

# MAZDA APP. GENERAL

1. Make sure the app doesn't time out - log out should be a choice by the user.
2. Be careful when making assetts - if pixels are cut off the edges, they will have to be remade. (see color swatches)
3. Client wants menu to automatically close when a user is seeing a new screen. Menu should hide if user taps outside of the menu and/or if the user taps the menu icon of activated menu.
4. Mazda has issued new logos. We will have to use the new one here...

# MAZDA APP. CLIENT CONFIRMED MENUS

menu items must be in this order and w/ these spellings

**HOME PAGE NAVIGATION:**

- FIND YOUR MAZDA (at center)
- PRESENTATION VIDEOS\*\*\*
- TEST DRIVE
- PERFECT DELIVERY
- MAZDA AWARDS
- SKYACTIV® TECHNOLOGY (logo)
- THE DEALERSHIP
- ABOUT MAZDA

\*\*\*NOTE: This is news to me :( To get them all to fit along the bottom we will have to make the buttons smaller. Let's put the text in the buttons on two lines and do our best to make it legible. Will try to do a comp if I have time at EOD!

**GLOBAL NAVIGATION:**

- PRESENTATION VIDEOS
- TEST DRIVE
- MAZDA AWARDS
- SKYACTIV® TECHNOLOGY
- THE DEALERSHIP
- ABOUT MAZDA
- EMAIL
- PRINT
- PRODUCT DISCLOSURES
- HELP
- LOGOUT

**CAR NAVIGATION:**

- ALL CARS\***
- CURRENT MODELS**
- ALL YEARS**
- 2016
- 2015
- 2014
- ALL MODELS**
- MAZDA CX-9
- MAZDA CX-5
- MAZDA6
- MAZDA5
- MAZDA3
- MAZDA2
- MAZDA MX-5 MIATA
- ALL VEHICLE TYPES\*\***
- CROSSOVERS & SUVS
- SEDANS & HATCHBACKS
- SPORTS CARS

\*"ALL CARS" should be red, clickable link. When clicked, should take user to "FIND YOUR MAZDA" screen with all cars showing and all cars selected in menu

\*\*NOTE: Client requested order be changed. Was "ALL VEHICLE TYPES" followed by "ALL MODELS" NOW: "ALL MODELS" followed by "VEHICLE TYPES"

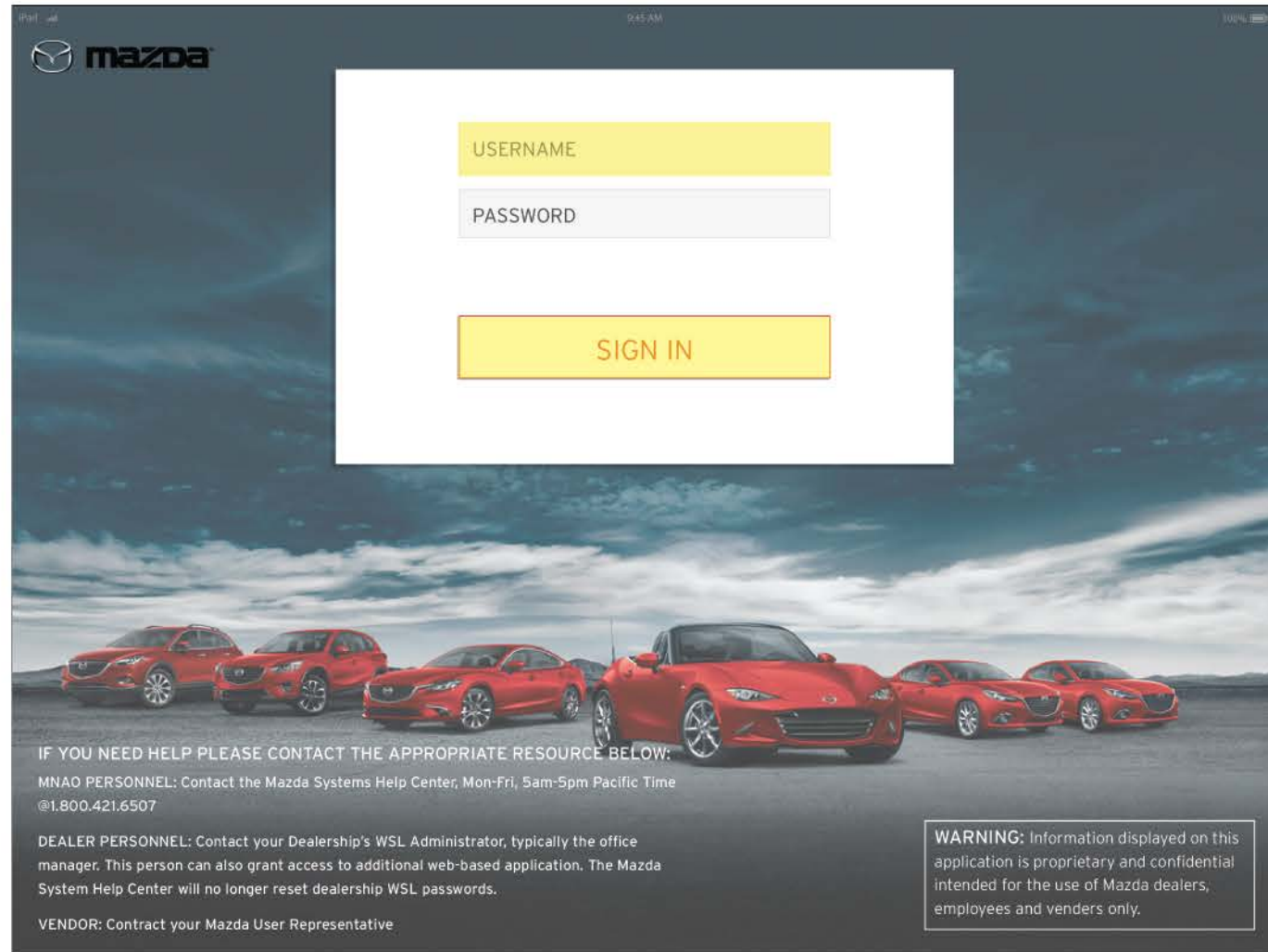
**CAR DETAILS NAVIGATION:**

- COLORS
- MODELS & OPTIONS
- ACCESSORIES
- STYLING & DESIGN
- PERFORMANCE
- COMFORT & CONVENIENCE
- INFOTAINMENT
- SAFETY
- COMPARISON\*\*
- PRESENTATION VIDEOS\*
- SKYACTIV® TECHNOLOGY
- AWARDS & REVIEWS
- SPECIFICATIONS
- PERFECT DELIVERY

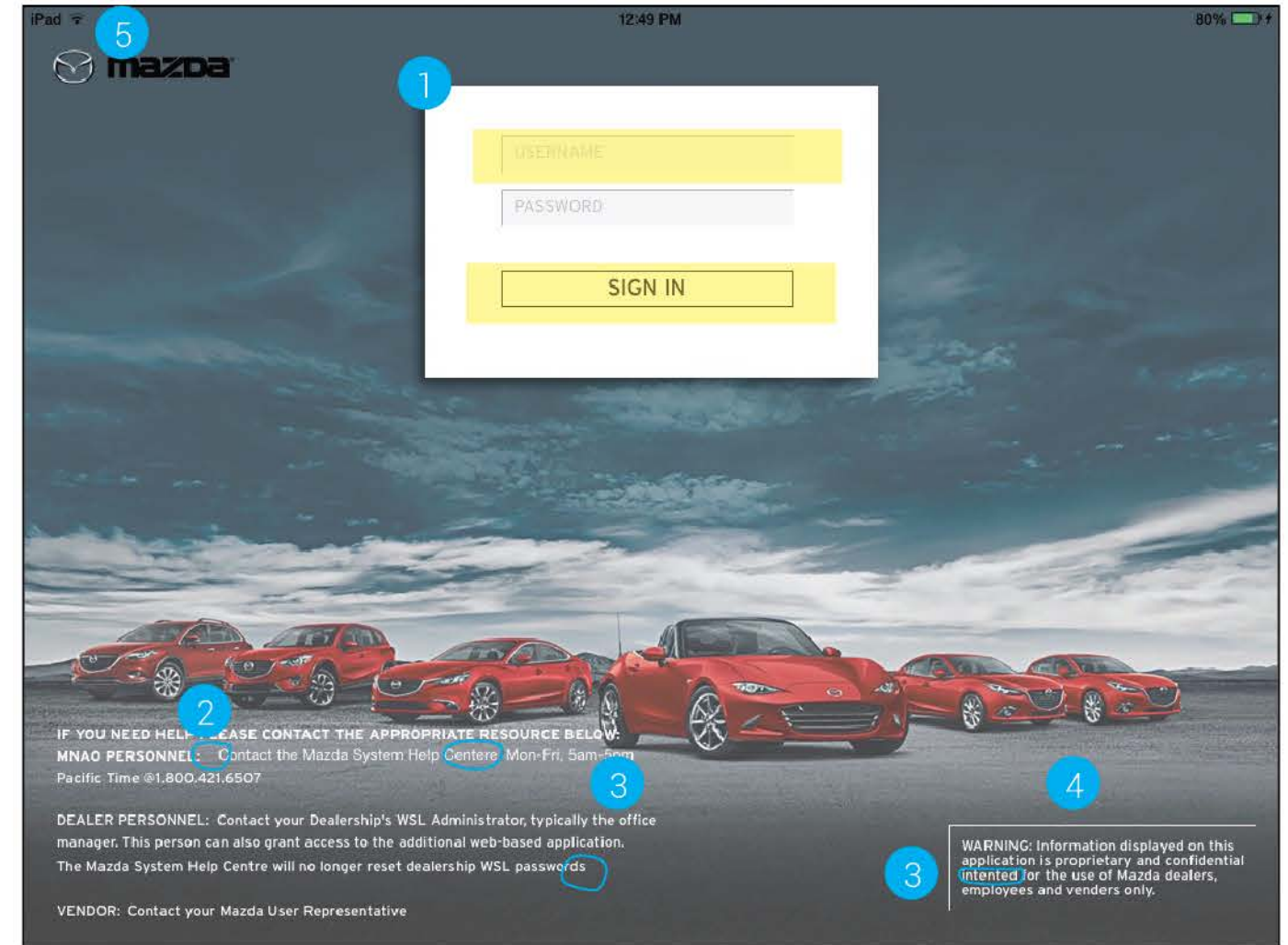
\*NOTE: This is a new, per client request  
\*\*NOTE: Changed back to "COMPARISON" not "CAR COMPARISON"



## APPROVED VISUAL COMP



## MAZDA APP



notes:

1. SIGN IN BOX

- Make white box 500x320
- Form field needs to be 300 x 40 (too small for usability)
- text should be black - not light gray
- SIGN IN button - red text, red boarder, shadow (per typical, red is link color)
- center text horizontally and vertically in field

2. one space

3. TYPOS

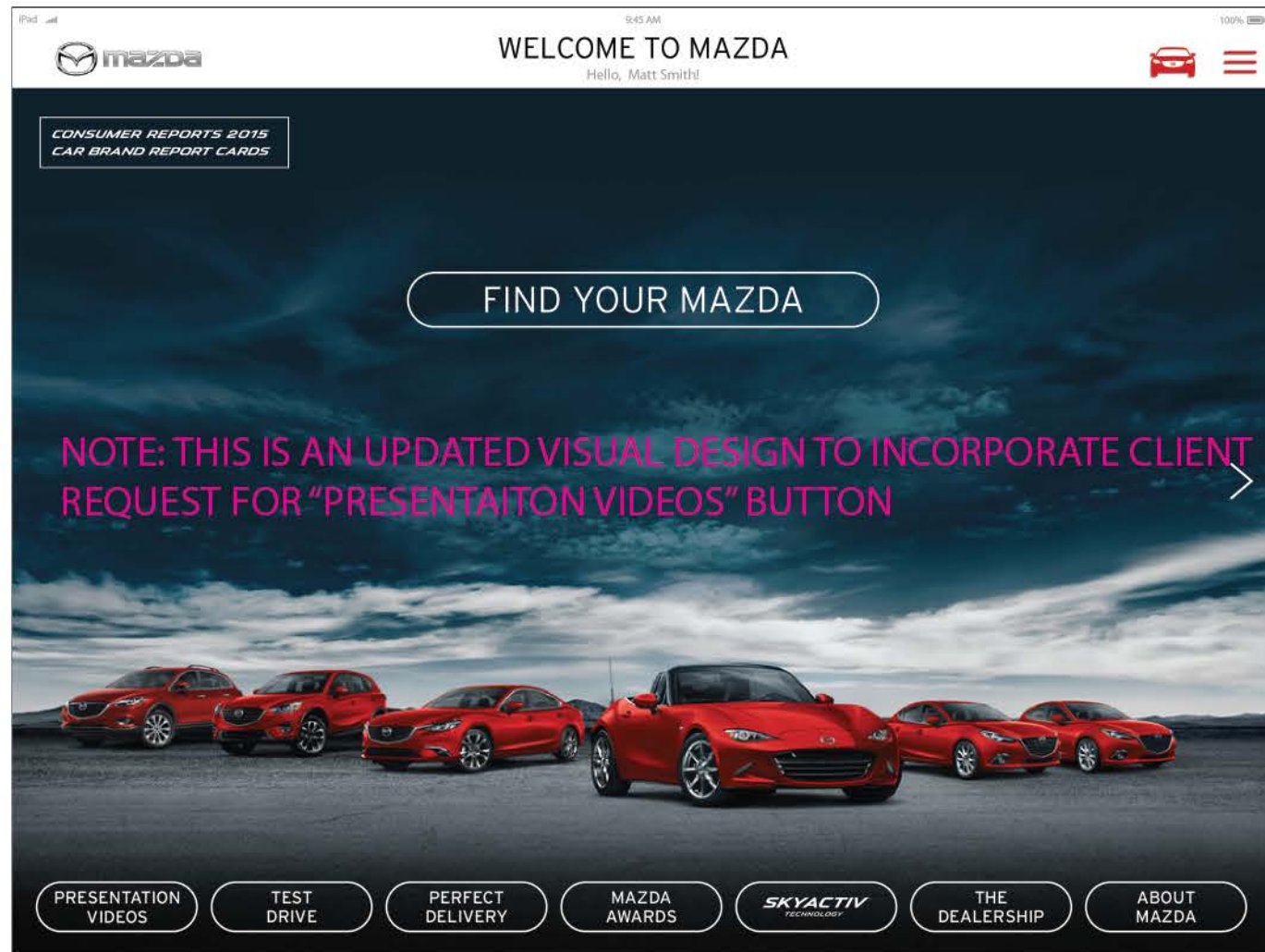
- change "Centere" to "Center"
- add "." after "passwords"

4. move text so that whole box shows up around the copy here

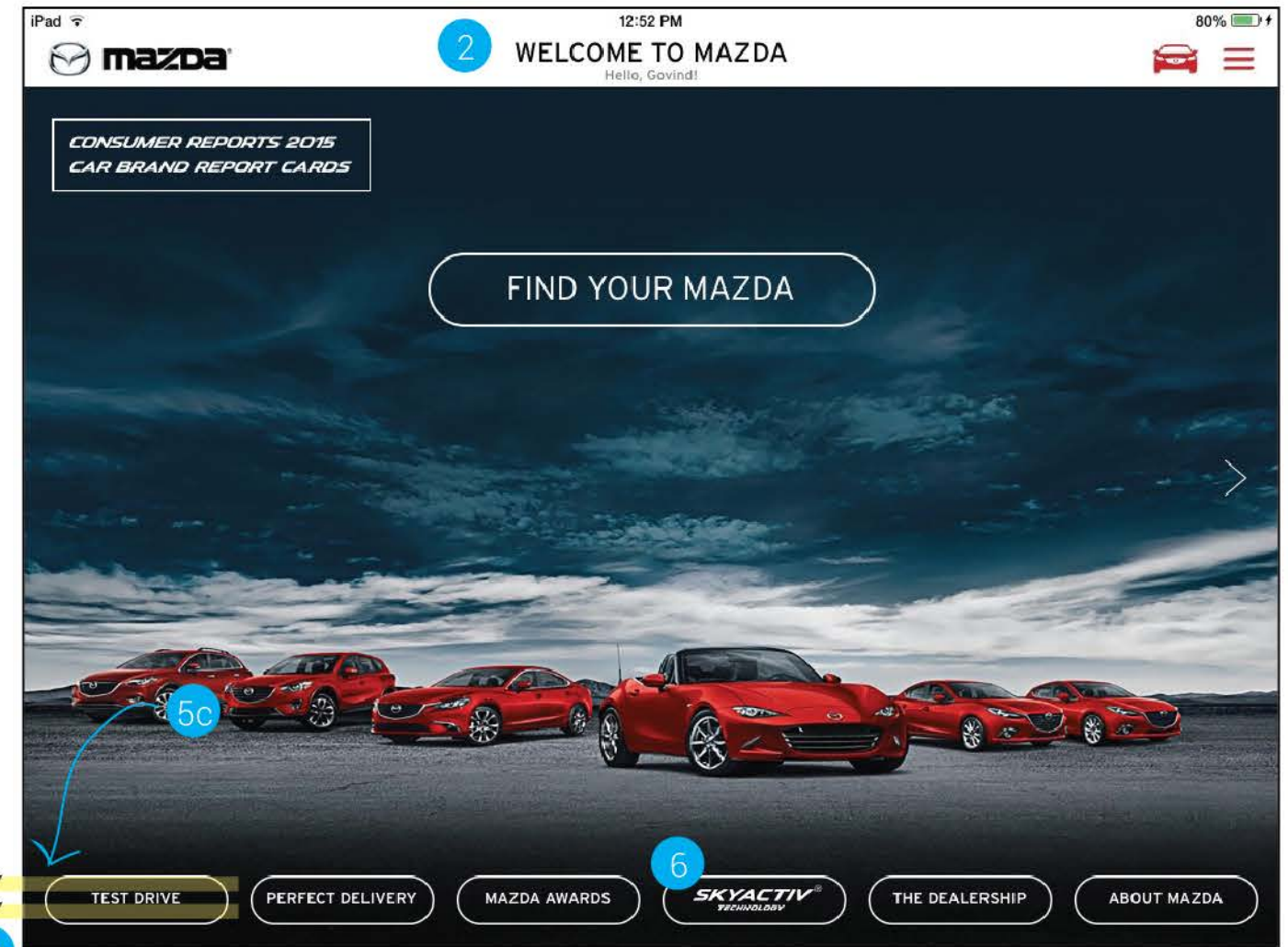
5. replace logo with new logo (the all silver/gray version) - on all screens



