

# Coca-Cola Virtual Marathon Use Cases

## Revision History

Date	Version	Description	Author
10/15/2008	1.0	Initial Draft	Faith Warren

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## ***VM – Virtual Marathon Home Page***

<b>Title:</b>	Virtual Marathon Home Page
<b>Description:</b>	Actor arrives on the home page and views it's contents.

### **Actors**

- Any website visitor

### **Pre-conditions**

- N/A

### **Entry Points**

- URL entry
- External Link

### **Basic Flow**

1. Actor arrives on the home page.
2. Actor views the following:
  - a. Welcome and introductory messaging.
  - b. A summary illustration of the VM concept.
  - c. In invitation to try the tutorial.
  - d. Health & Wellness information with links to the Beverage Institute.
  - e. A callout featuring the community functionality.
  - f. A callout encouraging daily activity.

### **Alternate Flows**

1. Actor arrives on the home page with a valid session.
2. Actor is already signed in.
3. Actor views the following:
  - a. Welcome and introductory messaging.
  - b. Reminder of the number of days remaining the most recently active marathon.
  - c. If no marathons are active, a message is displayed encouraging the actor to create a marathon.
  - d. A Health & Wellness message targeted to the actor (such as by age, gender, or location).

### **Post-conditions**

N/A

### **Notes**

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## ***RE – Register / New Profile***

<b>Title:</b>	Register / New Profile
<b>Description:</b>	Actor creates a new login & profile on the Virtual Marathon site.

### **Actors**

- Any website visitor

### **Pre-conditions**

- Actor is not signed in.

### **Entry Points**

- Utility Navigation

### **Basic Flow**

1. Actor clicks link to register.
2. Actor views registration page.
3. Actor inputs the following:
  - a. Username (required)
  - b. Email Address (required, validated, unique)
  - c. Date of Birth (optional)
  - d. Gender (optional)
  - e. Zip Code / Postal Code (required)
  - f. Country
  - g. City (only visible & required if non-US)
  - h. State/Province (only visible & required if non-US)
  - i. Password
  - j. Re-type Password
  - k. Security Question (select from a pre-set list)
  - l. Security Question answer
  - m. Terms & Conditions acceptance
  - n. Email communication opt-in
4. Actor submits the form.
5. Actor views CF - Confirmation & Welcome page.
6. Actor is automatically directed to the home page as a signed in user.
7. System generates outbound email to the actor's email address.

### **Exception Flows**

*Exception Flow 1: Duplicate Email Address*

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1. Actor submits registration form.
2. System detects duplicate email address.
3. Actor views registration page with error messaging:
  - a. *[ Content : Error message needed ]*
  - b. Form data is retained and redisplayed.
4. Actor chooses to:
  - a. Modify email address provided. (Resume Basic Flow)
  - b. Sign in with the existing email address. (See LI – Sign in Registered User)
  - c. Retrieve lost password. (See RP – Retrieve Password)

*Exception Flow 2: Invalid Form Data*

1. Actor submits registration form.
2. System detects invalid or missing form data in required fields.
3. Actor views registration page with error messaging:
  - a. *[ Content : Error messages needed for all required fields. ]*
  - b. Form data is retained and redisplayed.
4. Actor corrects form data.
5. Actor resubmits the form.
6. Actor views CF - Confirmation & Welcome page.
7. Actor is automatically directed to the home page as a signed in user.

**Post-conditions**

- Actor is registered.
- Actor is signed in.

**Notes**

*Validation Rules for required fields are needed.*

*Content Needs:*

*Instructional copy for the form*

*Need Terms & Conditions requirements & copy from client.*

*Error messages for all required fields*

*Error message for duplicate email exception*

*Messaging for confirmation & welcome page*

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## ***LI – Sign in Registered User***

<b>Title:</b>	Sign in Registered User
<b>Description:</b>	Actor with an existing login & profile logs in to the site.

### **Actors**

- A registered Virtual Marathon user.

### **Pre-conditions**

- Actor has an existing profile.
- Actor is not signed in.

