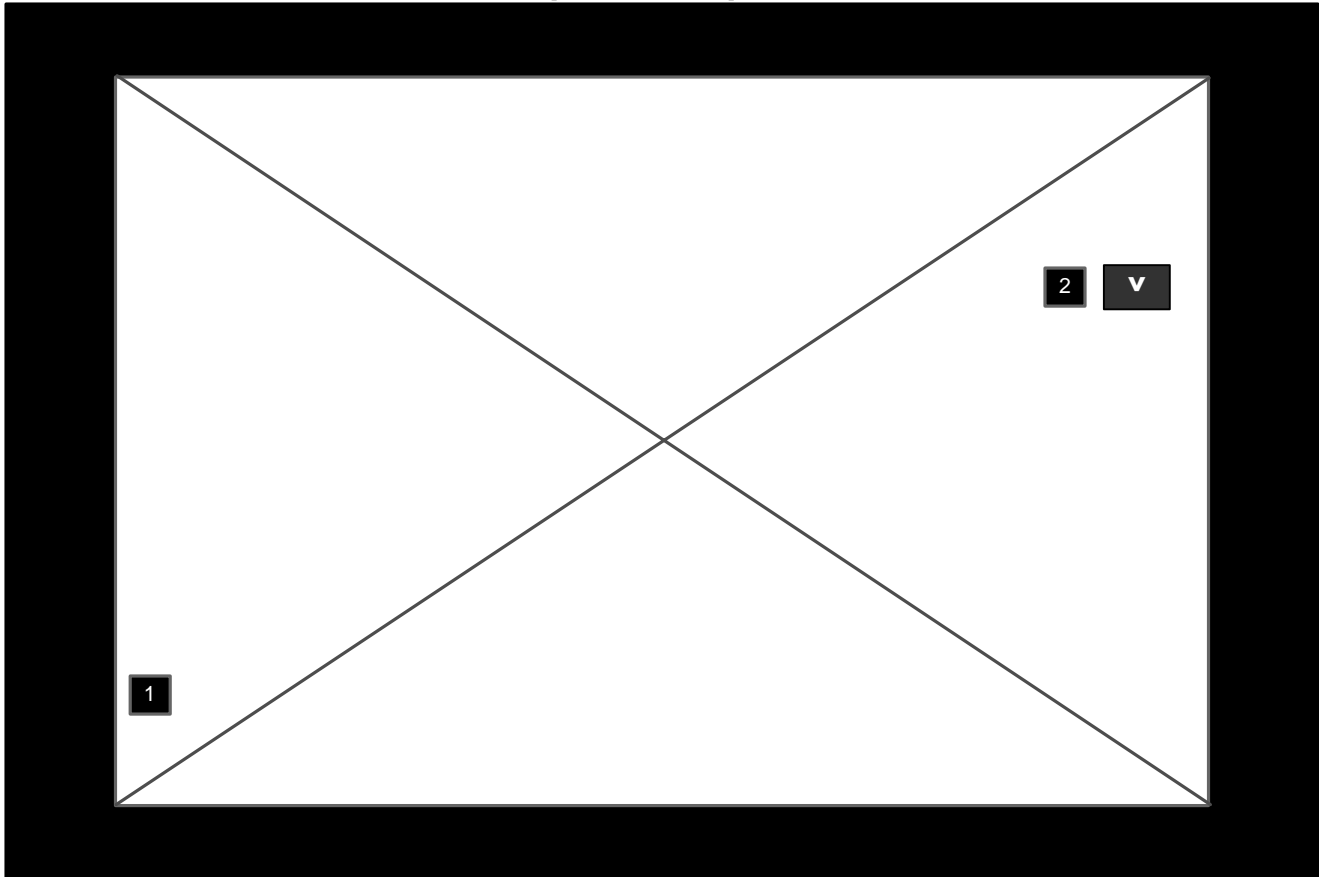


WebTV/CBS Football Scout Interactive Content Icon



[schematic #1]