## APPROVED VISUAL COMP



## MAZDA APP

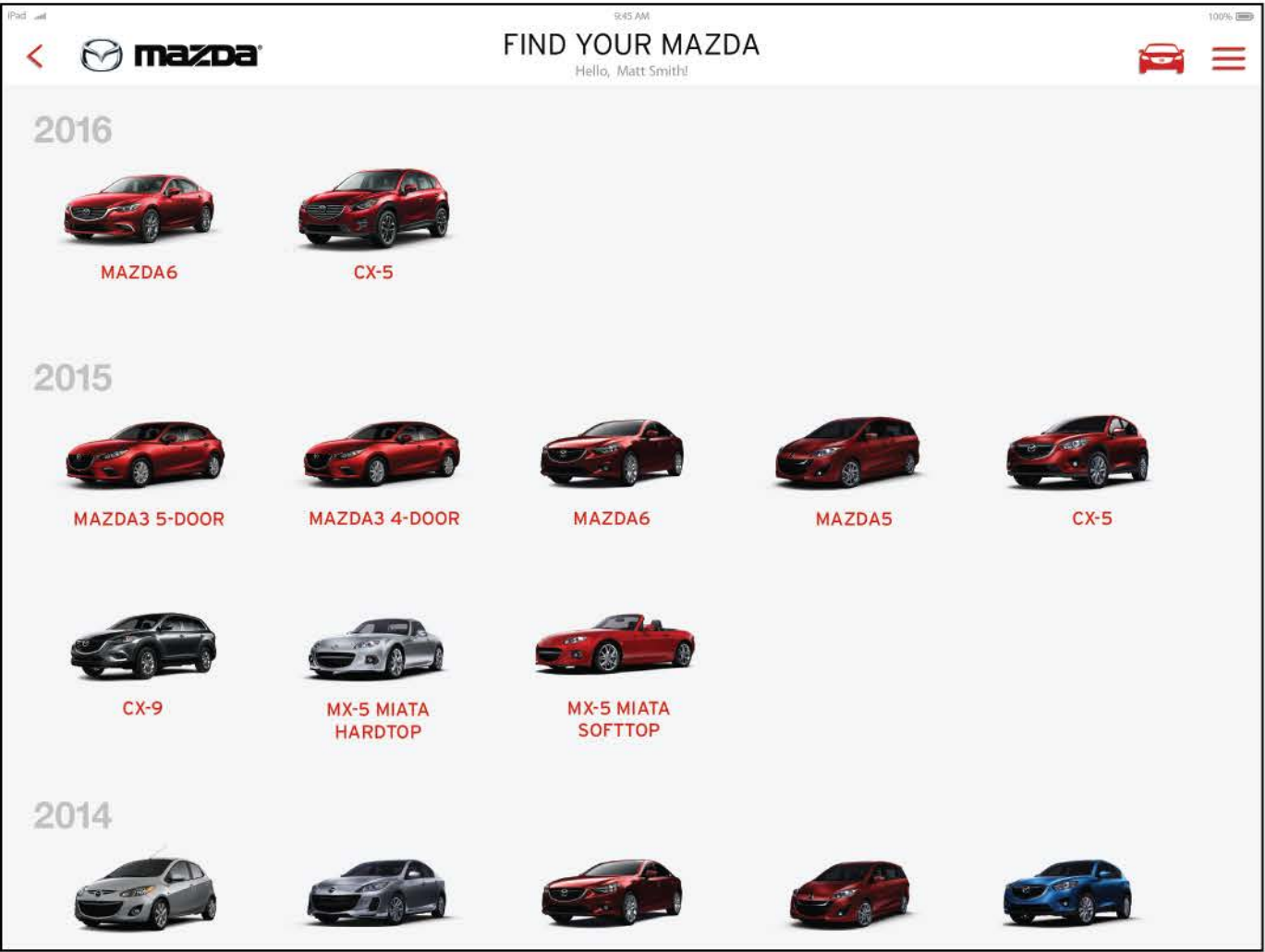


notes:

5.
  - b. make sure text is centered top and bottom in the button - currently there is more space below the text than above.
  - c. PER CLIENT REQUEST: add a button for "PRESENTATION VIDEOS" please change so copy is on two lines, centered in button.
6. make SKYACTIV logo smaller, to match the size of the text in the other buttons, see visual comp for direction.



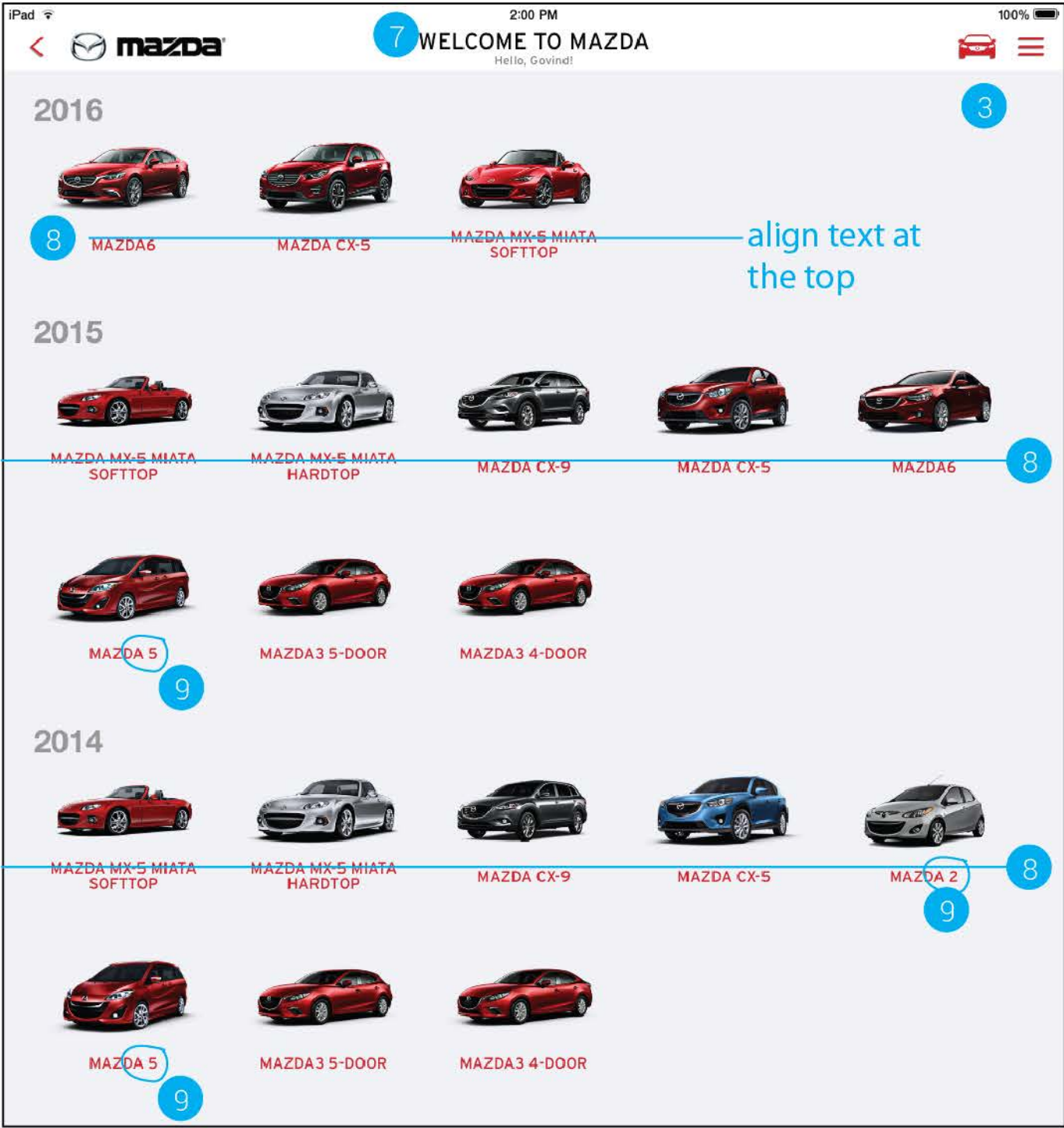
# APPROVED VISUAL COMP



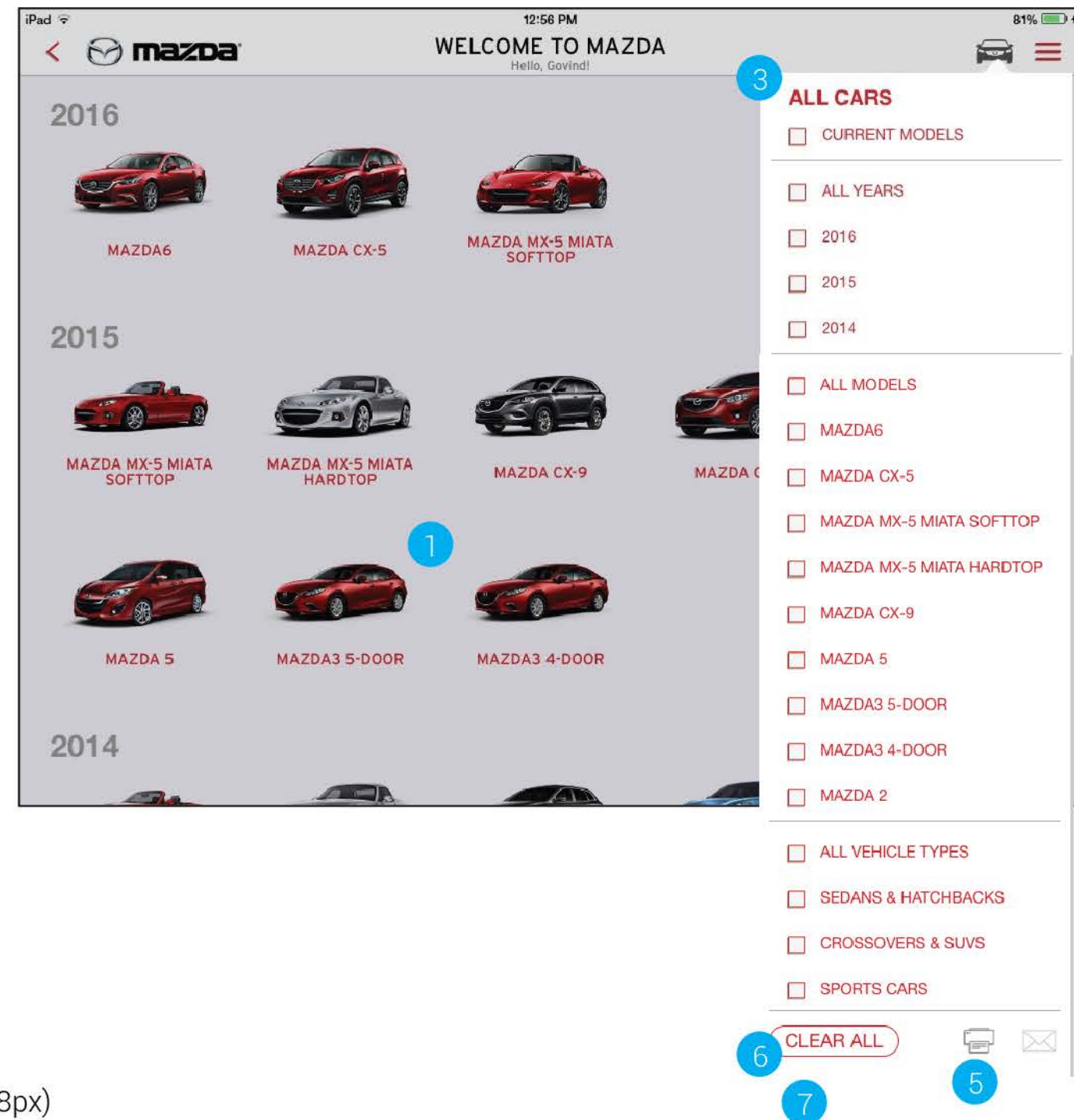
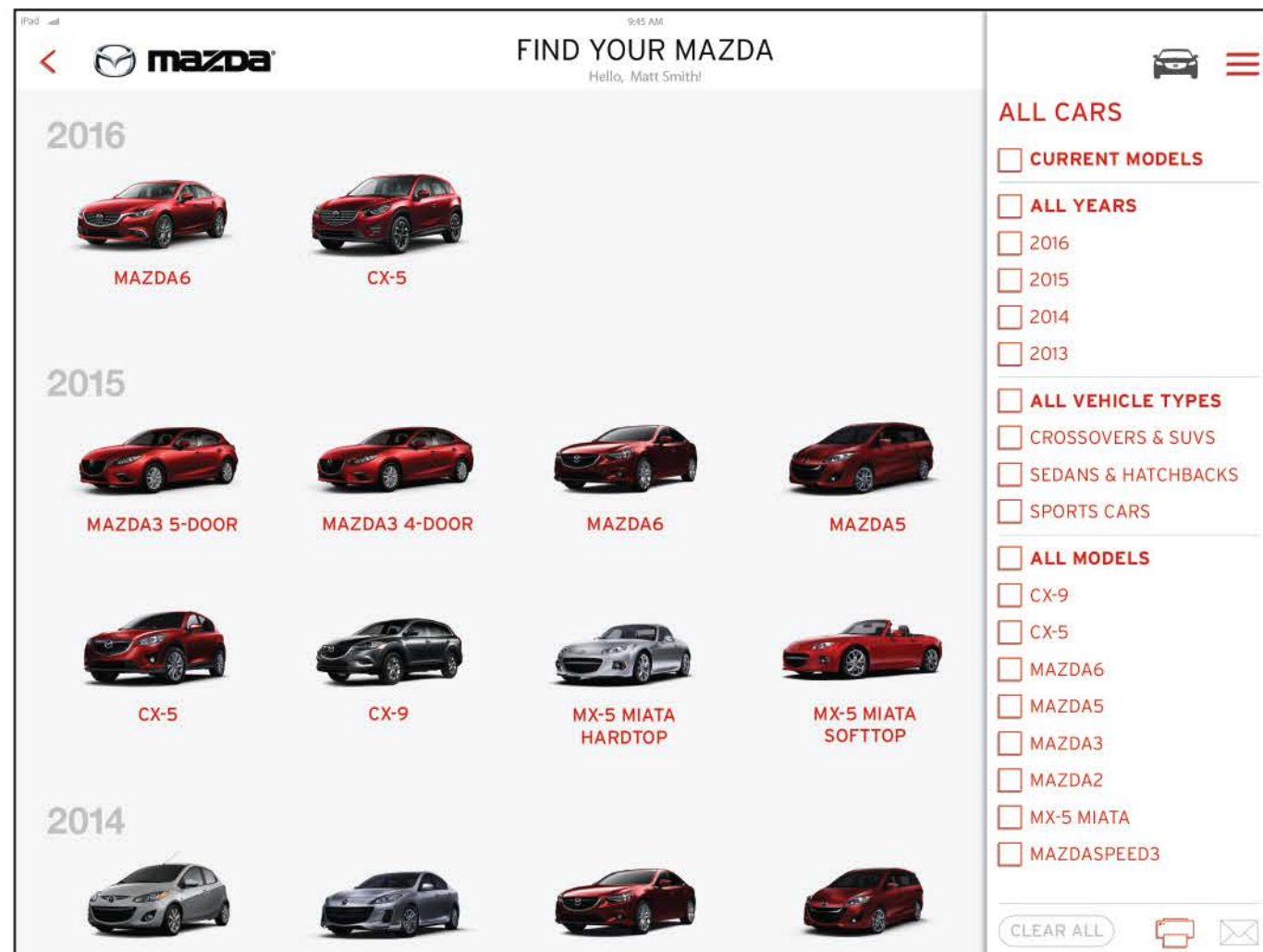
notes:

3. PLEASE NOTE: This screen is "responsive". When menu is displayed, cars should not be hidden below it. The only scroll is up and down. This has to be updated - as it was a big selling point in the visual design review. Easy to find cars. This was REQUESTED by client. Not an optional change.
7. change page title to "FIND YOUR MAZDA"
8. Align text at the top (not center)
9. remove space between "Mazda #" should be "Mazda#"
10. when a car is selected car image and title should change opacity (match settings used on "FIND MY MAZDA" button on home screen)

# MAZDA APP







notes regarding the menu:

1. please match structure/function of approved visual comp.

A. menu should be full height - no curved edges - behind the icons.

B. menu should have a drop shadow

C. screen should not get grayed out when menu is activated.

D. Car Details Menu:

e. check boxes should be bigger - match size shown in comp. (~18px x 18px)

f. Subheadings - "ALL YEARS" "ALL MODELS" "ALL VEHICLE TYPES" should be in BOLD font

3. PLEASE NOTE: This screen is "responsive". When menu is displayed, cars should not be hidden below it. The only scroll is up and down. This has to be updated - as it was a big selling point in the visual design review. Easy to find cars. This was REQUESTED by client. Not an optional change.

4. "ALL CARS" should be an active link - should check all boxes - this is so from other pages in the app the user can click on car menu icon, tap "ALL CARS" OR select an of the boxes, user will go to "FIND MY MAZDA" screen.

