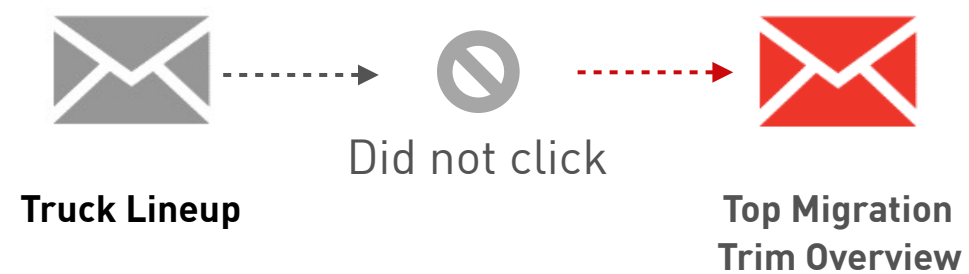
Features will be populated based on vehicle trim

### 4<sup>th</sup> Module

Local offers - Lease, Finance, and/or Cash back

# DID NOT CLICK

Email will be sent to people who did not click on Trucks Experience or Model Landing Page links.



TOYOTA  
Let's Go Places

TUNDRA

[YEAR MODEL TRIM]

Explore

Customize

LOCAL OFFERS

View Offer View Offer View Offer

Let's Go Places

Footer

## Hero Module

Top migration trim image with description about it's capabilities and features.

## 2<sup>nd</sup> Module

Description copy about [TRIM NAME] with option to explore this trim.

## 3<sup>rd</sup> Module

Features will be populated based on top migration trim. Customize will link user to Build & Price.

## 4<sup>th</sup> Module

Populate available offers by ZIP

# NEXT STEPS

- 4/2; Upon RM approval, proceed with Plan B VMaC Presentation