1
Football game broadcast by CBS.

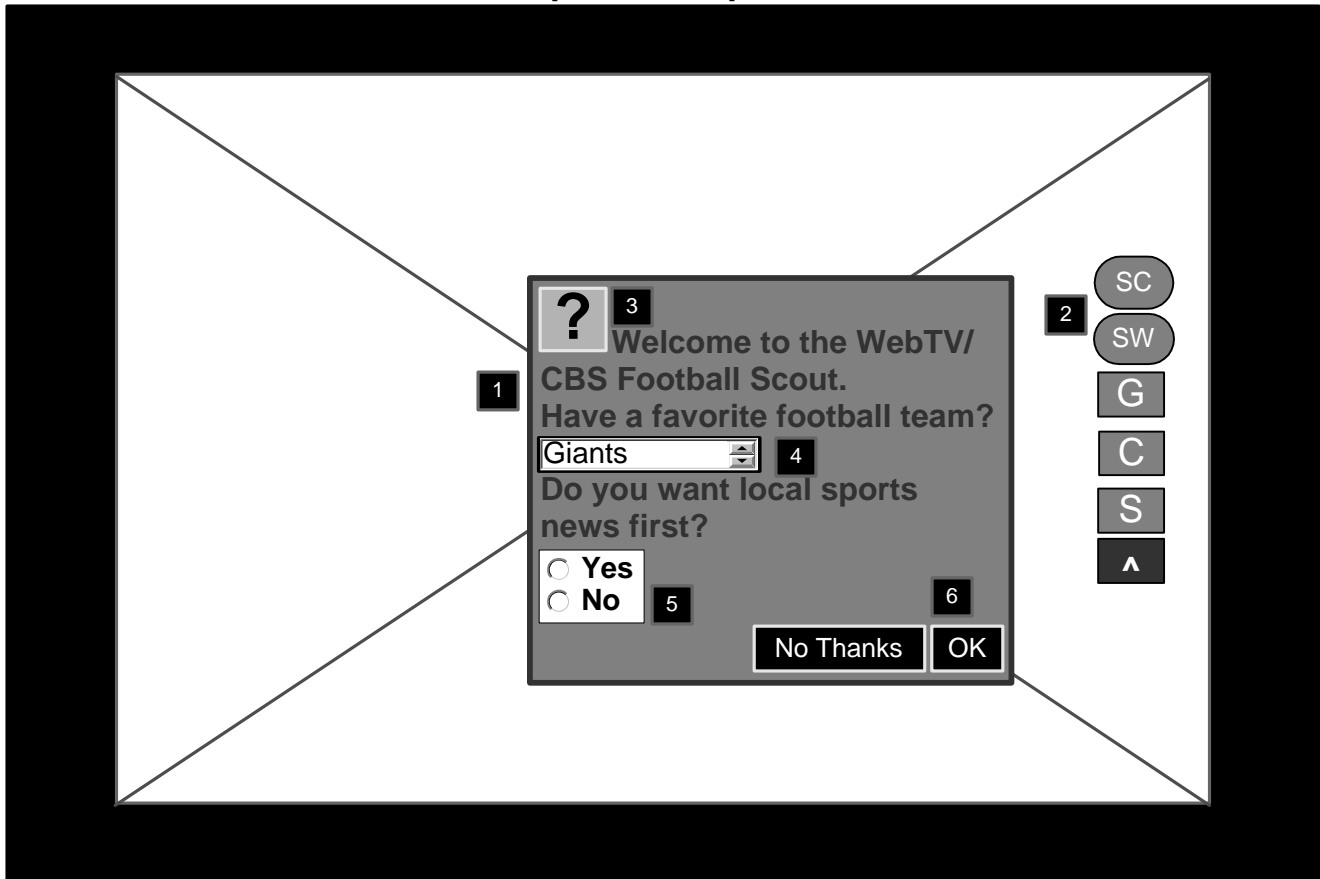
2
The WebTV/CBS Football Scout Interactive Content icon will appear when there is interactive content available (during the football broadcast). Visually it will convey to the user that options lie beneath.

note: these schematics represent navigation and screen elements only. they do not reflect visual design.

WebTV/CBS Football Scout Menu



[schematic #2]



1

The first time a user enters the WebTV/CBS Football Scout, they will be given the option to enter their favorite football team as well as whether or not they want local sports news to be prioritized when the content is delivered to them. This is to satisfy the local fan as well as provide added, unexpected value to the casual viewer in hopes of turning them into a local fan and moving them up the scale of WebTV/CBS Football Scout users.

