1

"ColGator" title drops in playfully as the ColGator character slides in.

ColGator will blink intermittently and his scarf will flap like a flag in the wind.

Support copy will slide into place along with the ourColgate.com logo.

ColGator

Helping You Find What You Need on

ourColgate.com

LEARN MORE

2

When the *Learn More* button is pressed, the type fades out and the menu/nav bar slip into place. The ColGator shrinks a bit to fit into the space provided.
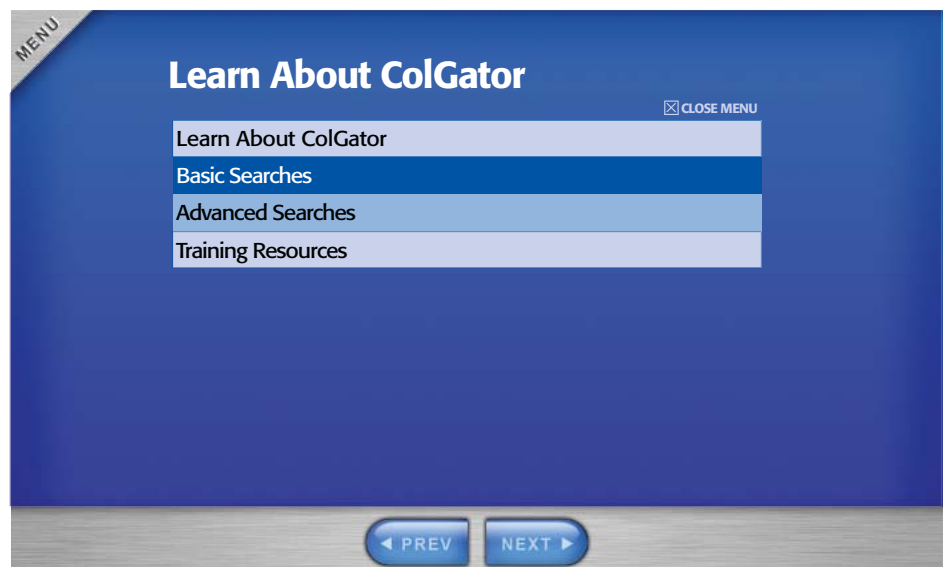
The headline and items build into place.

The copy at the bottom informs users on what the *Prev/Next* and *Menu* buttons do (the same sequence as the previous Flash pieces)

MENU

Learn About ColGator Now!

This tutorial will help you get the most out of your searches on ourColgate.com. You'll learn how to:

1 Get started with basic searches

2 Use symbols for more advanced searches

3 Refine search results with advanced searches

4 Search global ourColgate.com locations

5 Request access to eTeamRoom documents

6 Find helpful hints and other training resources

Click "Next" to continue to the next topic.
To go directly to a topic that interests you, please click "Menu" located in the top left corner of your screen.

◄ PREV   NEXT ►

M

This screen shows what is within the menu. Clicking on a topic within this menu brings the user directly to that topic.

In the menu to the right, the current section the user is in is *Basic Searches*. If a user rolls over a topic, the background turns a slightly darker blue (as seen in *Advanced Searches*).

MENU

Learn About ColGator

⊠ CLOSE MENU

Learn About ColGator

Basic Searches

Advanced Searches

Training Resources

◄ PREV   NEXT ►

3

Each topic page will have the title displayed across the top. This title matches what is within the menu.

A title and left side content area that will build along with a view screen that will demo the topic feature.

Under each animation, 4 control buttons allow users to *Rewind*, *Pause*, *Play*, or *Fast Forward*.

MENU

Basic Searches

1 Getting Started

A. ColGator appears at the top of every page on ourColgate.com

B. To search for content, click the "ourColgate.com" radio button

C. ColGator automatically searches "CP People" as the default

D. Enter a keyword or phrase

E. Click the "green arrow" or simply click "Enter" to start your search

◀ PREV   NEXT ▶

4

As the copy describes using quotation marks, ColGator pops in to visually echo the copy...