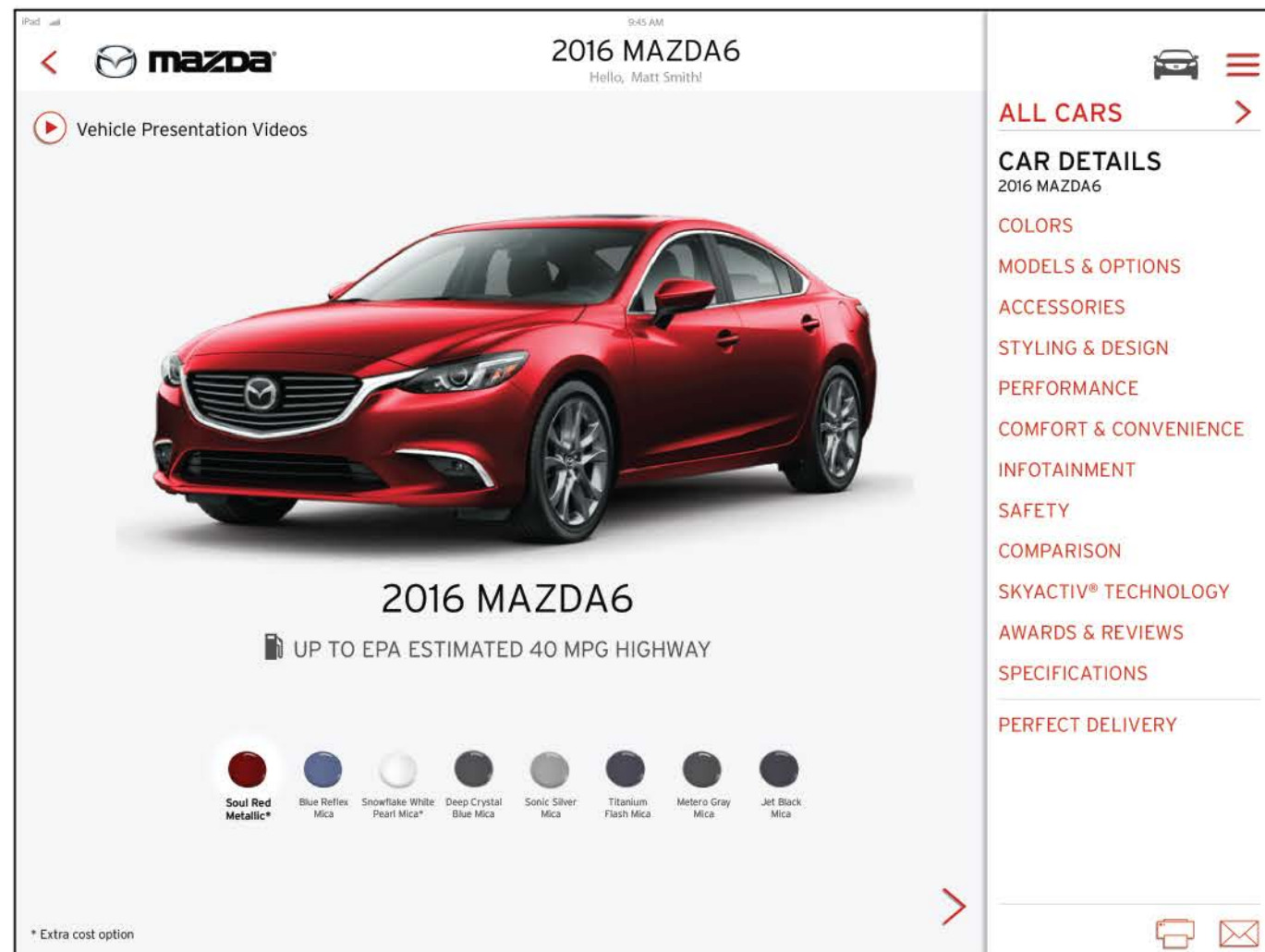
5. Isn't the print icon active in all screens? if not - please let me know which screens it is available in asap. If print option is not available - icon should match color/style of envelope (these are two different grays and the printer has a shadow.

6. "CLEAR ALL" button should be grayed when nothing is selected

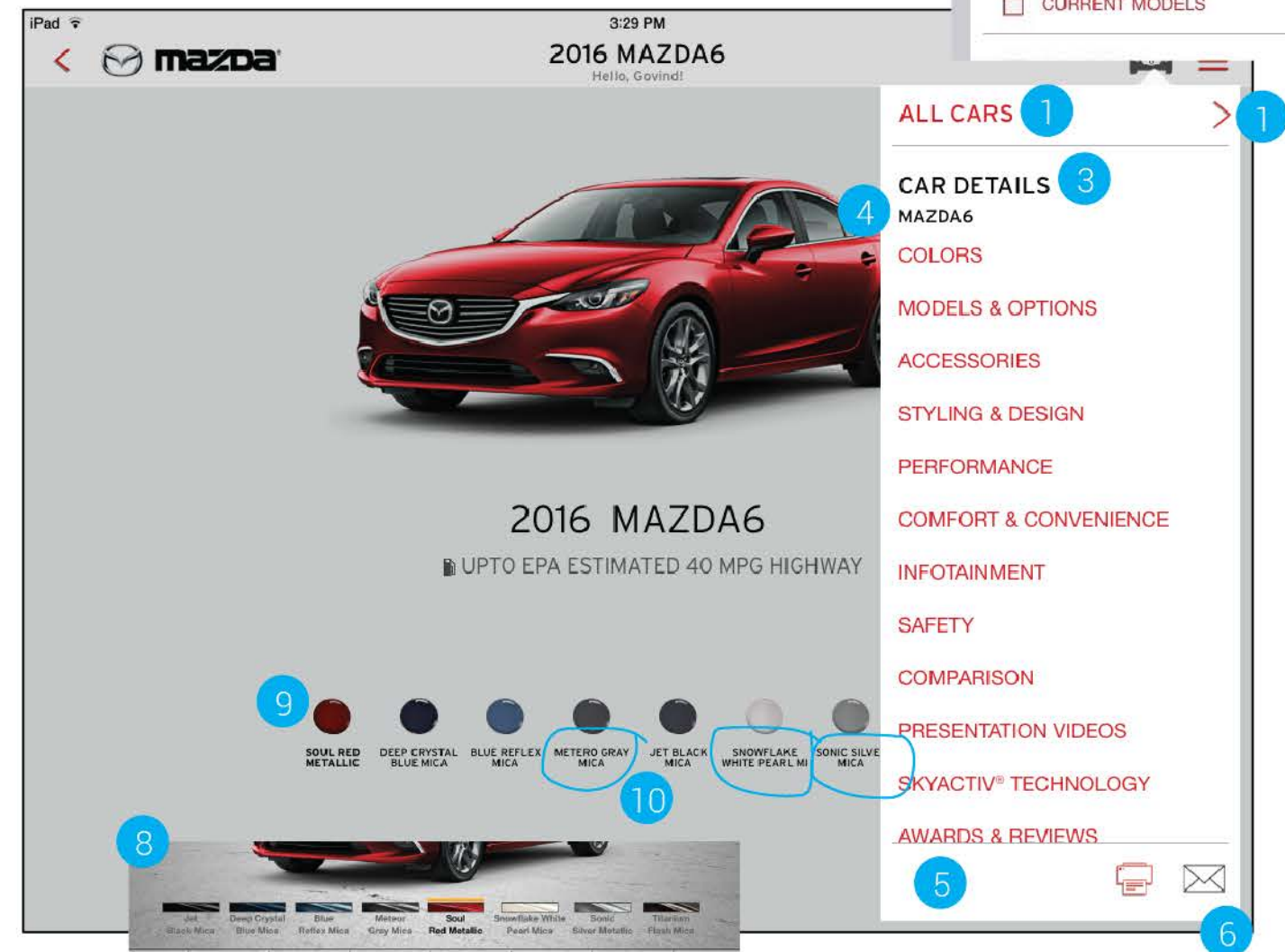
7. Clear all button should change opacity when selected, match settings used on "FIND MY MAZDA" button on home page



## APPROVED VISUAL COMP



## MAZDA APP



1. "ALL CARS" link should take user back to "FIND YOUR MAZDA" screen with all boxes checked, > arrow should expand car filter menu, moving "CAR DETAILS" Menu down, user will have to scroll down the menu to reach these or collapse the "ALL CARS" menu
2. Treatment of 'ALL CARS' should match the style used on the 'FIND YOUR MAZDA' screen. Change 'ALL CARS' on this menu to match that one - want the more bold version.
3. "CAR DETAILS" Use same font size/weight as used for "ALL CARS" (to match that used on menu used on FIND YOUR MAZDA screen. (keep it black)
4. Add "2016" before "MAZDA6" & red, needs to be a clickable link, so user can click here and return to this screen if they are on some other screen (ie, if they are on "INFOTAINMENT" screen and want to get back to the main car screen for some reason. (this is not new - this has been requested in all VD review documents)
5. "PERFECT DELIVERY" is missing. Match visual comps - should be under gray dividing line.
6. Can this page be sent? Should be if it can be printed? If grayed out make these consistent, currently grayed out envelope icon here does not match grayed out icon used on the car menu on "FIND YOUR MAZDA" screen.
7. Give header on "printed" pdfs screen a white background if possible - looks kinda sloppy.
8. PER CLIENT REQUEST: color swatches need to go in order shown on existing application. I recommend making each color swatch a single graphic.
9. Since these will be single graphics - move them farther apart, make the text bigger and non-selected color text a lighter gray so that the black of selected color stands out more.
10. Make sure whole name is displayed and words are spelled correctly. fix "METERO" and make "SONIC SILVER MICA" -> "SONIC SILVER METALLIC"





APPROVED VISUAL COMP

2016 MAZDA6 | COLORS

EXTERIOR COLORS	INTERIOR COLORS					
	SPORT		TOURING		GRAND TOURING	
	BLACK CLOTH	SAND CLOTH	BLACK LEATHERETTE	SAND LEATHERETTE	BLACK LEATHER	PARCHMENT LEATHER
JET BLACK MICA	✓	✓	✓	✓	✓	✓
DEEP CRYSTAL BLUE MICA	✓	✓	✓	✓	✓	✓
BLUE REFLEX MICA	✓	✓	✓	✓	✓	✓
TITANIUM FLASH MICA	✓	✓	✓	✓	✓	✓
METEOR GRAY MICA	✓	✓	✓	✓	✓	✓
SONIC SILVER METALLIC	✓	—	✓	—	✓	✓
SOUL RED METALLIC	✓	✓	✓	✓	✓	✓
SNOWFLAKE WHITE PEARL MICA	✓	✓	✓	✓	✓	✓

MAZDA APP

2016 MAZDA6 | COLORS

EXTERIOR COLORS	INTERIOR COLORS					
	SPORT		TOURING		GRAND TOURING	
	BLACK CLOTH	SAND CLOTH	BLACK LEATHERETTE	SAND LEATHERETTE	BLACK LEATHER	PARCHMENT LEATHER
JET BLACK MICA	✓	✓	✓	✓	✓	✓
DEEP CRYSTAL BLUE MICA	✓	✓	✓	✓	✓	✓
BLUE REFLEX MICA	✓	✓	✓	✓	✓	✓
TITANIUM FLASH MICA	✓	✓	✓	✓	✓	✓
METEOR GRAY MICA	✓	✓	✓	✓	✓	✓
SONIC SILVER METALLIC	✓	—	✓	—	✓	✓
SOUL RED METALLIC	✓	✓	✓	✓	✓	✓
SNOWFLAKE WHITE PEARL MICA	✓	✓	✓	✓	✓	✓

- NOTES:
- 8. use color swatches used on "2016 MAZDA6" screen - not these shiny ones - for consistency
  - 9. Add gray line under "Sport, Touring, Grand Touring" bar. (see comps)

THIS PAGE LOOKS GREAT - please use it as a point of reference for all table pages.





APPROVED VISUAL COMP

2016 MAZDA6 | MODELS & OPTIONS

PERFORMANCE

EXTERIOR

WHEELS & TIRES

INTERIOR

STORAGE

SEATING & TRIM

INFOTAINMENT

INSTRUMENTATION

SAFETY & SECURITY

PACKAGES & OPTIONS

S: Standard P: Package Option A: Dealer Installed Accessory - Not Available \* Only for Touring w/o Technology Package \*\* Only for Touring with Technology Package

note: will need to update row height - screen will go beyond fold, copy is too squished here

	SPORT	TOURING	GRAND TOURING
ACTIVE GRILLE SHUTTERS	-	-	P
HALOGEN HEADLIGHTS	S	S	-
HALOGEN FOG LIGHTS *	A	A	-
LED FOG LIGHTS **	-	A	S
AUTO-OFF HEADLIGHTS	S	S	S
AUTOMATIC ON/OFF HEADLIGHTS	-	P	S
LED AUTO-LEVELING HEADLIGHTS	-	P	S
HALOGEN DAYTIME RUNNING LIGHTS (DRL)	S	S	-
LED DAYTIME RUNNING LIGHTS (DRL)	-	P	S
LED FRONT GRILLE SIGNATURE LIGHTING	-	-	S
LED COMBINATION TAILLIGHTS	S	S	S
VARIABLE-INTERMITTENT WINDSHIELD WIPERS	S	S	-
RAIN-SENSING WINDSHIELD WIPERS	-	P	S
POWER SLIDING-GLASS MOONROOF W/ ONE-TOUCH OPEN/CLOSE	-	P	S
POWER OUTSIDE MIRRORS	S	S	S
HEATED OUTSIDE MIRRORS	-	P	S
DRIVER'S SIDE AUTO-DIMMING OUTSIDE MIRRORS	-	P	S
OUTSIDE MIRROR TURN-SIGNAL LIGHTS	S	S	S

MAZDA APP

2016 MAZDA6 | MODELS & OPTIONS

PERFORMANCE

EXTERIOR

WHEELS & TIRES

INTERIOR

STORAGE

SEATING & TRIM

INFOTAINMENT

INSTRUMENTATION

SAFETY & SECURITY

PACKAGES & OPTIONS

S: Standard P: Package Option A: Dealer Installed Accessory - Not Available \* Only for Vehicles W/O Technology Package \*\* Only for Vehicles With Technology Package

	SPORT	TOURING	GRAND TOURING
ACTIVE GRILLE SHUTTERS	-	-	P
HALOGEN HEADLIGHTS	S	S	-
HALOGEN FOG LIGHTS	A	A	-
LED FOG LIGHTS	-	A	S
AUTO-OFF HEADLIGHTS	S	S	S
AUTOMATIC ON/OFF HEADLIGHTS	-	P	S
LED AUTO-LEVELING HEADLIGHTS	-	P	S
HALOGEN DAYTIME RUNNING LIGHTS (DRL)	S	S	-
LED DAYTIME RUNNING LIGHTS (DRL)	-	P	S
LED FRONT GRILLE SIGNATURE LIGHTING	-	-	S
LED COMBINATION TAILLIGHTS	S	S	S
VARIABLE-INTERMITTENT WINDSHIELD WIPERS	S	S	-
RAIN-SENSING WINDSHIELD WIPERS	-	P	S

NOTES:

1. Buttons:

g. "Intrumentation" looks so weird - let's just hyphenate it "INSTRUMEN-TATION" and make text size match other buttons.

h. Make text 1px smaller so words aren't so squished

j. center text in box so top/bottom padding is equal. (fine that top of text does not align to each other, no room for that here, so center both single and double line text horiz/vertically in container.