### **Entry Points**

- Utility Navigation

### **Basic Flow**

1. Actor clicks link to sign in.
2. Actor views sign in form.
3. Actor inputs the following:
  - a. Email Address (required, validated)
  - b. Password (required, validated)
  - c. "Remember Me" option.
4. System verifies sign in information.
5. If "Remember Me" is selected, a cookie is created on the actor's computer to enable automatic sign in.
6. Actor views VM home page with welcome message.

### **Exception Flows**

#### *Exception Flow 1: Invalid information*

1. Actor submits registration information
2. System determines that sign in information is incorrect.
3. Actor views sign in form with error messaging.
4. Resume basic flow at step 3.

### **Post-conditions**

- Actor is signed in.

### **Notes**

#### *Content Needs:*

*Need error messaging for sign in form*

*Need welcome message for home page for signed in user*

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### ***RP – Retrieve Password***

<b>Title:</b>	Retrieve Password
<b>Description:</b>	Actor retrieves a forgotten password.

#### **Actors**

- Registered web site user

#### **Pre-conditions**

- Actor is not signed in.

#### **Entry Points**

- Sign in page

#### **Basic Flow**

1. Actor clicks link to retrieve password.
2. Actor views retrieve password page.
3. Actor enters the following:
  - a. Email Address (required, validated, unique)
4. System displays the security question associated with the email address entered.
5. Actor enters the security question answer that was entered during registration.
6. If the answer is correct, the system displays the actor's password on RP1 – Display Retrieved Password.

#### **Exception Flows**

##### *Exception Flow 1: Unknown Email Address*

1. Actor submits retrieve password form
2. System detects unknown email address.
3. Actor views retrieve password page with error messaging.
4. Resume basic flow at step 3.

##### *Exception Flow 2: Incorrect Answer to Security Question*

1. Actor submits retrieve password form.
2. System detects incorrect answer to the security question.
3. Actor views retrieve password page with error messaging.
4. Resume basic flow at step 5.

#### **Post-conditions**

- Actor views RP1 – Display Retrieved Password.

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*Content Needs:*

*Error message needed for invalid form data*

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**MP - My Profile**

<b>Title:</b>	My Profile
<b>Description:</b>	Actor updates information in his or her profile.

**Actors**

- Registered web site user

**Pre-conditions**

- Actor is signed in.

**Entry Points**

- Utility navigation

**Basic Flow**

1. Actor clicks link to view profile.
2. Actor views profile information page:
  - a. Username
  - b. Email Address
  - c. City, State, and Zip.
    - If US, the zip code is used to look up the city and state.
    - In non-US, the city and state entered at the time of registration is displayed.
  - d. DOB (DOB was provided)
  - e. Gender (if provided)
  - f. Link to edit the profile information.
3. Actor chooses to edit the profile information.
4. Actor views a profile information form.
  - a. *Only those fields from the registration page are editable here. Marathon information comes from the marathon info, not the profile.*
5. Actor edits the fields.
6. Actor clicks the link to change password.
7. System dynamically displays new fields for changing the password:
  - a. Old Password
  - b. New Password
  - c. Re-type new password.
  - d. Security Question
  - e. Security Question Answer
8. Actor submits the form.
  - a. *Validation & exception flows should follow those in RE – Register New User*

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9. Actor views profile information page with updated information.

**Exception Flows**

*Validation & exception flows should follow those in RE – Register New User*

**Post-conditions**

- Actor's profile is updated.

**Notes**

*Marathon information comes from the marathon info, not the profile.*

*Content Needs:*

*Instructional copy for edit page – same as registration page.*

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## ***AV – About Virtual Marathon***

<b>Title:</b>	About Virtual Marathon
<b>Description:</b>	Actor views informational content about the virtual marathon site