MENU

Using Symbols

2 Using Symbols for Better Results

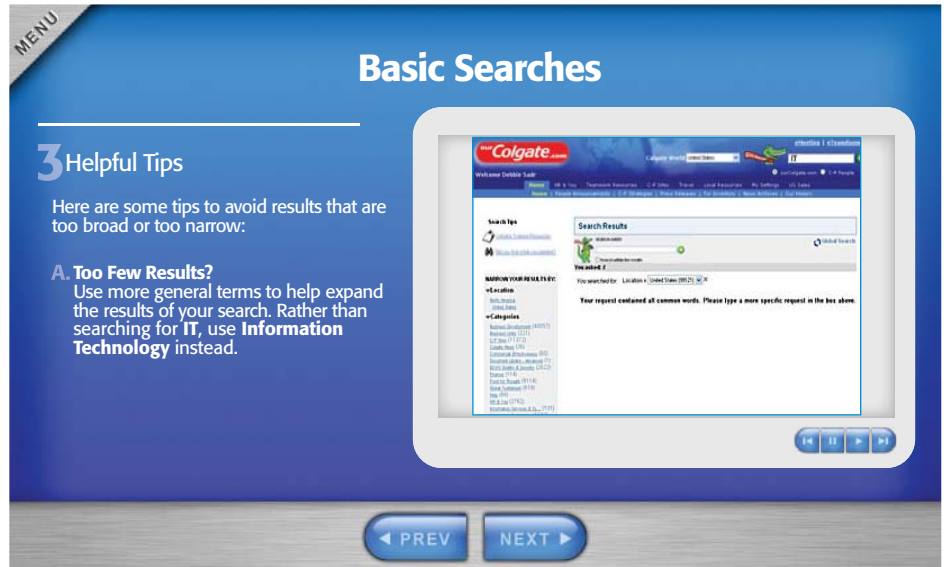Here are a few basic tips to help you find the information you want when entering search terms.

A. Use quotation marks (" ") to search for an exact word or phrase

"Global Innovation Fund"

◀ PREV   NEXT ▶

5

...same for the comma copy.

MENU

Using Symbols

2 Using Symbols for Better Results

Here are a few basic tips to help you find the information you want when entering search terms.

B. Use a comma (,) between words to generate results including all or any term entered, e.g., **competitive, newsletter, april** will return items with both computer and purchase results

competitive, newsletter, april

◀ PREV   NEXT ▶

6

A visual representation of "too few results" is shown. A new TV screen is shown displaying a more useful search result.
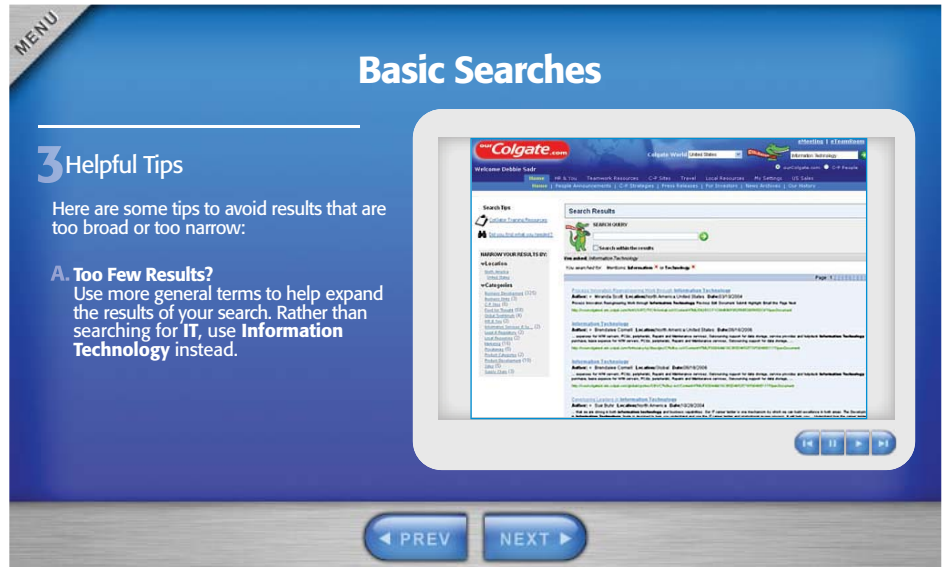
At the end of each section, a "Section Completed" icon appears at the end of the copy block. The piece will pause at this point until the user clicks *Next*.
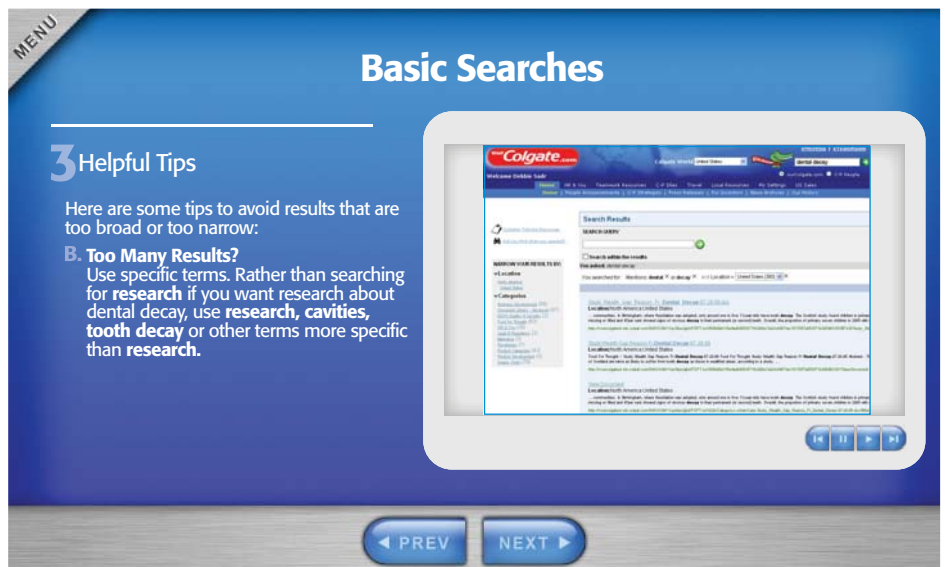