9. Check text against original app to see where \*'s are needed.

10. Add gray line to bottom of "sub-header" - typical for all "table" screens

11. Add gray line to very botton ot table



APPROVED VISUAL COMP

iPad

9:45 AM

100%

<

mazda

2016 MAZDA6 | MODELS & OPTIONS

Hello, Matt Smith!

car icon

hamburger menu

PERFORMANCE	EXTERIOR	WHEELS & TIRES	INTERIOR	STORAGE	SEATING & TRIM	INFOTAINMENT	INSTRUMENTATION	SAFETY & SECURITY	PACKAGES & OPTIONS
S: Standard P: Package Option A: Dealer Installed Accessory - Not Available * Only for Touring w/o Technology Package ** Only for Touring with Technology Package									
note: will need to update row height - screen will go beyond fold, copy is too squished here		SPORT		TOURING		GRAND TOURING			
ACTIVE GRILLE SHUTTERS	-	-	-	-	-	-	-	-	P
HALOGEN HEADLIGHTS	S	S	S	S	S	S	S	S	-
HALOGEN FOG LIGHTS *	A	A	A	A	A	A	A	A	-
LED FOG LIGHTS **	-	-	-	-	-	-	-	-	S
AUTO-OFF HEADLIGHTS	S	S	S	S	S	S	S	S	S
AUTOMATIC ON/OFF HEADLIGHTS	-	-	-	-	-	-	-	-	S
LED AUTO-LEVELING HEADLIGHTS	-	-	-	-	-	-	-	-	S
HALOGEN DAYTIME RUNNING LIGHTS (DRL)	S	S	S	S	S	S	S	S	-
LED DAYTIME RUNNING LIGHTS (DRL)	-	-	-	-	-	-	-	-	S
LED FRONT GRILLE SIGNATURE LIGHTING	-	-	-	-	-	-	-	-	S
LED COMBINATION TAILLIGHTS	S	S	S	S	S	S	S	S	S
VARIABLE-INTERMITTENT WINDSHIELD WIPERS	S	S	S	S	S	S	S	S	-
RAIN-SENSING WINDSHIELD WIPERS	-	-	-	-	-	-	-	-	S
POWER SLIDING-GLASS MOONROOF W/ ONE-TOUCH OPEN/CLOSE	-	-	-	-	-	-	-	-	S
POWER OUTSIDE MIRRORS	S	S	S	S	S	S	S	S	S
HEATED OUTSIDE MIRRORS	-	-	-	-	-	-	-	-	S
DRIVER'S SIDE AUTO-DIMMING OUTSIDE MIRRORS	-	-	-	-	-	-	-	-	S
OUTSIDE MIRROR TURN-SIGNAL LIGHTS	S	S	S	S	S	S	S	S	S

NOTES - APPLY TO ALL TABLE SCREENS:

1. gray line 100% screen width under "sport, touring, grand touring" subhead
2. gray line 100% screen width under last entry in table.
3. check copy against original app for items with an \*

MAZDA APP - note: diff tab than shown in comp

iPad

1:31 PM

87%

<

mazda

2016 MAZDA6 | MODELS & OPTIONS

Hello, Govind!

car icon

hamburger menu

PERFORMANCE	EXTERIOR	WHEELS & TIRES	INTERIOR	STORAGE	SEATING & TRIM	INFOTAINMENT	INSTRUMENTATION	SAFETY & SECURITY	PACKAGES & OPTIONS
S: Standard P: Package Option A: Dealer Installed Accessory - Not Available * Only for Vehicles W/O Technology Package ** Only for Vehicles With Technology Package									
	SPORT		TOURING		GRAND TOURING				
SPEEDOMETER, TACHOMETER AND FUEL GAUGE	S	1	S	S	S	S	S	S	S
ACTIVE DRIVING DISPLAY	-	-	-	-	-	-	-	-	S
DUAL TRIP ODOMETERS	S	S	S	S	S	S	S	S	S
TRIP COMPUTER	S	S	S	S	S	S	S	S	S
DIGITAL CLOCK	S	S	S	S	S	S	S	S	S
AMBIENT TEMPERATURE DISPLAY	S	2	S	S	S	S	S	S	S



APPROVED VISUAL COMP

2016 MAZDA6 | ACCESSORIES

EXTERIOR

INTERIOR

ELECTRONICS

S: Standard P: Package Option A: Dealer Installed Accessory - Not Available \* Not Available for Touring With Technology Package

	SPORT	TOURING	GRAND TOURING
3.5mm AUDIO CABLE	A	A	A
AUDIO-DIMMING REARVIEW MIRROR WITH COMPASS	A	A*	-
AUDIO-DIMMING REARVIEW MIRROR WITH COMPASS & HOMELINK®	A	A	-
MAZDA NAVIGATION SYSTEM (SD CARD)	A (AT ONLY)	A	S
GARMIN® PORTABLE NAVIGATION DEVICES	A	A	-
MAZDA MOBILE START (AT ONLY) (SMARTPHONE APP-BASED REMOTE ENGINE START)	A	A	A
REMOTE ENGINE START (AT ONLY)	A	A	A

MAZDA APP

2016 Mazda6 | ACCESSORIES

EXTERIOR

INTERIOR

ELECTRONICS

S: Standard P: Package Option A: Dealer Installed Accessory - Not Available \* Only for Vehicles W/O Technology Package \*\* Only for Vehicles With Technology Package

	SPORT	TOURING	GRAND TOURING
3.5MM AUDIO CABLE	A	A	A
AUTO-DIMMING REARVIEW MIRROR WITH COMPASS	A	A	-
AUTO-DIMMING REARVIEW MIRROR WITH COMPASS AND HOMELINK®	A	A	-
MAZDA NAVIGATION SYSTEM (SD CARD)	A(AT ONLY)	A	S
GARMIN® PORTABLE NAVIGATION DEVICES	A	A	-
MAZDA MOBILE START (AT ONLY) (SMARTPHONE APP-BASED REMOTE ENGINE START)	A	A	A
REMOTE ENGINE START (AT ONLY)	A	A	A

NOTES:

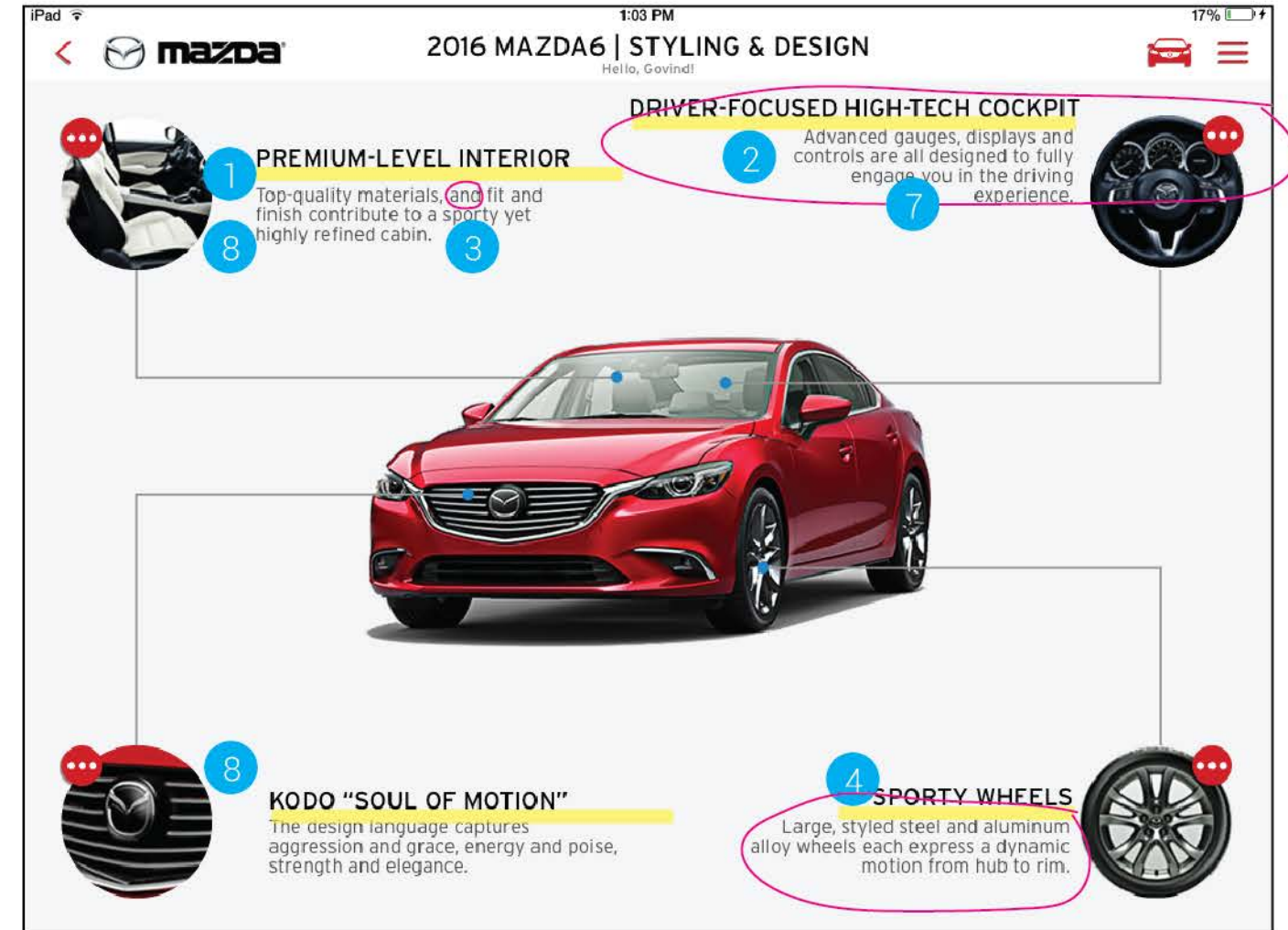
- 1. All screen titles in all caps - on all screens, in each car...
- 2. Add shadows to all button rows
- 3. Note that these symbols have different meanings in each screen, please check this section against original comps in all screens.
- 4. add gray line (to match line below "sport" "touring" "grand touring" row) at the bottom of each table.
- 5. match treatment of dividing lines to comps (lines 100% screen width - same color as comp, ect.)



## APPROVED VISUAL COMP

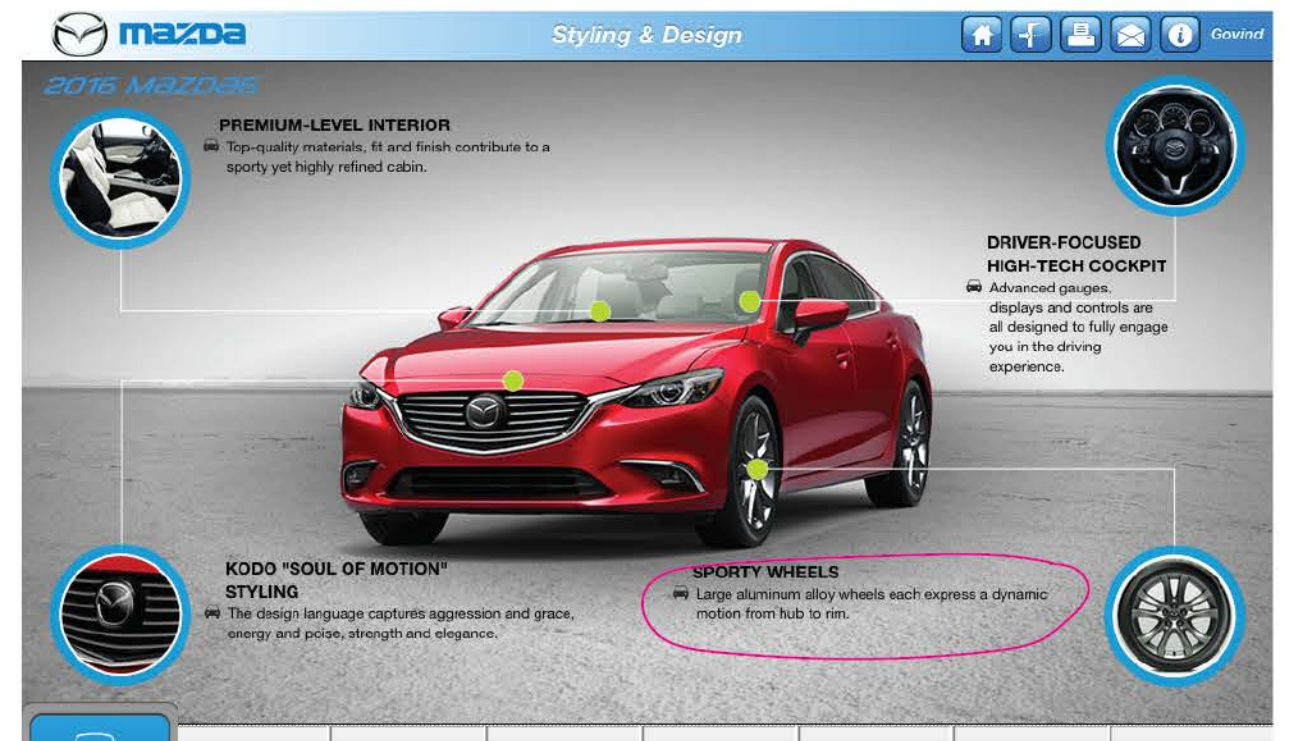


## MAZDA APP



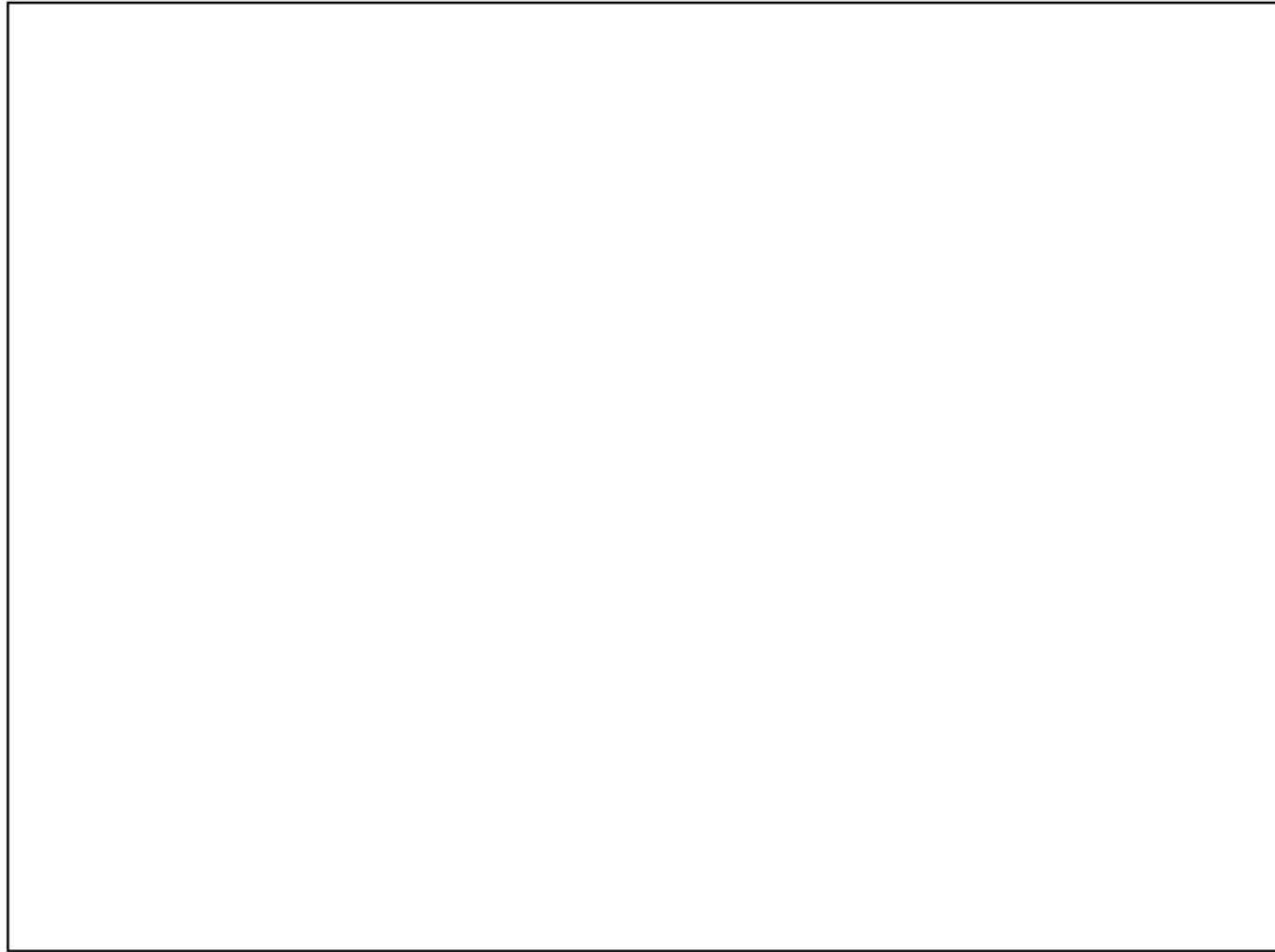
## NOTES:

1. margin/padding under headline and above copy should be consistent through all these pages. match height of margin/padding to match comp. shown in yellow.
2. make copy 1pt bigger and increase the line height to better match the comp
3. Check for typos and spelling errors
4. copy doesn't match copy in existing app? ??Should read: "Large aluminum alloy wheels each express a dynmaic motion from hub to rim."
7. Align text block with image - plenty of room to move it down...looks like an accident.
8. Too much space between image and text - should be grouped visually