2

The user is introduced to the iconic navigation. When the user moves the cursor over an item, an information 'bubble' will identify the section of the WebTV/CBS Football Scout that clicking on that element will take them to as well as a brief description of what that section contains.

3

The user is immediately introduced to the customization icon that will appear throughout the WebTV/CBS Football Scout and always lead the user to a way to tailor the content for them. All users know at the outset that they can tailor this tool for themselves.

4

If the user selects a team, the content delivered by the WebTV/CBS Football Scout will use that team as a focus - thereby immediately giving the user the sense that the Scout Central is doing something for them specifically.

5

The user can choose to make local news more prominent than national news for all of their content. This also adds to the sense of personalization.

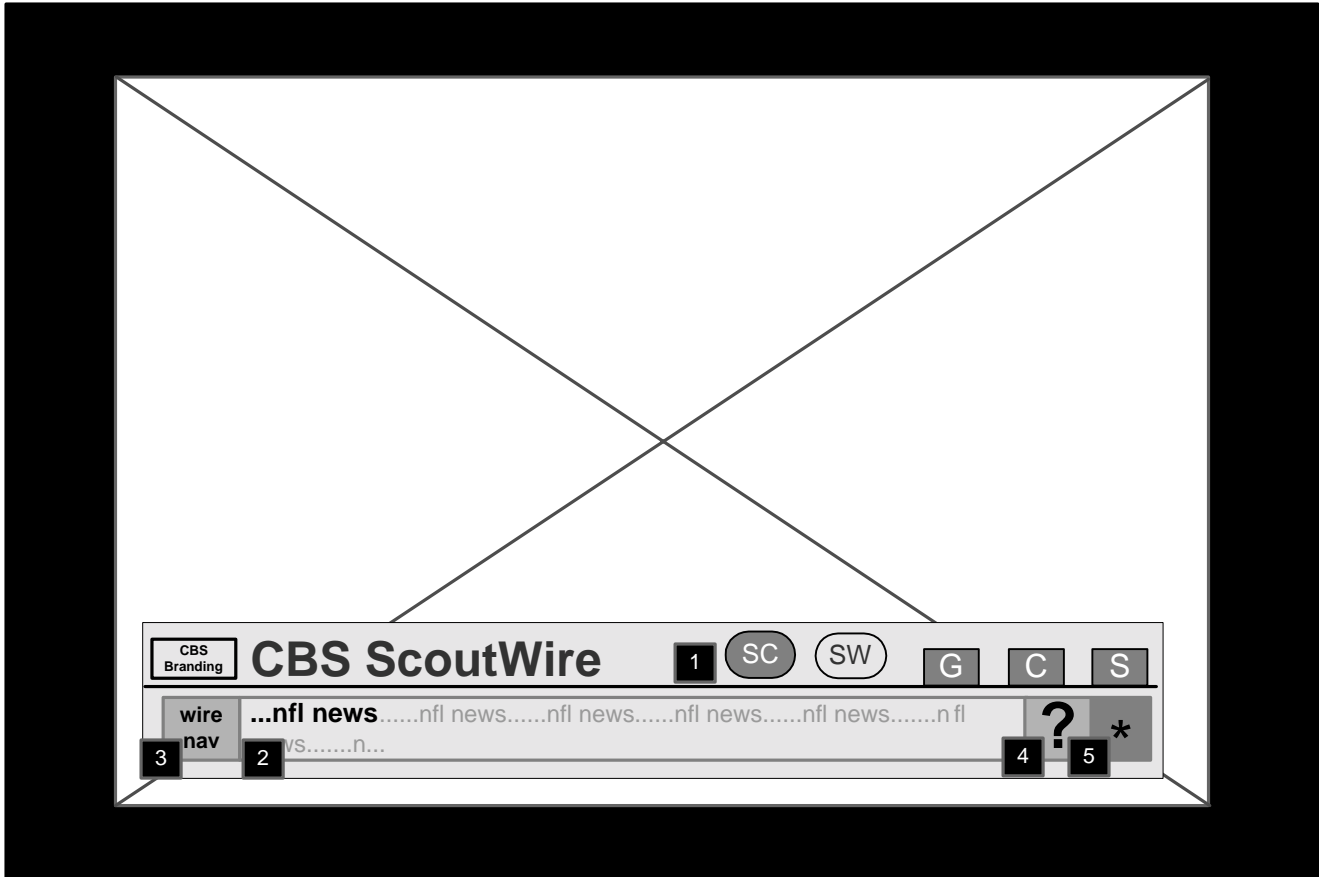
6

The user can also opt for generic content by bypassing the initial customization.

note: these schematics represent navigation and screen elements only. they do not reflect visual design.