### **Actors**

- Any website visitor

### **Pre-conditions**

- N/A

### **Entry Points**

- Primary Navigation

### **Basic Flow**

1. Actor clicks link to view “About Virtual Marathon” information.
2. Actor views the following elements:
  - a. Messaging to encourage participation.
  - b. Invitation to try the tutorial (or an abbreviated summary of the tutorial). This should be a prominent element of the page.
  - c. Summary of wellness message
  - d. Summary of Every Step Counts message
  - e. A few select statistics from the community (such as total VM members, etc).
3. Actor chooses to view the tutorial.
  - a. Simple summary and graphical representation of some of the steps in a Virtual Marathon:
    - Course Selection
    - Inviting friends
    - Running / adding miles
    - Unlocking milestone content / finishing
  - b. Encouragement to register and get started.
4. Actor chooses to view Wellness content.
  - a. *[ Content: need content on Coca-Cola's commitment to wellness ]*
5. Actor chooses to view Every Step Counts content.
  - a. *[ Content: need content about small amounts of activity contributing to wellness ]*
6. Actor chooses to view VM Community information.
  - a. *[ Content: need content about connecting with other runners & participating in a community ]*
  - b. High-level summary statistics of the community's marathons, with links into the Community Achievements pages.

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**Exception Flows**

- N/A

**Post-conditions**

- N/A

**Notes**

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## ***CM - Create Marathon***

<b>Title:</b>	Create Marathon
<b>Description:</b>	Actor creates a new individual marathon.

### **Actors**

- Registered web site user

### **Pre-conditions**

- Actor is signed in.

### **Entry Points**

- My Marathons

### **Basic Flow (Individual Marathon)**

1. Actor views "My Marathons" page.
2. Actor chooses to create a new marathon.
3. Actor specifies the following:
  - a. Marathon name (required)
  - b. Type (team or individual, required)
  - c. Marathon distance (marathon or half-marathon) (required)
  - d. Finish date (optional, must be in the future)
4. Actor views the course options.
5. Actor selects a course (required) – See CC – Choose Course.
6. Actor completes marathon creation and views marathon status page.

### **Alternate Flows**

#### *Alternate Flow 1: Actor Creates Team Marathon*

1. Actor has specified the type as a team marathon.
2. After step 7 of the basic flow, the user is prompted to invite team members. See IT – Invite Team Members use case.
3. Actor views the DM – Detailed Marathon Information page.

### **Post-conditions**

- Marathon is created.

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## ***IT – Invite Team Members***

<b>Title:</b>	Invite Team Members
<b>Description:</b>	Actor sends invitations to join a team marathon.

### **Actors**

- Marathon organizer

### **Pre-conditions**

- Actor is signed in.
- Actor is creating or administering a team marathon

### **Entry Points**

- CM – Create Marathon
- AD – Administer Marathon

### **Basic Flow**

1. Actor views team invitation page (in the create or administer processes)
2. Actor specifies the following for one or more team members:
  - a. Member email address (required, unique per marathon)
  - b. Personalized message (optional)
3. Actor submits form with new team member information
4. System generates invitation email:
  - a. Informational content
  - b. Team organizer name & city
  - c. Marathon course info (mini-map? Copy?)
  - d. Finish Date
  - e. Link to accept invitation
  - f. Link to About Virtual Marathon information
5. If the actor is creating a new marathon, the actor is then directed to the DM – Detailed Marathon Information page.
6. If the actor is administering a marathon, the actor is directed back to the AD – Administer Marathon page.

### **Exception Flows**

#### *Exception Flow 1: Invalid data in email address fields*

1. Actor specifies invalid information in the email address fields.
2. Actor submits the form.
3. Actor views the team invitation page again, with error messaging indicating which email addresses were invalid.
4. Messaging should also indicate that the invitations have not yet been sent.

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5. Actor must correct the email addresses or remove them.

*Exception Flow 1: No data is entered in the email address fields.*

1. Actor leaves the email address fields blank.
2. Actor submits the form
3. Actor views the team invitation page again, with messaging prompting the user to confirm that the marathon should be created with no additional team members. Messaging should also indicate that the actor may add team members at any time through the administration functionality.
4. Actor confirms.
5. Resume basic flow at step 5.

#### **Post-conditions**

- Actor is a member of the team.
- Invitations are sent to given email addresses.

#### **Notes**

We need to resolve what happens to the status of the marathon while invitations are outstanding. I would propose that the team organizer can go ahead and start adding miles, even if none of the invitations are ever accepted. At that point, the marathon would function like an individual one.