7

Zoom into the search field and type in Information Technology. The mouse then clicks the submit button. The results are then shown.

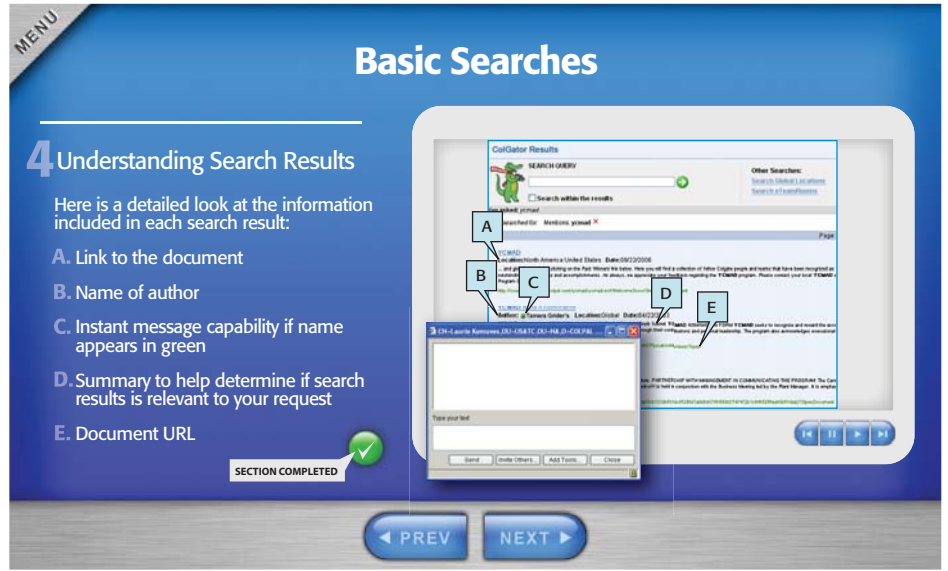The piece will pause at this point until the user clicks *Next*.

8

A visual representation of "too many results" is shown. As a result a new TV Screen is shown.