[schematic #3]



1
Once within ScoutWire, the navigation that the user was introduced to on the WebTV/CBS Football Scout Menu screen [see Schematic #2 and #5]. This navigation will appear in every section - with the current section distinguished from the other. The user can get to anywhere from anywhere. This will allow the casual user, who might only start by using the ScoutWire to check out ScoutCentral for the really robust content.

2
The ScoutWire will scroll default sports information unless customized [see Schematic #5]. The scrolling section will be preceded with a header identifying the type of news that is to follow.

3
The wire will be able to be controlled by the user with a familiar interface similar to that on a CD player. The user can fast forward, rewind, pause and skip to next news feed. This will show the user how the WebTV/CBS Football Scout can really work for them.

4
The customization icon that the user was introduced to earlier appears again. Clicking on it will take the user to the Customize Your ScoutWire page [see Schematic #5].

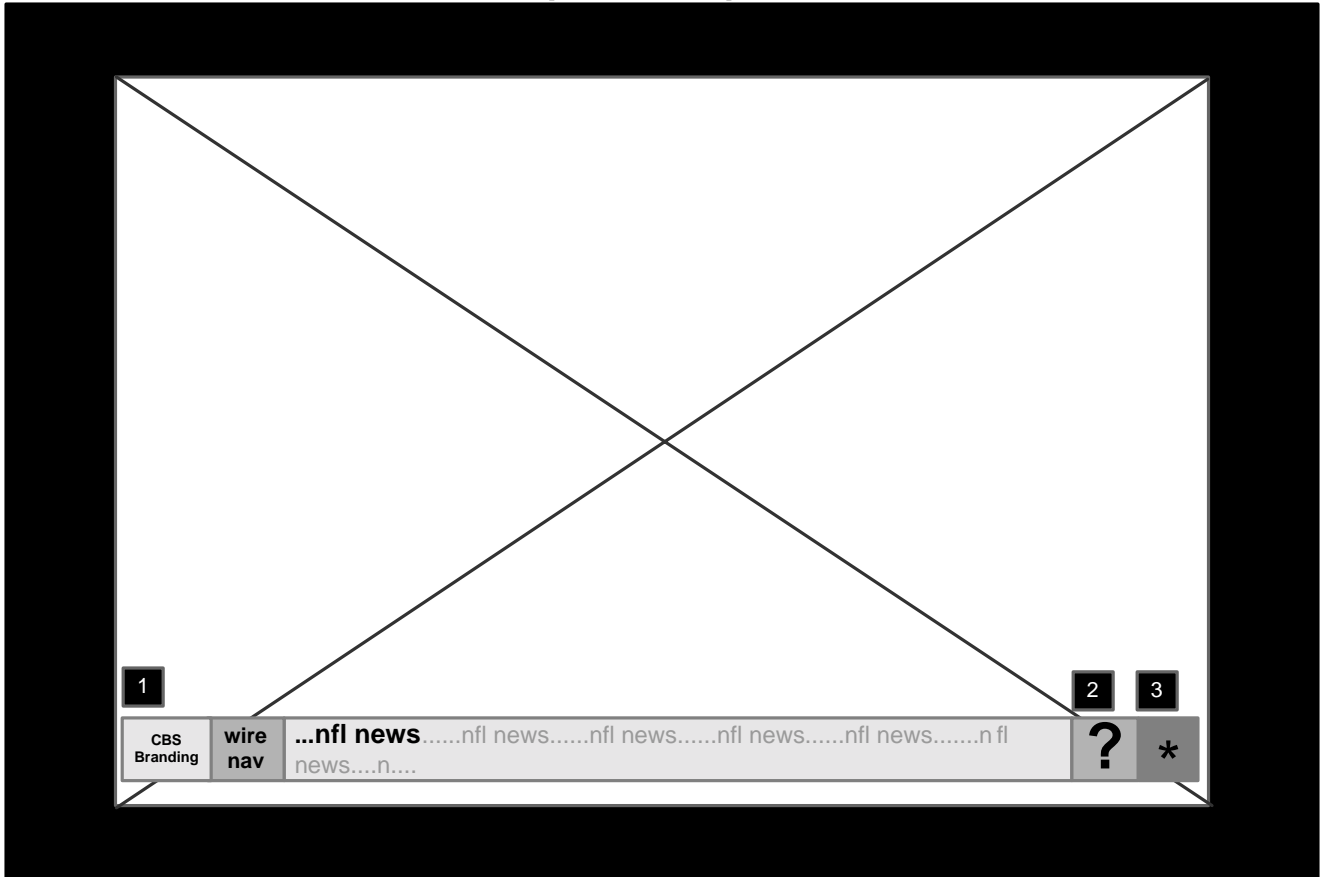
5
Since screen real estate is an issue, the user has a 'Hide Menu' button that will leave only the ticker on their screen [see Schematic #4].