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## VI – View Invitation

<b>Title:</b>	View Team Invitation
<b>Description:</b>	Actor views and either accepts or declines an invitation to join a team marathon.

### Actors

- Marathon invitee

### Pre-conditions

- Actor has been invited to join a currently active marathon

### Entry Points

- Invitational email
- MM – My Marathons

### Basic Flow

1. Actor clicks link in the invitational email.
2. Browser opens and navigates to the VI – View Invitation page.
3. If the Actor is not signed in:
  - a. System prompts the actor to sign in or register.
  - b. System displays sign in fields.
  - c. System displays link to register.
4. Actor successfully registers on the site (See RE – Register New User)
5. Actor is automatically navigated to the VI – View Invitation page again as a signed in user.
6. Actor clicks link to accept invitation.
7. Actor is automatically navigated to the DM – Detailed Marathon Info page for the accepted marathon.

### Alternate Flows

#### *Alternate Flow 1: Actor Already Registered*

1. At step 4 of the basic flow, if the actor is not already signed in, the actor enters sign in information.
2. Actor views VI – View Invitation page again as a signed in user.
3. Actor clicks link to accept invitation.
4. Actor is automatically navigated to the DM – Detailed Marathon Info page for the accepted marathon.

#### *Alternate Flow 2: Actor Declines Invitation*

1. If the actor is signed in or chooses to register, but declines the invitation, the System generates an email to the team organizer with the relevant information.

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2. If the actor does not register and respond to the invitation within one month, the invitation will be automatically declined, and the System will generate an email to the team organizer with the relevant information.

**Post-conditions**

- Actor is a member of the team.

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### ***MT – Manage Team Membership***

<b>Title:</b>	Remove Team Member
<b>Description:</b>	Actor removes a member from a marathon team.

#### **Actors**

- Marathon organizer

#### **Pre-conditions**

- Actor is signed in
- Actor is the organizer of a current team marathon

#### **Entry Points**

- DM – Detailed Marathon Information page

#### **Basic Flow**

1. Actor views team membership information.
2. Actor selects member to remove.
3. System prompts user to confirm removal.
4. Actor confirms removal.
5. Actor views updated team membership information.

#### **Exception Flows**

*N/A*

#### **Post-conditions**

- Team member is removed.

#### **Notes**

The miles signed by the ejected member should be retained, as should log entries made by that member.

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### ***AM - Add Miles***

<b>Title:</b>	Add Miles
<b>Description:</b>	Actor updates a marathon with miles information.

#### **Actors**

- Registered web site user

#### **Pre-conditions**

- Actor is signed in
- Actor has a current individual marathon or is a member of a current team marathon.

#### **Entry Points**

- My Marathons dashboard
- Marathon Detail page

#### **Basic Flow**

1. Actor views marathon status information.
2. Actor enters a number of miles to add.
3. Actor enters the date of the run (defaults to current date)
4. Actor enters the start and end times of the run.
5. Actor submits entry.
6. System records the following:
  - a. Marathon ID
  - b. Username
  - c. Miles
  - d. Date
  - e. Start Time
  - f. End Time

#### **Exception Flows**

*N/A*

#### **Post-conditions**

- Marathon status is updated
- Marathon log is updated.

#### **Notes**

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## ***MM - My Marathons***

<b>Title:</b>	My Marathons
<b>Description:</b>	Actor views status information for an individual marathon.

### **Actors**

- Registered web site user

### **Pre-conditions**

- Actor is signed in

### **Entry Points**

- Primary Navigation

### **Basic Flow**

1. Actor views Marathon Dashboard.
2. Dashboard will display the following:
  - a. Username
  - b. Tips and Health & Wellness content
  - c. Current weather at Actor's location
  - d. Link to create a new marathon
3. Dashboard displays the following for all current individual marathons:
  - a. Marathon name
  - b. Course name
  - c. Finish Date
  - d. Current mile total
  - e. Last date updated
  - f. Percentage complete
  - g. Current "marathon pace" (as if it were being run all at once)
  - h. Number of milestones unlocked
  - i. Link to detailed marathon information
  - j. "AM - Add Miles" fields
  - k. Link to view marathon log
4. Dashboard displays the following for all current team marathons:
  - a. Marathon name
  - b. Course name
  - c. Finish Date
  - d. Current mile total for all team members
  - e. Last date updated
  - f. Name of most recent contributor