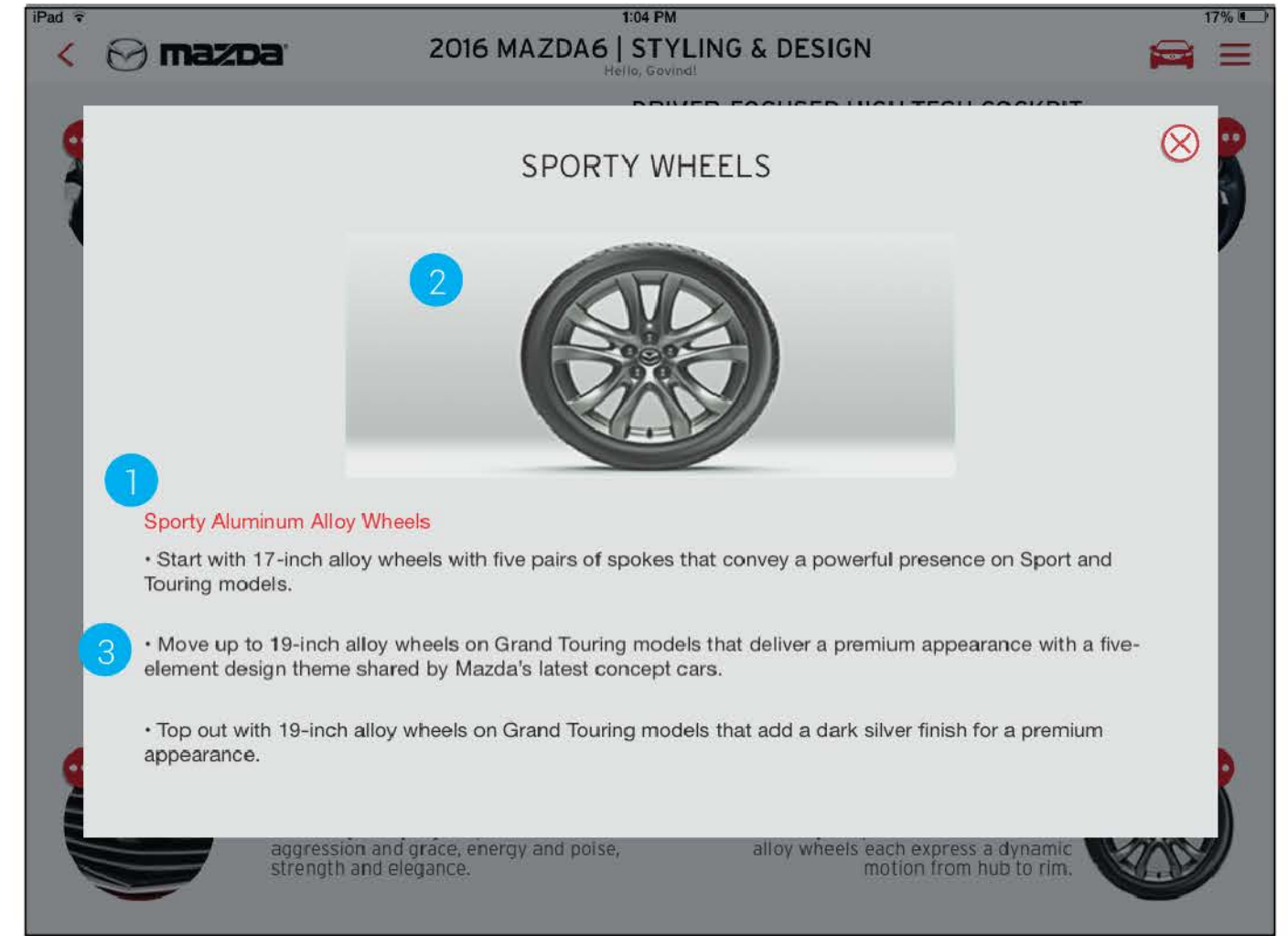




## APPROVED VISUAL COMP



## MAZDA APP



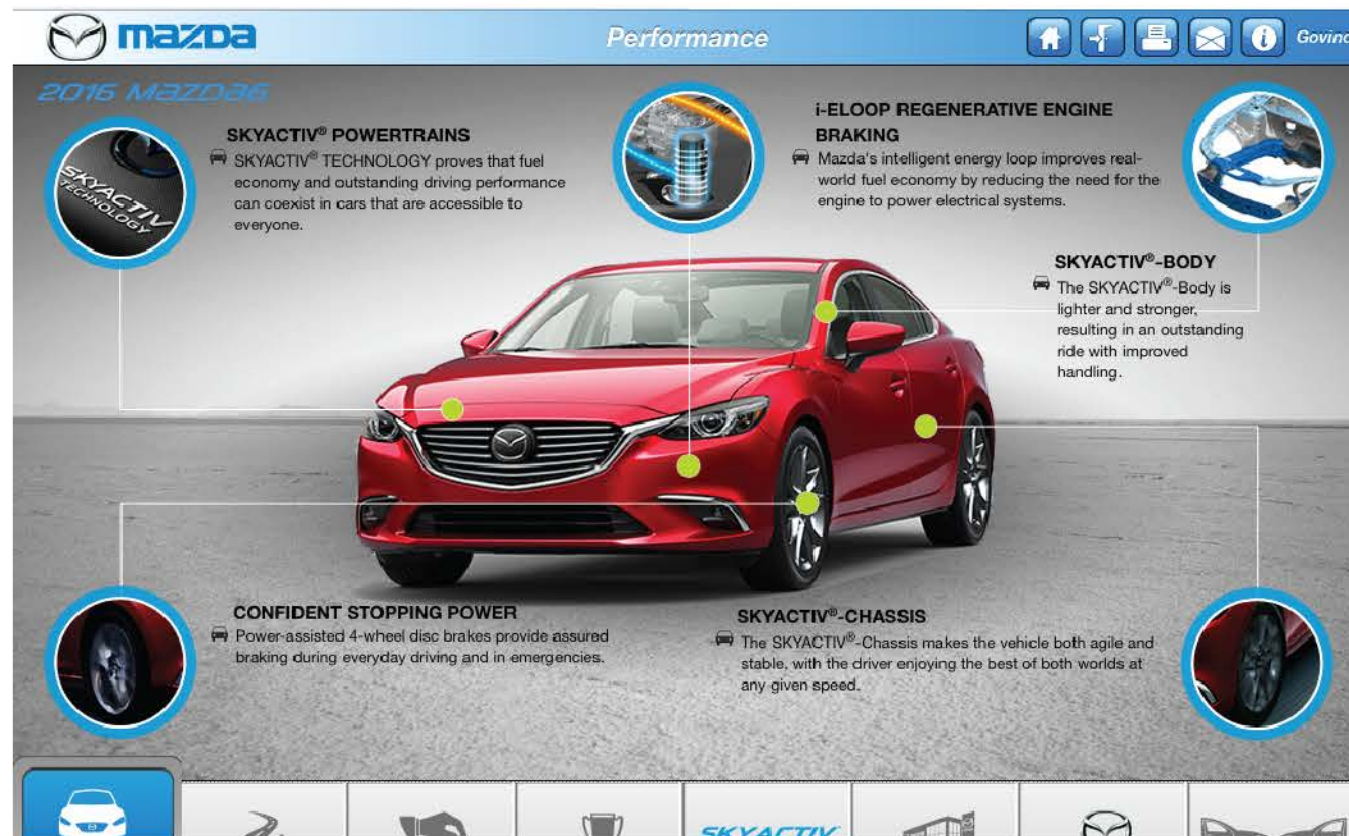
PLEASE ASK DESIGN TEAM MEMBER THERE FOR VISUAL COMP. I don't have one for this page

1. Headlines/subheadlines should NOT be in red - this indicates a link. Please make headlines ALL CAPS(if easy to do)/BLACK and bigger text size than body copy text. Please make sure the design of these pop ups is consistent throughout.

2. make sure images are not "stretched" This image looks distorted - can't use it like this, looks bad.

3. If possible, give these popups more left and right margins - line length is too long for readability. Max line length should be 70 characters...(low priority)

## EXSISTING APP SCREEN



## APPROVED VISUAL COMP

## NOTES:

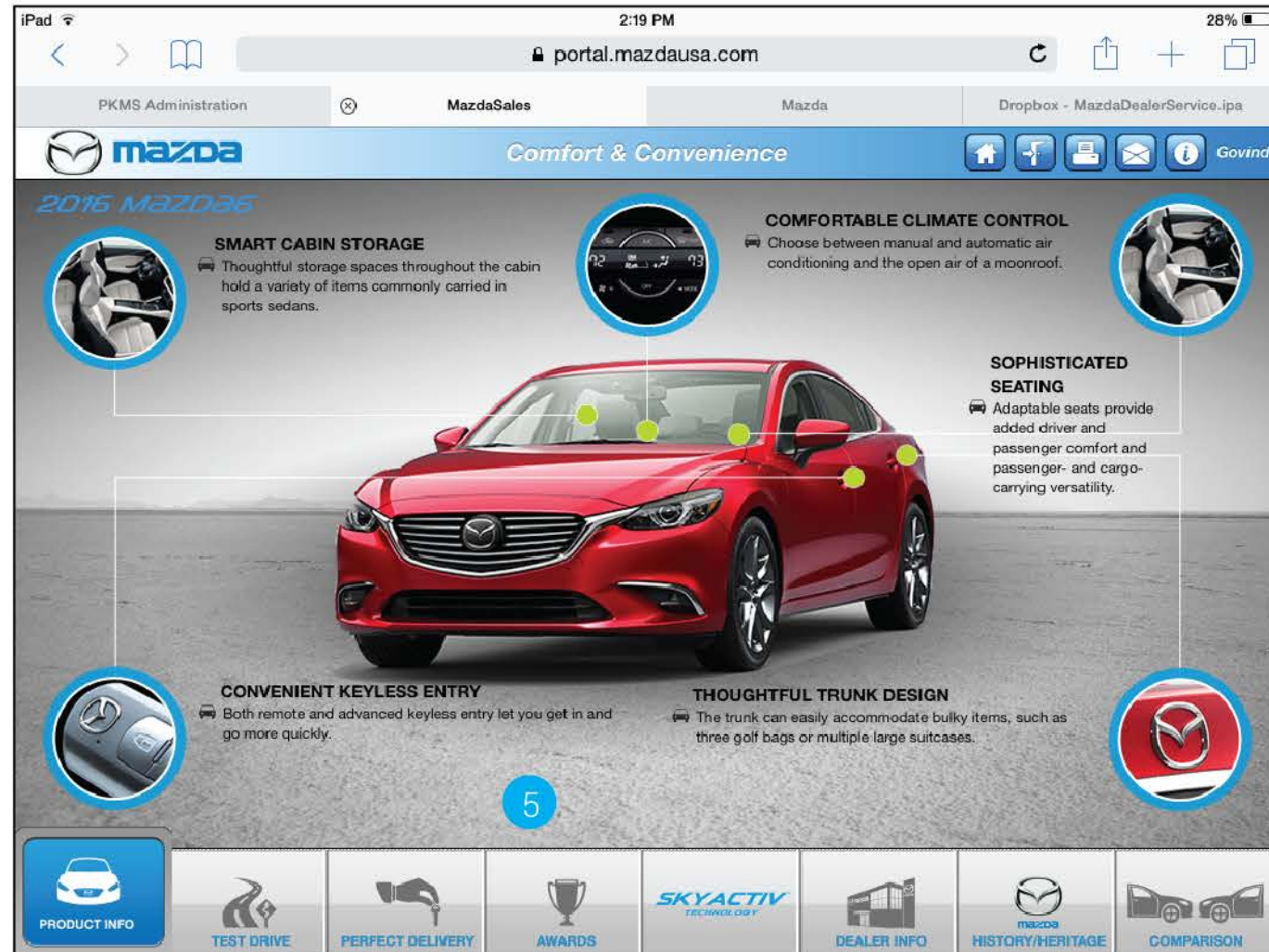
1. Apply all notes from "STYLING & DESIGN" screen review regarding margins/spacing, CSS around fonts, swipe left/right etc.
2. Space between headline and copy should be consistent throughout these types of screens.
3. check that gray line is not overlapping with text - change line to avoid this
4. text overlapping
5. missing text
6. Too much space between image and text - should be grouped visually
7. avoid orphans when possible