note: these schematics represent navigation and screen elements only. they do not reflect visual design.

ScoutWire (menu hidden)



[schematic #4]



1

When the ScoutWire menu disappears, the CBS branding moves to the left. The benefit of the hidden menu is that the user is able to make the wire take up much less space, making the content less invasive and therefore they will be more likely to leave it on their screen for longer periods of time.

2

The user can still access the Customize Your ScoutWire page.

3

The 'Show Menu' button will take the user back to the Scout Wire page with the global navigation.

note: these schematics represent navigation and screen elements only. they do not reflect visual design.

Customize Your ScoutWire



[schematic #5]

CBS Branding

Customize Your ScoutWire

Favorite Team :
Local Sports News First : Yes No
1

You can also choose up to six news feeds you want to see in your ScoutWire. Using the pull-down menus, select a news feed and then check the box next to it to have the information appear in your ScoutWire.

- 3**
- 2**
- 3**
- 4**
- 5**
- 6**
-

5 Alert me with ScoutWire when news breaks in one of my categories.

6 Make my ScoutWire transparent .

cancel
ok

1
The user can change the preferences that they set when they initially accessed the WebTV/CBS Football Scout [see Schematic #2] as well as some more advanced options. This provides a bridge for the casual viewer to become the local fan as well as the local fan to become the rabid fan.

2
The different news feeds - mostly sports, as well as some high-level news (e.g. World News - Top Stories) are presented as options in pull-down menus. This is to facilitate navigation for users that are using a remote. This will satisfy the casual viewer in that they can also get information not pertaining specifically to football. The local fan will be able to get only information pertaining to their favorite football team as well as other local teams. The rabid fan can get information on other teams as well as other sports.

3
Users can choose up to six different news feeds with the pull-downs and then choose to activate them with the checkboxes.

4
If the user selects a league (NFL, MLB, NBA, etc...) from the first pull down, a new pull-down will appear beside it that will allow them to choose a specific team.

5
The user can set the ScoutWire to visually alert them when a news feed is about to deliver breaking news from one of the feeds they have selected. This will give the local fan as well as the rabid fan the sense that they are much closer to the action.

6
The user can control whether or not the wire resides on a transparent or a solid background. If they make it solid, they would have the ability to use it in place of the updates that occur at defined intervals and get the content tailored to them from CBS Sports Wire.