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- g. Percentage complete
- h. Current “marathon pace” (as if it were being run all at once)
- i. Number of milestones unlocked
- j. Link to detailed marathon information
- k. “AM - Add Miles – Simple” fields
- l. Link to administer marathon if the Actor is the team organizer.
- m. Link to view marathon log

### **Alternate Flows**

1. If the Actor has no current marathons, the dashboard should still display the information in step 2, with additional copy.

### **Exception Flows**

*Exception Flow 1: Actor not signed in*

1. Actor views MM – My Marathons page without any marathon information.
2. The page should display the following:
  - a. Messaging and link for creating a new marathon.
  - b. Health & Wellness tips and information.
  - c. Invitation to try the tutorial.

### **Post-conditions**

- Current marathon summary information is displayed.

### **Notes**

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## ***DM - Detailed Marathon Information***

<b>Title:</b>	View Detailed Marathon Information
<b>Description:</b>	Actor views status information for a marathon

### **Actors**

- Registered web site user

### **Pre-conditions**

- Actor is signed in
- Actor has at least one current marathon (either team or individual)

### **Entry Points**

- Marathon Dashboard

### **Basic Flow**

1. Actor views Marathon Dashboard.
2. Actor selects one marathon to view.
3. Detailed Marathon Info page will display the following:
  - a. Marathon name
  - b. Finish Date
  - c. Number of team members (if team)
  - d. Course name
  - e. Course Map with progress indicated
  - f. Links to all unlocked milestones
    - See MI – Marathon Milestones.
  - g. “Next Up” teaser information:
    - Photo, fact, and trivia question about the next milestone.
    - Motivational statement.
  - h. Weather at the course location
  - i. Weather at the Actor’s location
  - j. Current mile total for all team members (if team)
  - k. Current mile total contributed by the Actor
  - l. Last date updated
  - m. Name of most recent contributor (if team)
  - n. Percentage complete
  - o. Current “marathon pace” (as if it were being run all at once)
  - p. Link to “Share Progress” – See SP – Share Progress
  - q. Tips, Health & Wellness content
  - r. “AM - Add Miles” fields

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- s. Link to administer marathon if the Actor is the team organizer. (if team)
- t. Link to view marathon log
- u. Link to cancel marathon.

**Exception Flows**

*N/A*

**Post-conditions**

- Current detailed marathon information is displayed.

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### ***SP – Share Progress***

<b>Title:</b>	Share Progress
<b>Description:</b>	Actor sends an email containing marathon summary and progress information for a team or individual marathon.

#### **Actors**

- Registered Web site User

#### **Pre-conditions**

- Actor is signed in
- Actor has at least one current marathon

#### **Entry Points**

- Detailed Marathon information page.

#### **Basic Flow**

1. Actor views detailed marathon information.
2. Actor clicks link to share progress.
3. Actor enters up to 3 email addresses.
4. Actor enters personalized message.
5. Actor previews email content.
6. Actor submits the form.
7. System generates outbound email to the submitted email addresses:
  - a. Informational copy about what a Virtual Marathon is.
  - b. Actor's name
  - c. Course Name
  - d. Course map (mini?)
  - e. Course Photo
  - f. Actor's progress (# of miles)
  - g. Finish date
  - h. Personalized message
  - i. Motivational message to the recipient to visit VM / participate.

#### **Exception Flows**

*N/A*

#### **Post-conditions**

- Progress email is sent.

#### **Notes**

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## ***MI – Marathon Milestones***

<b>Title:</b>	Marathon Milestones
<b>Description:</b>	Actor views unlocked milestone information

### **Actors**

- Registered web site user

### **Pre-conditions**

- Actor is signed in
- Actor has at least one current marathon

### **Entry Points**

- DM - Detailed Marathon Information page.