## MAZDA APP

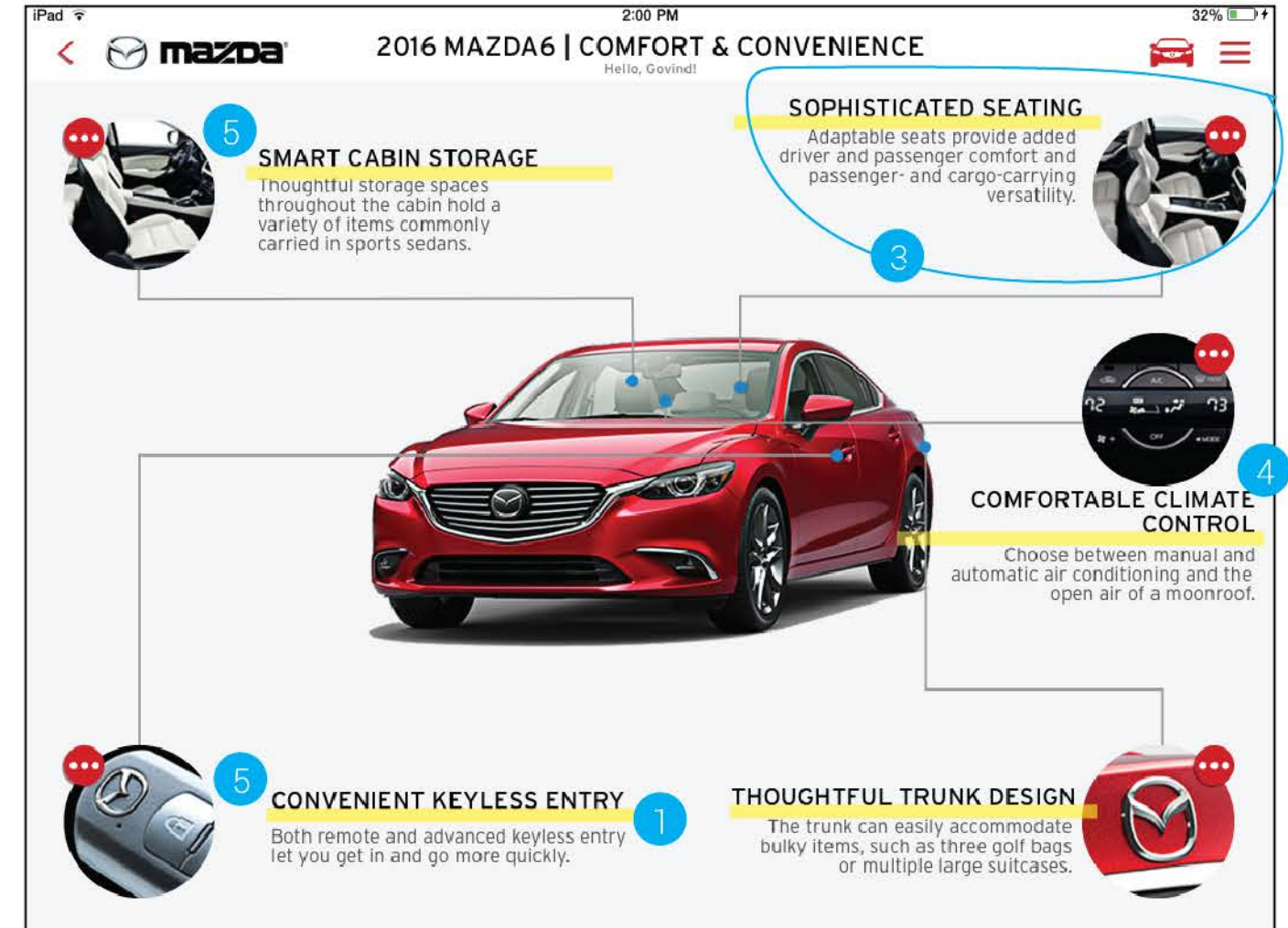




## FROM ORIG APP



## MAZDA APP

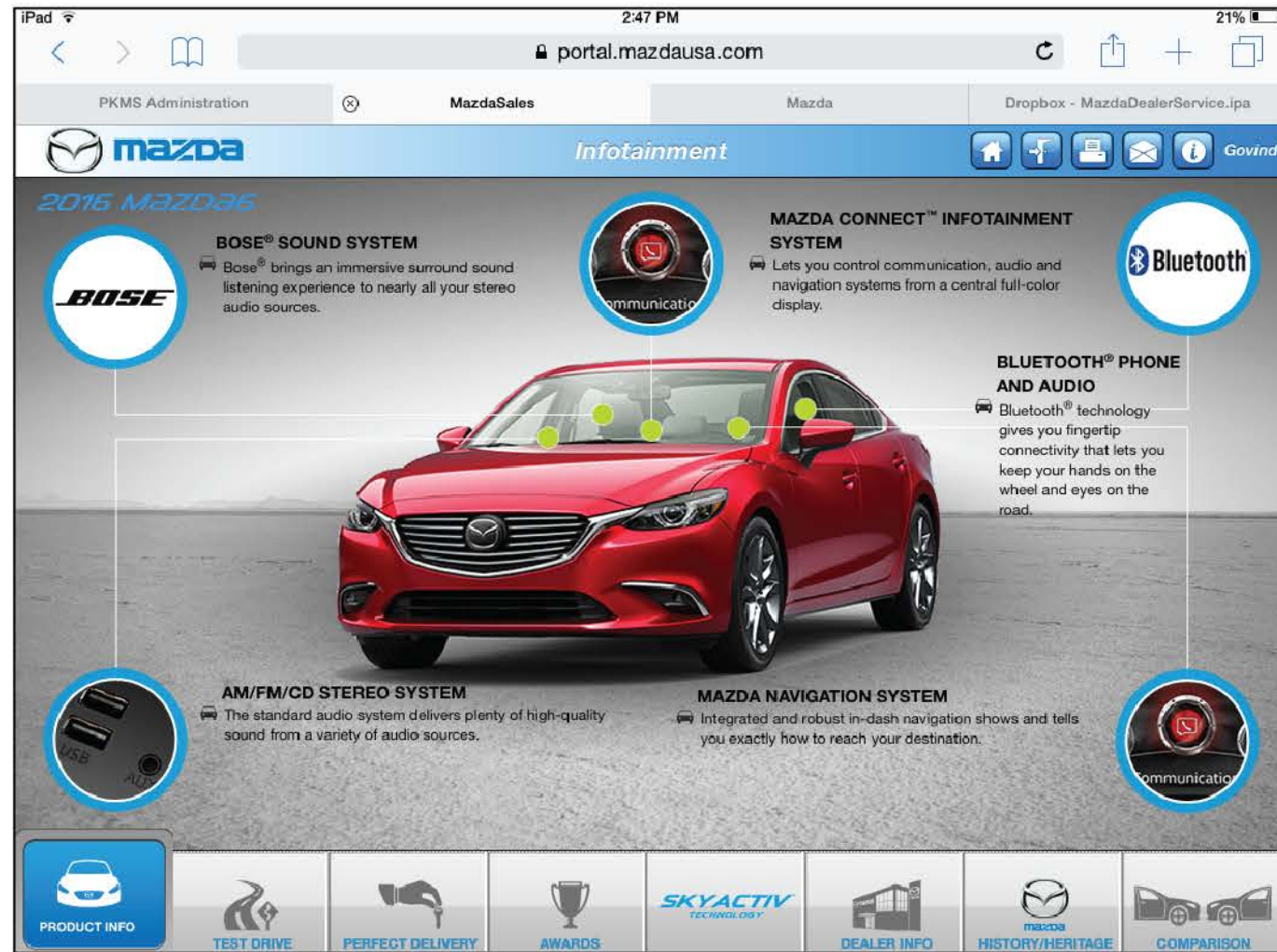


## NOTES:

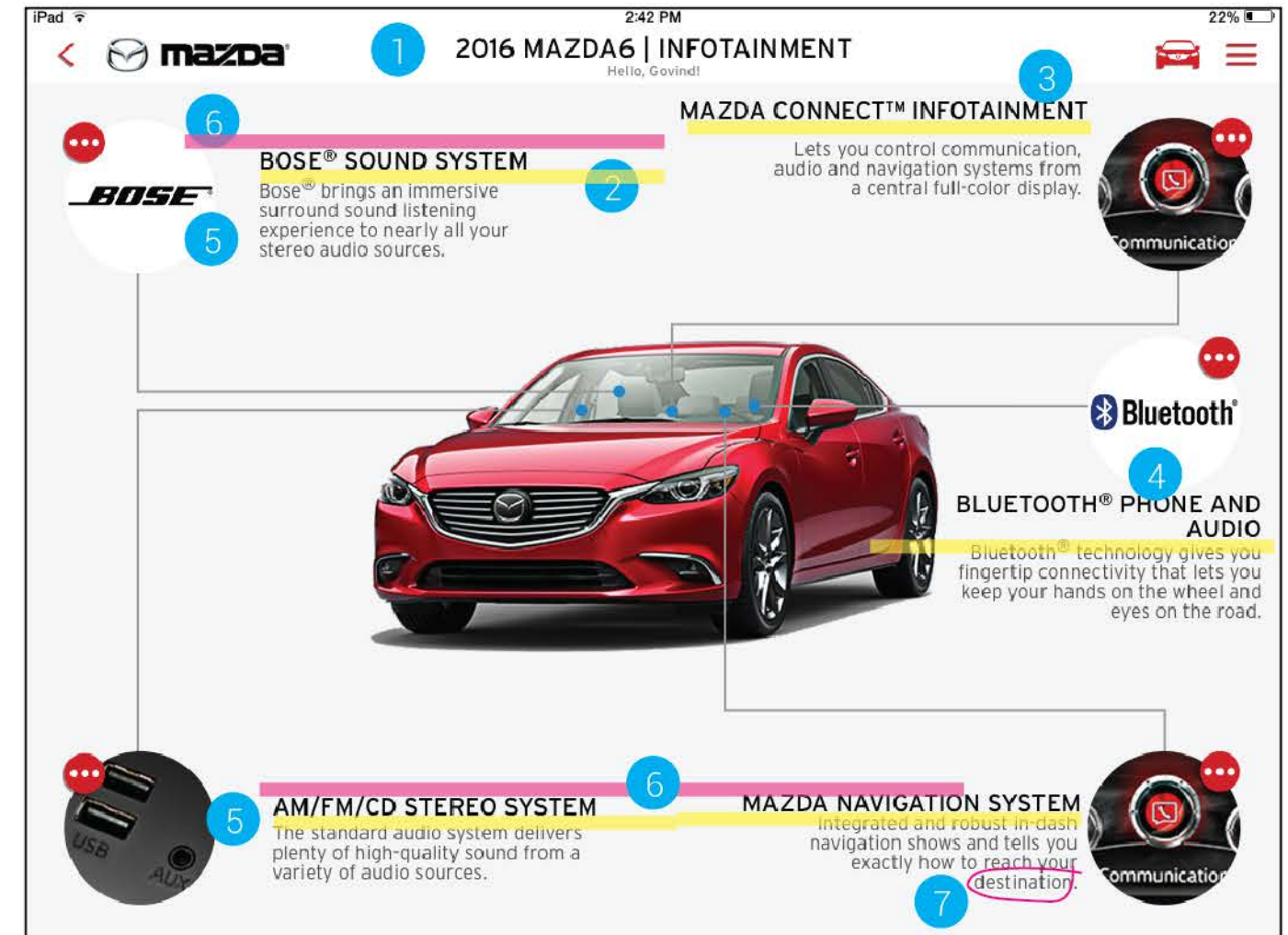
1. Apply all notes from "STYLING & DESIGN" screen review regarding margins/spacing, CSS around fonts, swipe left/right etc.
2. Space between headline and copy should be consistent throughout these types of screens.
3. Move text box down to align with image - shouldn't float above it
4. add space between image and text - too tight. be consistent
5. too much space between image and text - they should appear to be grouped together



## APPROVED VISUAL COMP



## MAZDA APP



## NOTES:

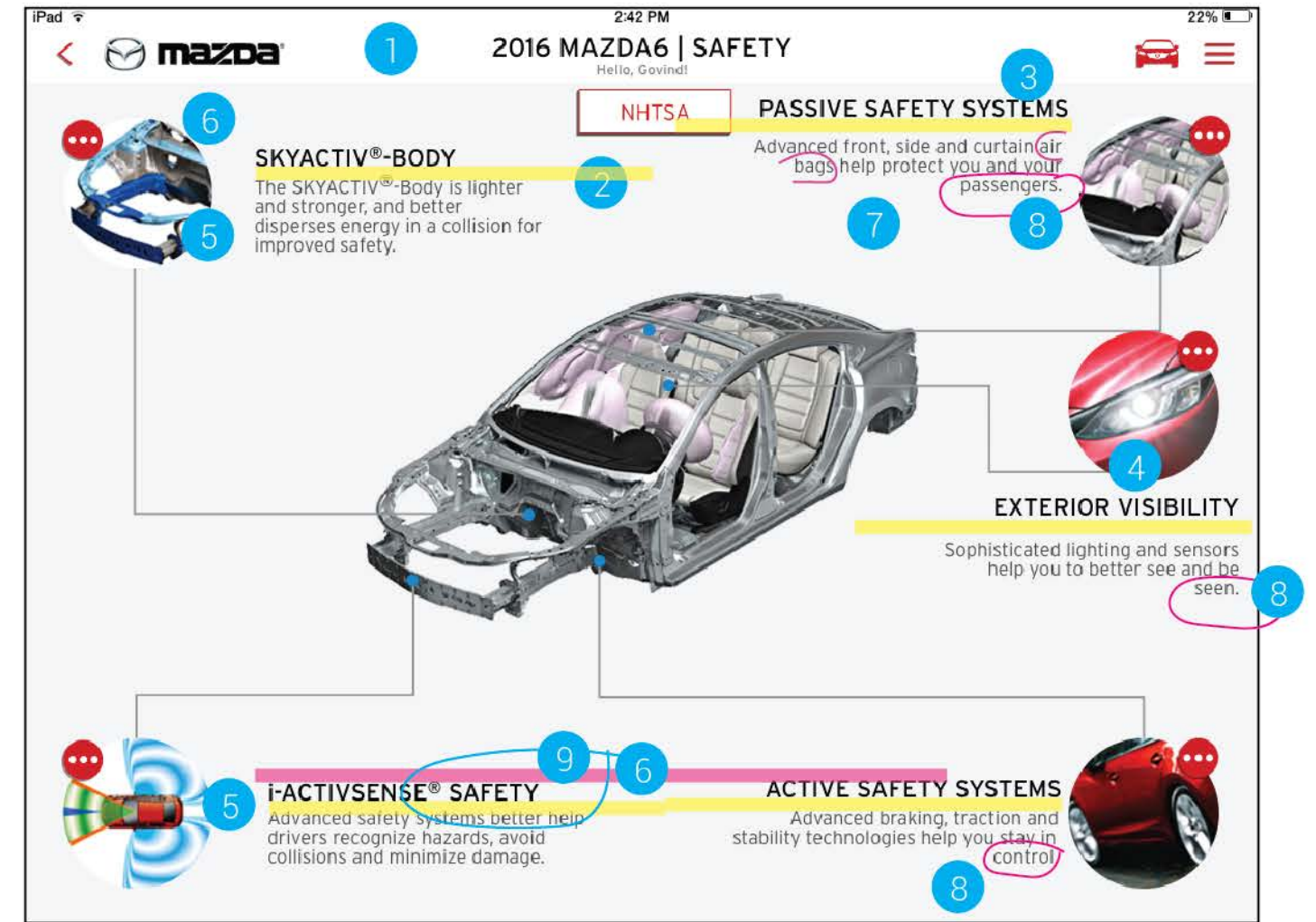
1. Apply all notes from "STYLING & DESIGN" screen review regarding margins/spacing, CSS around fonts, swipe left/right etc.
2. Space between headline and copy should be consistent throughout these types of screens.
3. Move text box down to align with image - shouldn't float above it
4. add space between image and text - too tight. be consistent
5. too much space between image and text - they should appear to be grouped together
6. copy blocks near each other should be aligned on top (pink line)
7. avoid orphans when possible



## APPROVED VISUAL COMP



## MAZDA APP

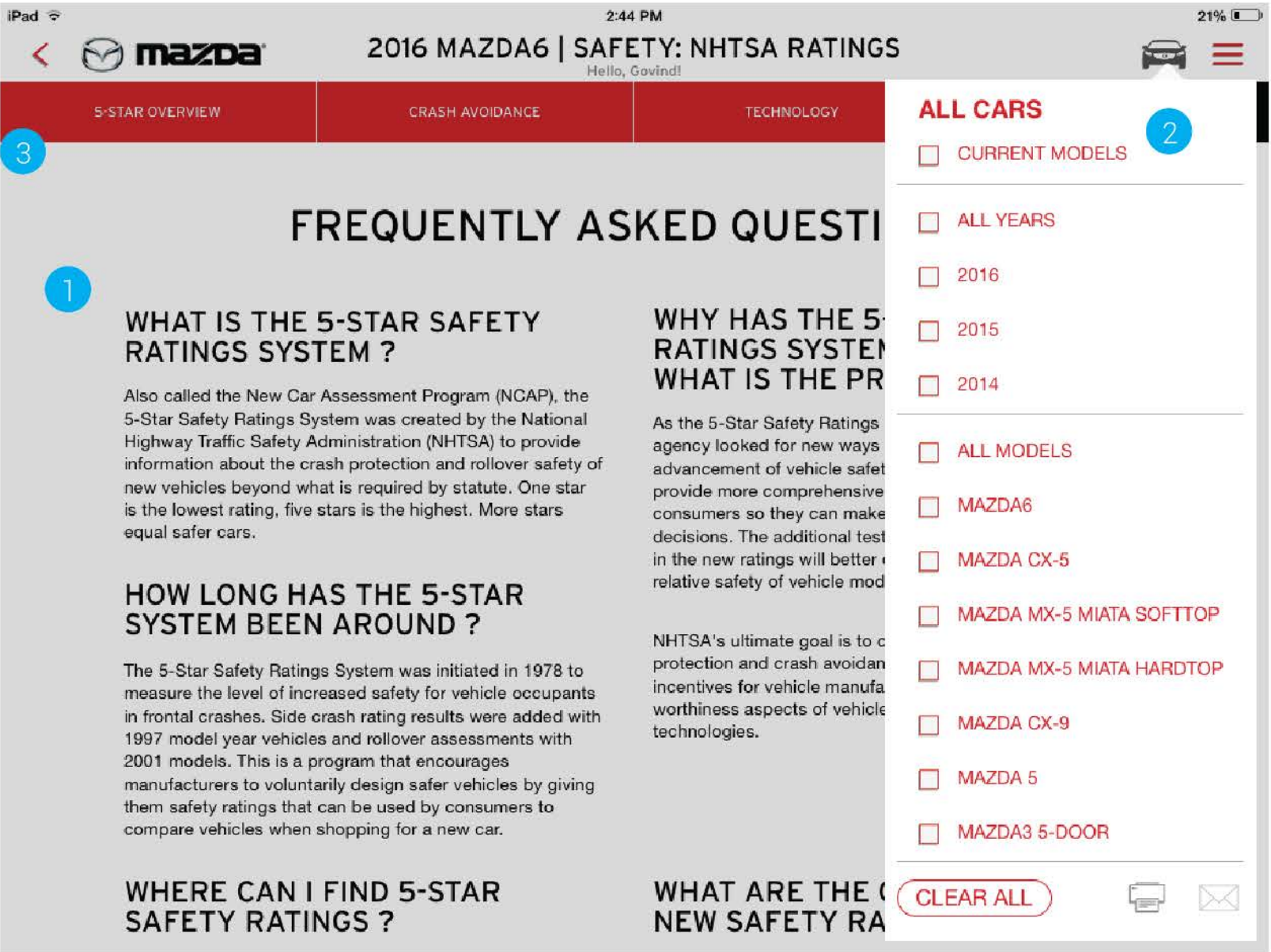


## NOTES:

1. Apply all notes from "STYLING & DESIGN" screen review regarding margins/spacing, CSS around fonts, swipe left/right etc.
2. Space between headline and copy should be consistent throughout these types of screens.
3. Move text box down to align with image - shouldn't float above it
4. add space between image and text - too tight. be consistent
5. too much space between image and text - they should appear to be grouped together
6. copy blocks near each other should be aligned on top (pink line)
7. "airbags" is one word, remove space, add - if needed
8. avoid orphans - should be plenty of room to not have them...
9. missing word "SYSTEMS"



SAFETY PAGES



NOTES:

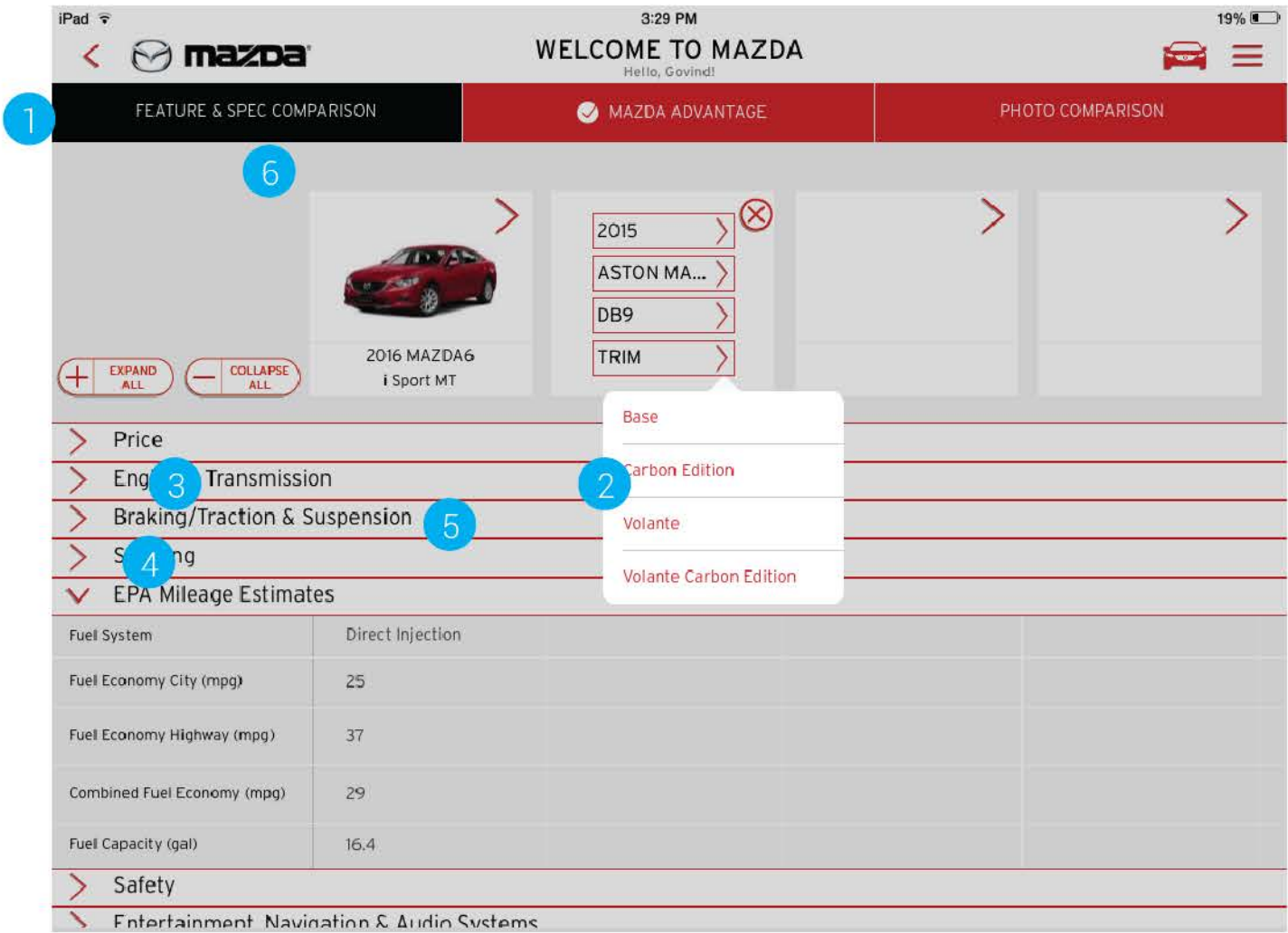
- 1. Please have QC check all copy against copy in original app (don't have time to do it all today :(
- 2. when in "NHSTA" pages - car menu should display "CAR DETAILS" menu
- 3. give buttons same shadow treatment for similar tabbed screens (ie Styling & Design)