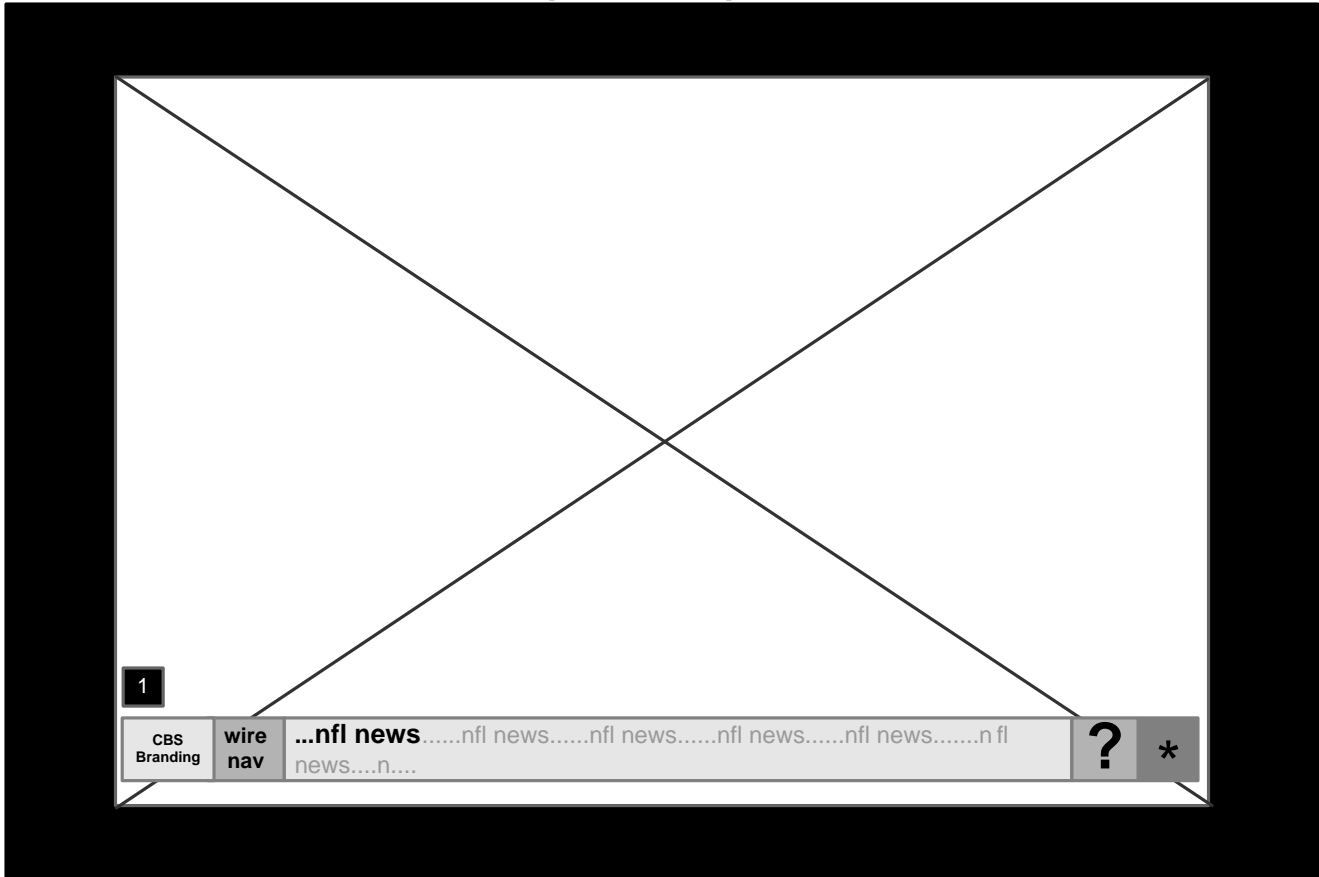
7
The user can cancel their selections or return to the newly-customized wire.

note: these schematics represent navigation and screen elements only. they do not reflect visual design.

ScoutWire Alerts



[schematic #6]