9

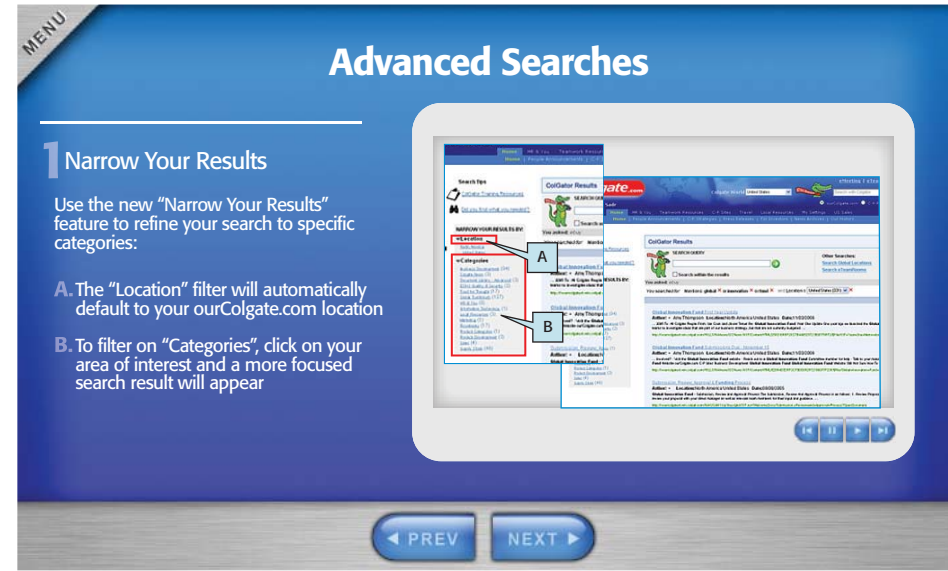Detailed information is displayed after search results

Basic Searches

4 Understanding Search Results

Here is a detailed look at the information included in each search result:

A. Link to the document

B. Name of author

C. Instant message capability if name appears in green

D. Summary to help determine if search results is relevant to your request

E. Document URL

SECTION COMPLETED

◄ PREV   NEXT ►

10

ColGator pops in to let users know a description of a new feature is coming up next.

Advanced Searches

1 Refine your search by using these features:

A. Narrow Your Results

B. Search Within the Results

C. Search Global Locations

D. Search eTeamRooms

Check out these new features!

◄ PREV   NEXT ►

11

As each item comes in, the appropriate screenshot will be shown.

If necessary, areas will be blown up for greater readability or clarity.

Advanced Searches

1 Narrow Your Results

Use the new "Narrow Your Results" feature to refine your search to specific categories:

A. The "Location" filter will automatically default to your ourColgate.com location

B. To filter on "Categories", click on your area of interest and a more focused search result will appear

◄ PREV   NEXT ►

12

As each item comes in, the appropriate screenshot will be shown.

If necessary, areas will be blown up for greater readability or clarity.

Advanced Searches

2 Search within the results

Use the new "Search within the results" feature to refine your search results.

A. Click the box labeled "Search within the results"

B. Add keywords or phrases in the "Search Query" field

C. Click the "green arrow" or simply click "Enter" to refine your search

D. To modify, click the red X to remove filters or key words

13

Build w/screenshots...

Advanced Searches

3 Search Global Locations

Initially, ColGator searches and displays results relevant to your ourColgate.com default location (i.e., North America for users in the United States). You can search other ourColgate.com locations by doing a global search:

A. Click the "Search Global Locations" link at the top of the search results page

B. Re-enter your search term in the "Search Query" field

C. The "Location" filter expands to include all regions and countries with results relevant to your search

D. Click on the location specific to your interest

14

Build w/screenshots...

Advanced Searches

4 Search eTeamRooms

ColGator's advanced features allow you to search eTeamRooms to find the latest documents about a topic of interest. A key symbol is displayed to highlight that the search results are from an eTeamRoom.

A. Click the "Search eTeamRooms" link at the top of the search results page

B. Re-enter in your search term in the "Search Query" field

C. If you are a member of the eTeamRoom, click on the document link to access

D. If you are not a member, request access to the document by clicking on the key symbol

E. A pre-formatted form will open to help you contact the eTeamRoom managers

Note: eTeamRoom managers have final authority to grant access

SECTION COMPLETED

FORM to come

15

"TV Screen" slides out and ColGator slides in.

The final copy block builds out as the appropriate screenshots pop in behind ColGator.

The *Go to Training Resources Page* button slides in.

In "B" click on link and window will pop up.