### **Basic Flow**

1. Actor adds miles to a marathon.
2. System calculates that the miles total reaches a milestone point in the course.
3. Actor views messaging notifying them of the new milestone.
4. Actor views the following new information for the unlocked milestone point:
  - a. Congratulatory Messaging
  - b. Photos
  - c. Facts
  - d. Quotes
  - e. Answer to the trivia question that was displayed on the DM page prior to unlocking the milestone.
  - f. Tips & Health information
5. System generates an outbound email to all team members, if the marathon is a team event:
  - a. All information in step 3.

### **Alternate Flows**

#### *Alternate Flow 1: Actor views all milestones*

1. Actor clicks the link on the DM – Detailed Marathon Information page to see milestones.
2. Actor views gallery of all milestones.
3. Locked milestones are not selectable.
4. Unlocked milestones may be selected to view more detail.
5. Resume basic flow at step 4.

### **Exception Flows**

*N/A*

### **Post-conditions**

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- Milestone is unlocked for all team members to view.

## Notes

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## ***MI – Marathon Milestones (Complete Marathon)***

<b>Title:</b>	Marathon Milestones - Complete Marathon
<b>Description:</b>	Actor completes a team or individual marathon.

### **Actors**

- Registered web site user

### **Pre-conditions**

- Actor is signed in
- Actor has at least one current marathon

### **Entry Points**

- Marathon Dashboard
- Detailed Marathon Information page.

### **Basic Flow**

1. Actor adds miles to the marathon.
2. System calculates that the miles total reaches the goal (half or whole marathon)
3. Actor view the detailed marathon information page with additional information:
  - a. Congratulatory messaging.
  - b. Final statistics:
    - Miles contributed per team member (if team)
    - Total "Marathon" time (as if it were run all at once)
  - c. "Finish Line" Photos & facts
  - d. Link to share progress
  - e. Motivational content to create a new marathon
4. System generates an outbound email to the individual or to all team members:
  - a. All information in step 3.

### **Exception Flows**

*N/A*

### **Post-conditions**

- Marathon is completed.

### **Notes**

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## ***CX – Cancel Marathon***

<b>Title:</b>	Cancel Marathon
<b>Description:</b>	Actor cancels an existing team or individual marathon.

### **Actors**

- Registered web site user

### **Pre-conditions**

- Actor is signed in
- Actor has at least one current marathon
- If team marathon, Actor is the organizer

### **Entry Points**

- Detailed Marathon Information page.

### **Basic Flow**

1. Actor chooses to administer the marathon.
2. Actor views administration page:
  - a. Marathon summary information
  - b. List of team members
  - c. Team member status summary
    - Total miles contributed
    - Most recent contribution date
  - d. Link to email team members
  - e. "Remove" option for each team member
  - f. Option to cancel the marathon prior to completion.
3. Actor chooses to cancel the marathon.
4. System prompts Actor to confirm cancellation.
5. Actor confirms cancellation.
6. System deletes the marathon.
7. System generates email to team members (if team) notifying them of the cancellation.
8. Actor is returned to the Marathon Dashboard.

### **Exception Flows**

*N/A*

### **Post-conditions**

- Member is removed.

### **Notes**

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## ***CA – Community Achievements***

<b>Title:</b>	Community Achievements
<b>Description:</b>	Actor views information about accomplishments of the whole VM community

### **Actors**

- Any website visitor

### **Pre-conditions**

- N/A

### **Entry Points**

- Primary Navigation

### **Basic Flow**

1. Actor clicks link to view community information (link label TBD).
2. Actor views the following elements:
  - a. Total number of community members.
  - b. Number of currently active marathons.
  - c. Number of completed marathons.
  - d. Total number of miles contributed.
3. Actor may choose to view the following detail:
  - a. Statistics per course.
  - b. Statistics per region of the country.
  - c. Statistics per age range.
4. If the actor is registered and signed in, the following detail is available:
  - a. Statistical breakdown of data as it relates to the actor (TBD) such as:
    - Comparison to age group
    - Comparison to gender group
    - Comparison to same-course marathons
    - Etc.

### **Exception Flows**

- N/A

### **Post-conditions**

- N/A

### **Notes**

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