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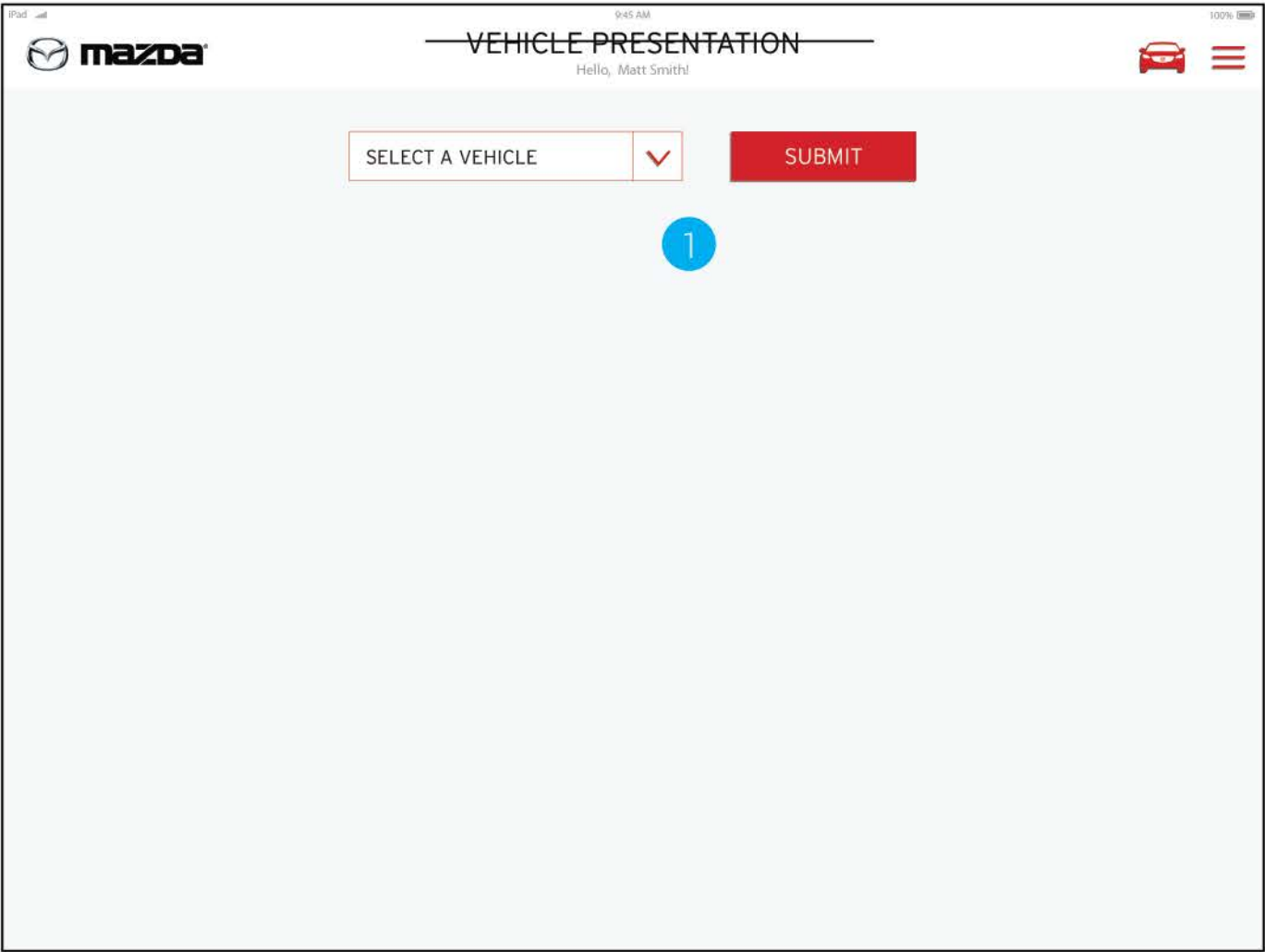


MAZDA APP

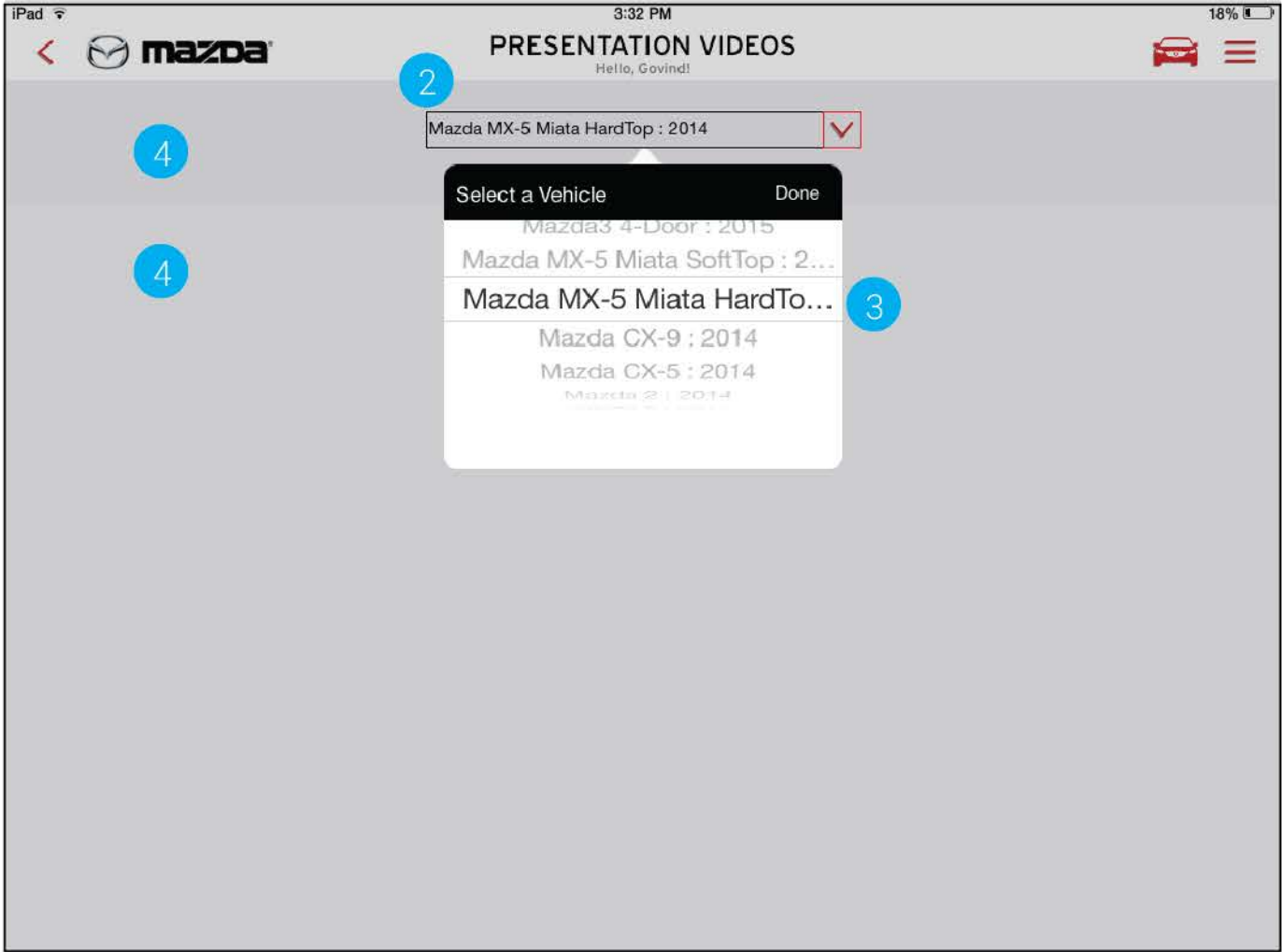


- NOTES:
- 1. add shadows to buttons, typical
  - 2. make gray dividing line go 100% across the container
  - 3. Copy was not inspected for typos - please have QC team compare to content in original app
  - 4. Text should be all caps, per typ. low priority if it's too hard.
  - 5. Text should be centered vertically in row
  - 6. too much space - match comp

# APPROVED VISUAL COMP



# MAZDA APP

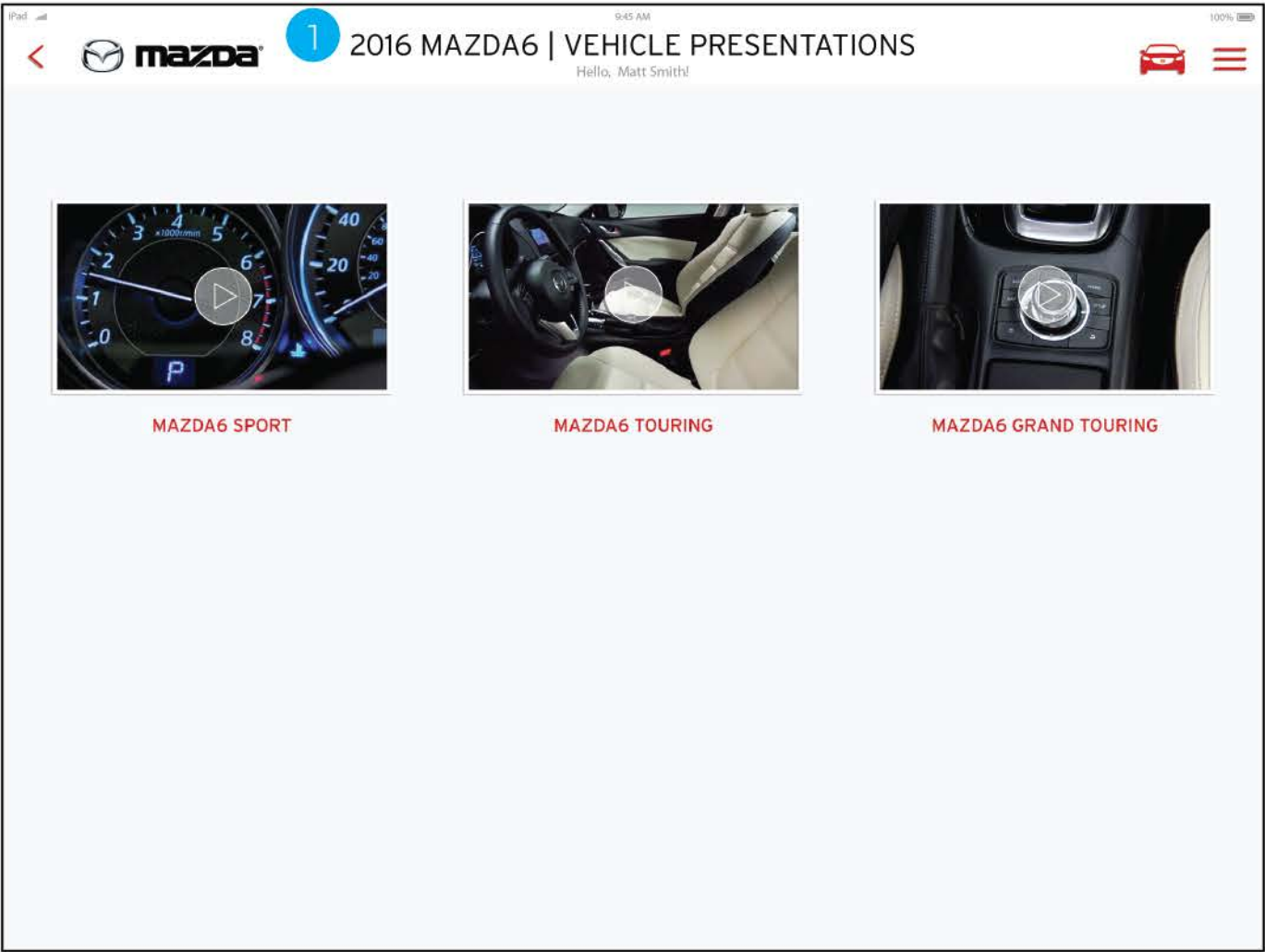


## NOTES:

- 1. Visual design does not match visual comp at all...at least make the form field white.
- 2. text is too close to edge of container
- 3. can choices be on two lines? no ... - can we make pop drop down box wider?
- 4.all background should be same gray color

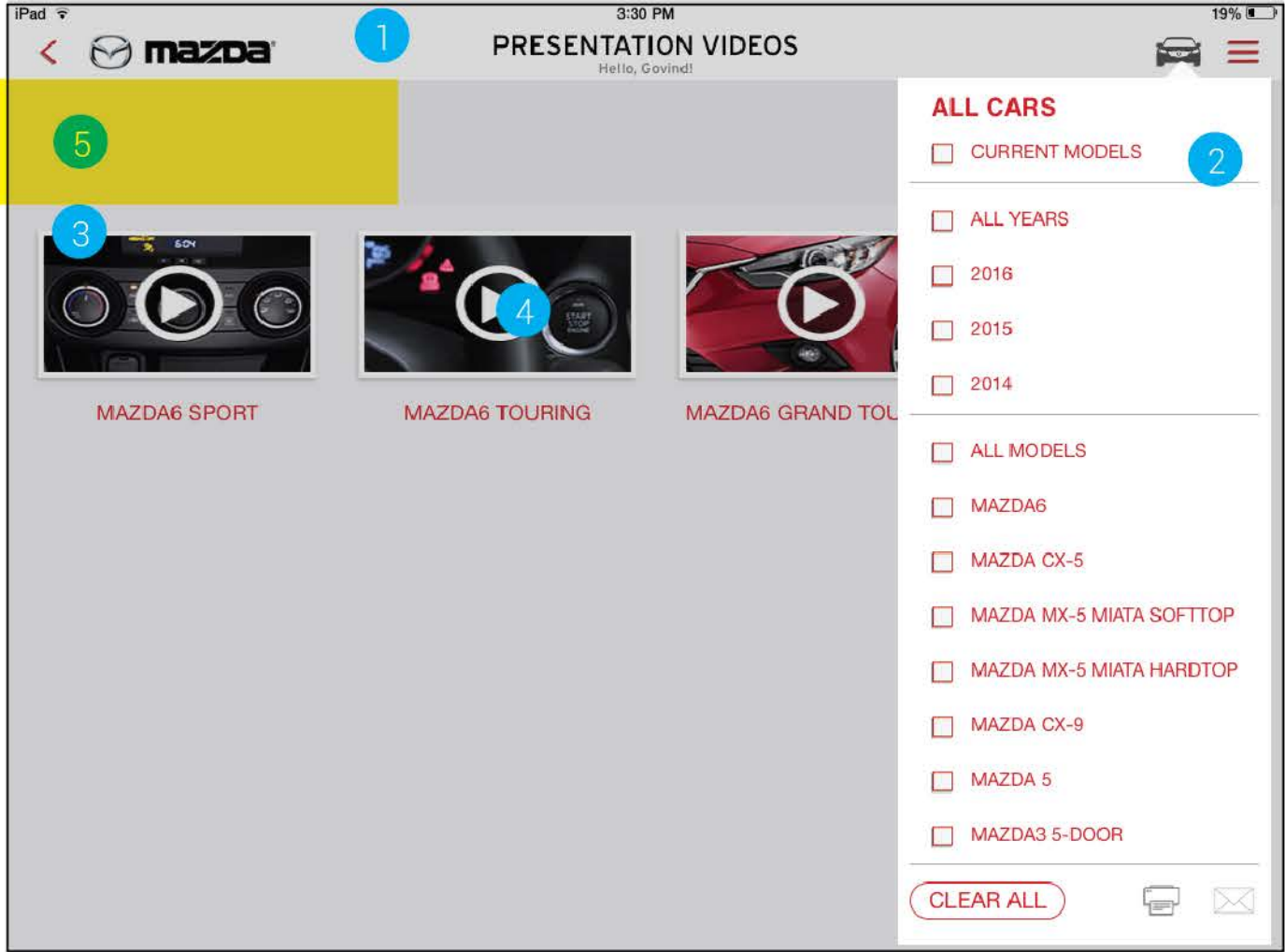


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different  
color of  
gray here



NOTES:

- 1.Screen title should indicate specific car user is looking at or chosen from "choose a car" menu.
- 2. car icon should load "CAR DETAILS" menu
- 3. thumbnails are distorted
- 4. use play button supplied in assetts (being used correctly in "About Mazda" screen
- 5. background Gray color should be consistent (there is a different gray being used for the top margin)

## APPROVED VISUAL COMP



## MAZDA APP

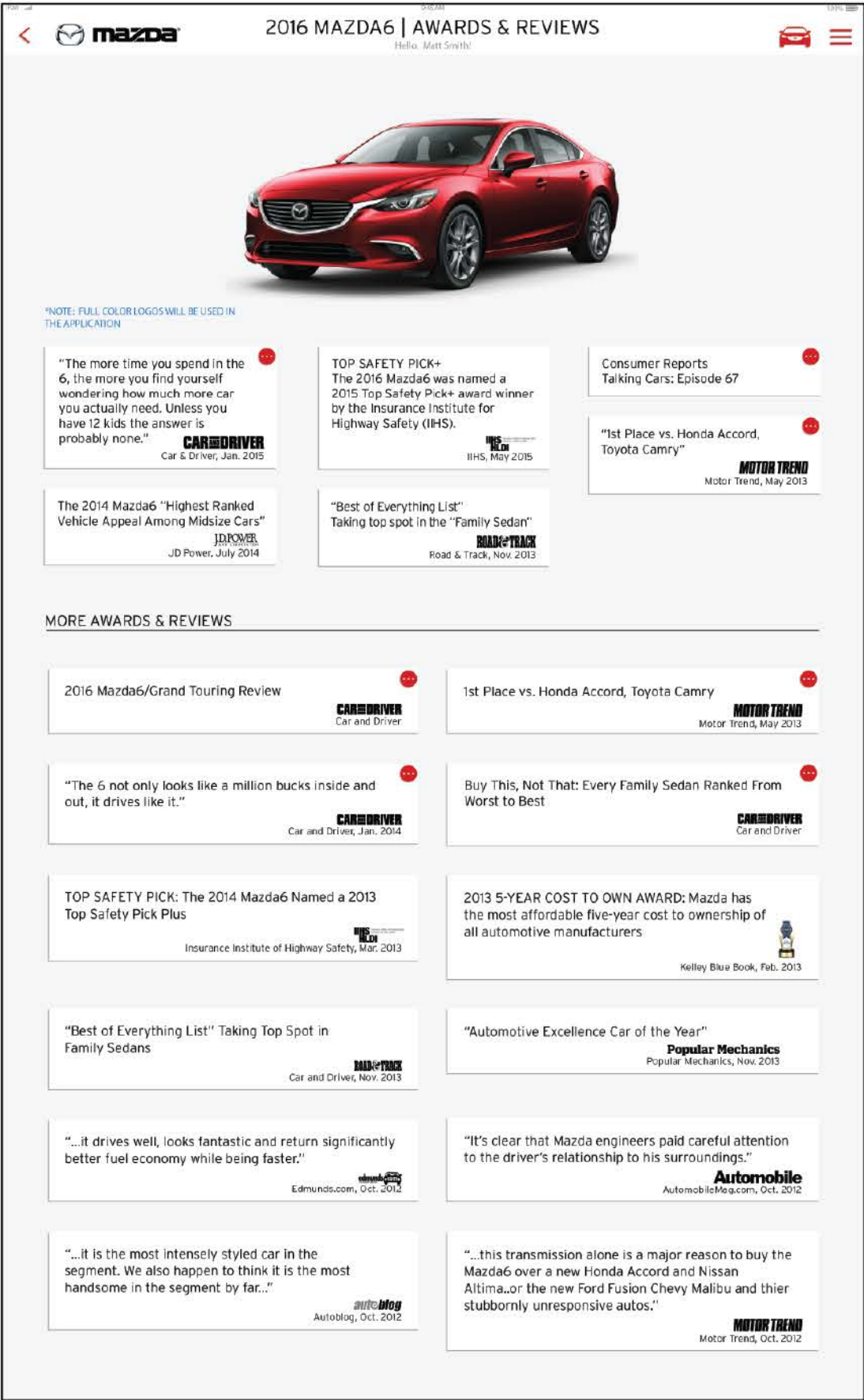


1. did not proof read all copy - please make sure QC is done
2. add shadows to buttons
3. when little white bubbles are clicked to show text the text should hide if bubble clicks again.