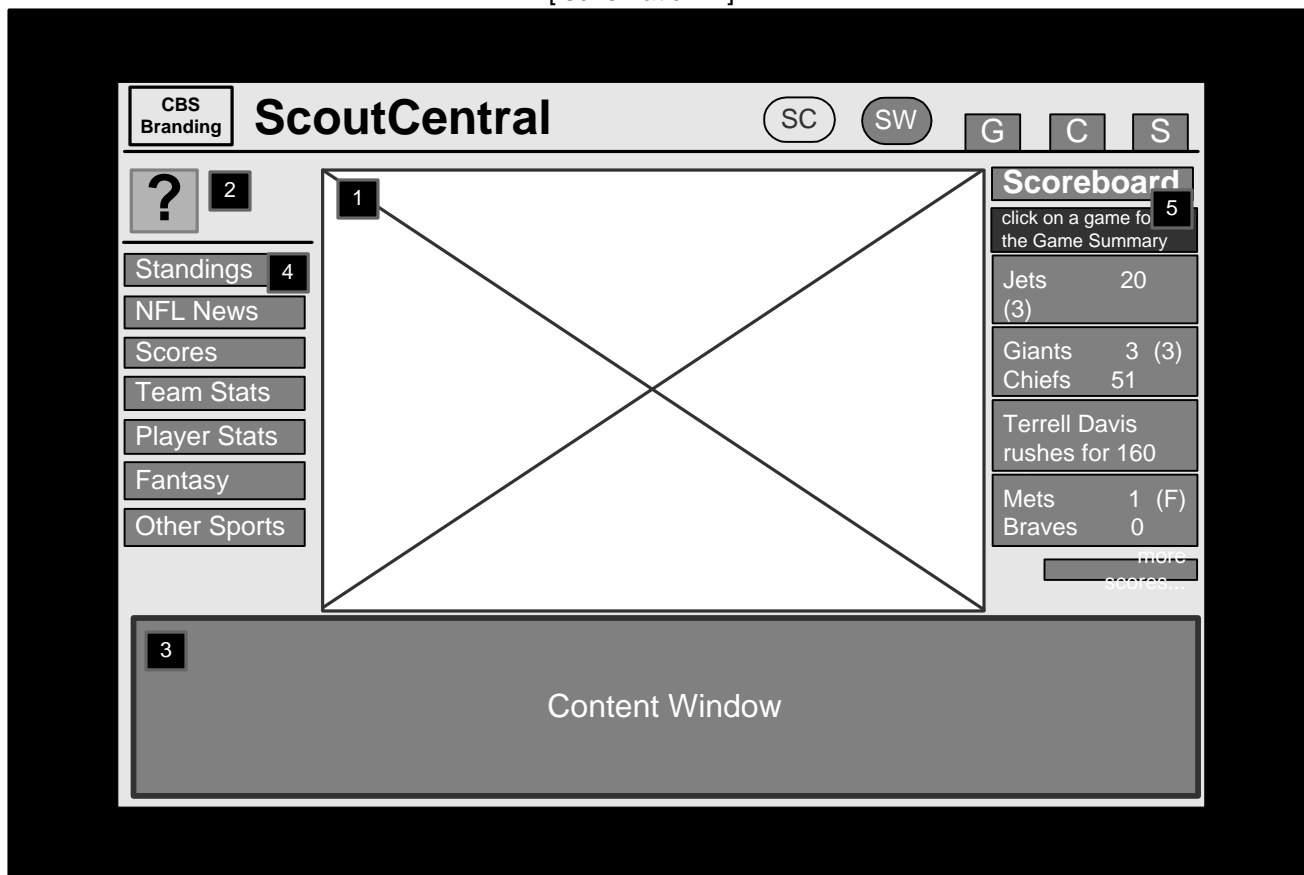
1
 If, on the Customize Your ScoutWire page [see schematic #5], the user has chosen to be alerted with breaking news, they will be notified directly on their ScoutWire - whether the menu is hidden or not. The alert will be represented graphically. The CBS graphic could blink in order to draw the user to the ScoutWire while re-enforcing the fact that it is CBS that is providing this enhanced football experience including features such as up-to-the-minute news.

note: these schematics represent navigation and screen elements only. they do not reflect visual design.

ScoutCentral (customized)



[schematic #7]



1

The "Picture Frame" display method allows the user to maintain their line of vision in the center of the screen, keeping the football broadcast as the center of attention while being given access to information peripherally. It also separates the information buckets in way that is intuitive to the user.

2

The Customization Icon appears on the ScoutCentral page and clicking on it will take the user to an area where they can customize this page. They can customize content, look and feel (the colors of their favorite team) as well as features.

3

The Content Window will be where the information the user requests from ScoutCentral will be displayed. When the user first arrives to ScoutCentral, the Content Window will contain instructions on how to take full advantage of the feature. It is placed here to be an intuitive reference point for the game.

4

This is where the rabid fan really can start to use the WebTV/CBS Football Scout. This is the tool that they will use to access sports information in a wide variety of categories. These categories will depend on the content available from CBS Sports Wire. Once clicked on, the content will be loaded into the Content Window.

3

The Scoreboard contains scores from other football games as well as other sports, depending upon the customization. The games scores will alternate with blurbs about highlights from the game. This is to create dynamic information buckets that will draw the user to click on the game/highlights for the Game Summary that will load into the Content Window. The user can also click on more scores to get a more complete list of national scores.

note: these schematics represent navigation and screen elements only. they do not reflect visual design.