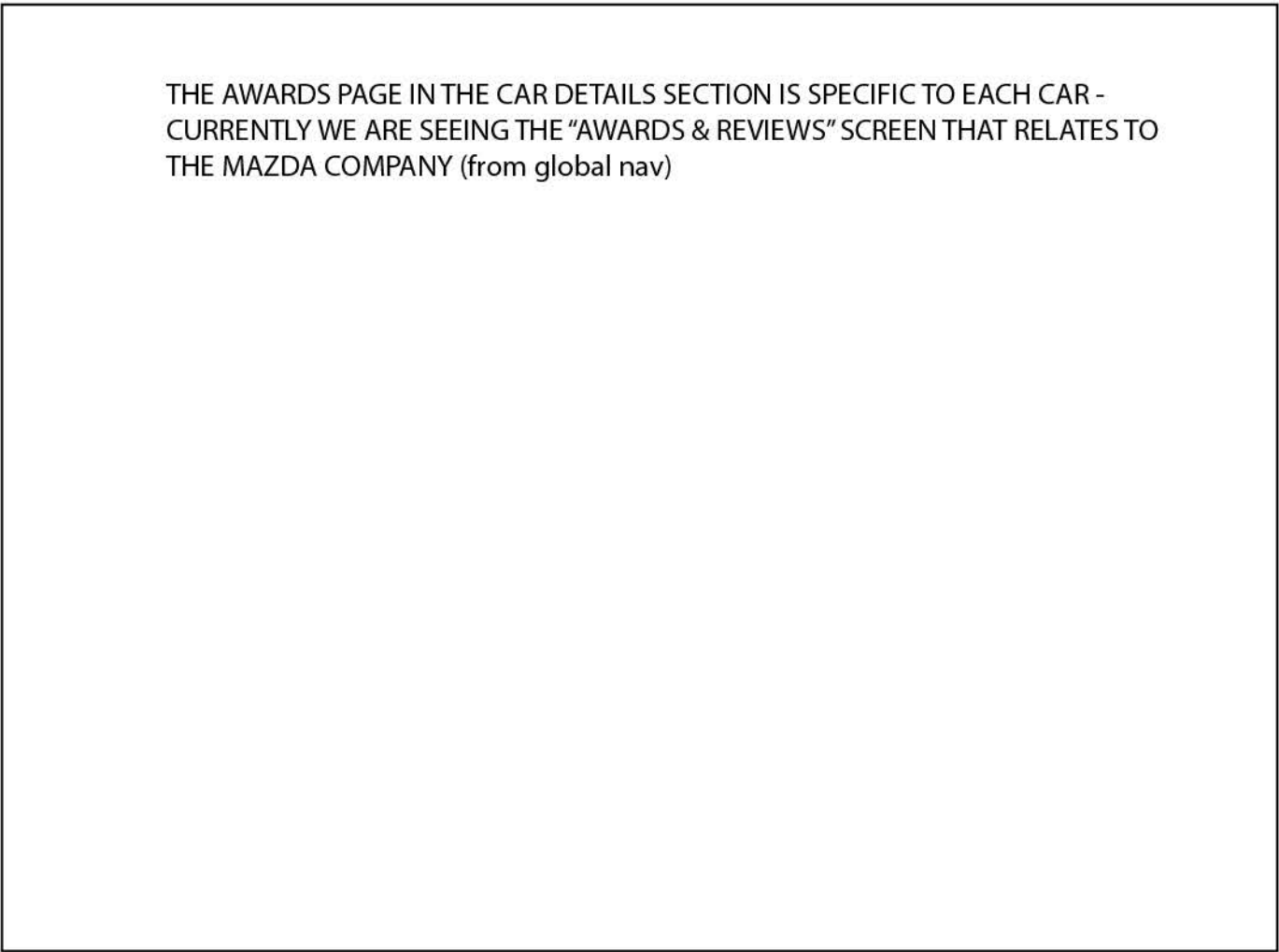
overall - these SKYACTIV pages look really great :)



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- NOTES:
- 1. Please use colored logos
  - 2. please make whole screen scrollable (do not fix the top portion)



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2016 MAZDA6   SPECIFICATIONS							
ENGINE	DRIVETRAIN	CHASSIS	WHEELS & TIRES	WEIGHTS & CAPACITIES	EXTERIOR DIMENSIONS	INTERIOR DIMENSIONS	EPA FUEL ECONOMY¹
	SPORT		TOURING		GRAND TOURING		
ENGINE TYPE	SKYACTIV-G 2.4 Liter DOHC 16-Valve 4-cylinder with VVT		SKYACTIV-G 2.4 Liter DOHC 16-Valve 4-cylinder with VVT		SKYACTIV-G 2.4 Liter DOHC 16-Valve 4-cylinder with VVT		
HORSEPOWER (hp @rpm)	184 @ 5700		184 @ 5700		184 @ 5700		
TORQUE (lb-ft @rpm)	185 @ 3250		185 @ 3250		185 @ 3250		
REDLINE (rpm)	6500		6500		6500		
COMPRESSION RATION	13.0:1		13.0:1		13.0:1		
FUEL SYSTEM	Advanced Direct Injection		Advanced Direct Injection		Advanced Direct Injection		
RECOMMENDED FUEL	Regular Unleaded		Regular Unleaded		Regular Unleaded		
VALVETRAIN	Chain-driven dual overhead camshafts, 4 valves per cylinder, variable intake & exhaust valve timing		Chain-driven dual overhead camshafts, 4 valves per cylinder, variable intake & exhaust valve timing		Chain-driven dual overhead camshafts, 4 valves per cylinder, variable intake & exhaust valve timing		
IGNITION SYSTEM	Direct coil-on-plug electronic ignition, iridium-alloy platinum-tipped spark plugs		Direct coil-on-plug electronic ignition, iridium-alloy platinum-tipped spark plugs		Direct coil-on-plug electronic ignition, iridium-alloy platinum-tipped spark plugs		
ENGINE BLOCK	Aluminum Alloy		Aluminum Alloy		Aluminum Alloy		
CYLINDER HEAD	Aluminum Alloy		Aluminum Alloy		Aluminum Alloy		
EMISSION CONTROL	Tier 2-BIN5 Fed/PZEV Cal		Tier 2-BIN5 Fed/PZEV Cal		Tier 2-BIN5 Fed/PZEV Cal		

NOTES:

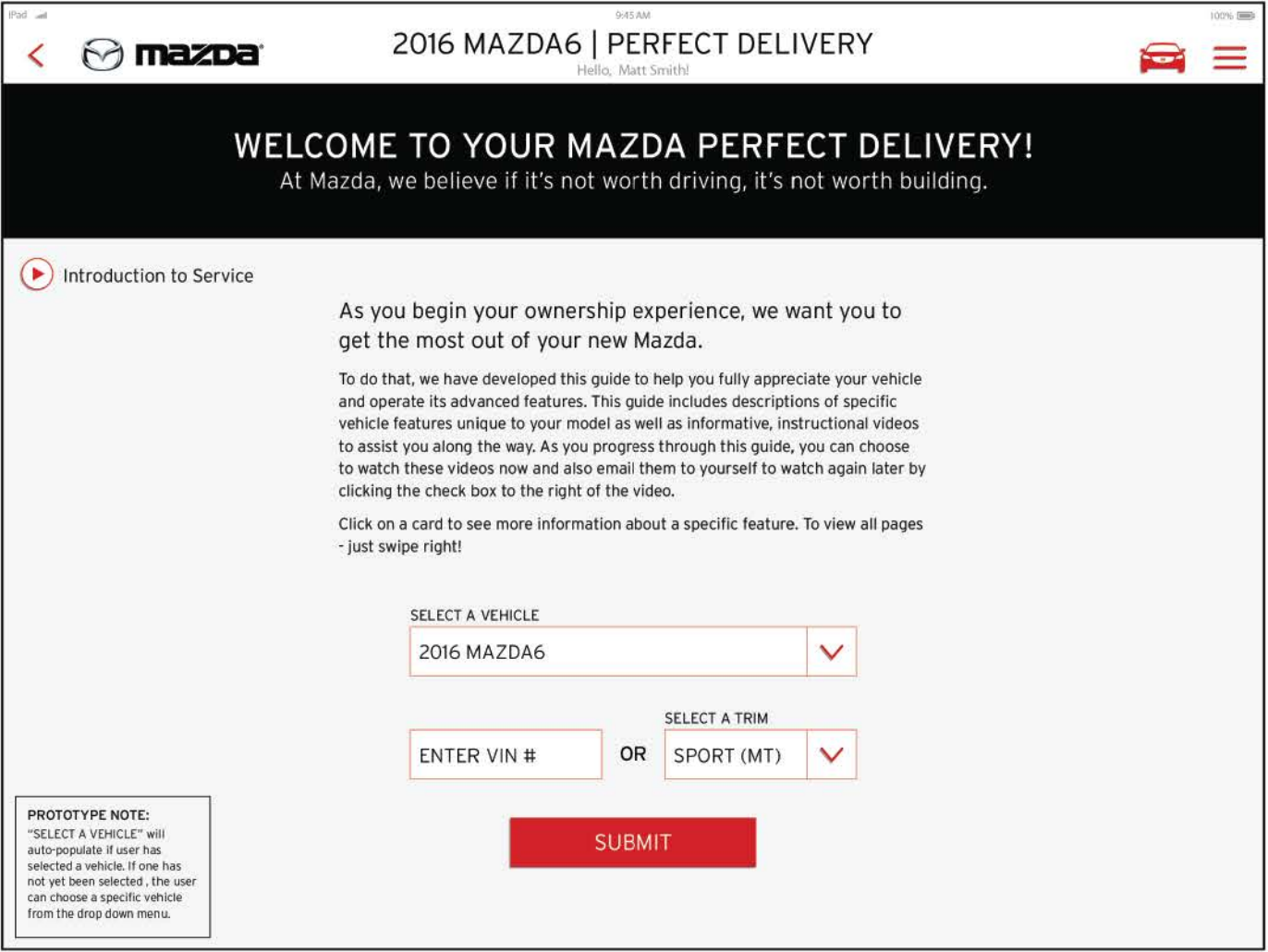
- 1. title in all caps
- 2. add shadows
- 3. text on two lines
- 4. "TYRES" -> "TIRES"
- 5. Text should be right aligned (not centered)
- 6. make sure all text is showing - no "..."
- 7. -----
- 8. extend line to be 100% screen width
- 9. Match dimenstions of rows to all other screens - this looks too tall?
- 10. match dividing lines to comp and other table screens for consistency

MAZDA APP

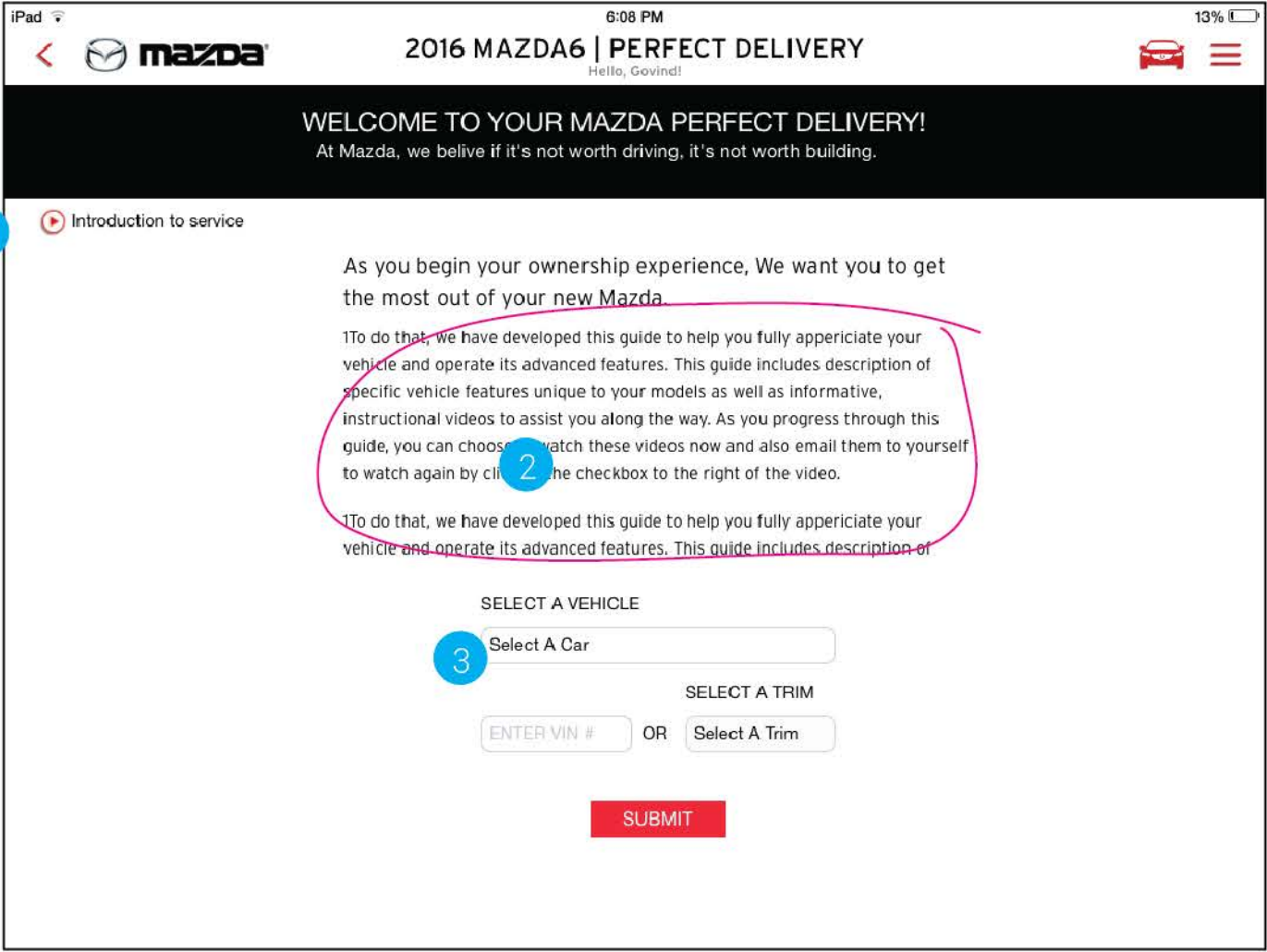
2016 Mazda6   SPECIFICATION							
ENGINE	DRIVETRAIN	CHASSIS	WHEELS & TYRES	WEIGHTS & CAPACITIES	EXTERIOR DIMENSIONS	INTERIOR DIMENSIONS	EPA FUEL ECONOMY
	SPORT		TOURING		GRAND TOURING		
ENGINE TYPE	SKYACTIV®-G 2.5-LITER DOHC 16-VALVE 4-CYLINDER WITH VVT		SKYACTIV®-G 2.5-LITER DOHC 16-VALVE 4-CYLINDER WITH VVT		SKYACTIV®-G 2.5-LITER DOHC 16-VALVE 4-CYLINDER WITH VVT		
HORSEPOWER (HP @ RPM)	184 @ 5700		184 @ 5700		184 @ 5700		
TORQUE (LB-FT @ RPM)	185 @ 3250		185 @ 3250		185 @ 3250		
REDLINE (RPM)	6500		6500		6500		
COMPRESSION RATIO	13.0:1		13.0:1		13.0:1		
FUEL SYSTEM	ADVANCED DIRECT INJECTION		ADVANCED DIRECT INJECTION		ADVANCED DIRECT INJECTION		
RECOMMENDED FUEL	REGULAR UNLEADED		REGULAR UNLEADED		REGULAR UNLEADED		
VALVE TRAIN	CHAIN-DRIVEN DUAL OVERHEAD CAMSHAFTS, 4 VALVES PER CYLINDER, VARIABLE INTAKE AND EXHAUST VALV...		CHAIN-DRIVEN DUAL OVERHEAD CAMSHAFTS, 4 VALVES PER CYLINDER, VARIABLE INTAKE AND EXHAUST VALV...		CHAIN-DRIVEN DUAL OVERHEAD CAMSHAFTS, 4 VALVES PER CYLINDER, VARIABLE INTAKE AND EXHAUST VALV...		
IGNITION SYSTEM	DIRECT COIL-ON-PLUG ELECTRONIC IGNITION, IRIIDIUM-ALLOY PLATINUM-TIPPED SPARK PLUGS		DIRECT COIL-ON-PLUG ELECTRONIC IGNITION, IRIIDIUM-ALLOY PLATINUM-TIPPED SPARK PLUGS		DIRECT COIL-ON-PLUG ELECTRONIC IGNITION, IRIIDIUM-ALLOY PLATINUM-TIPPED SPARK PLUGS		
ENGINE BLOCK	ALUMINUM ALLOY		ALUMINUM ALLOY		ALUMINUM ALLOY		
CYLINDER HEAD	ALUMINUM ALLOY		ALUMINUM ALLOY		ALUMINUM ALLOY		
EMISSION CONTROL	TIER2-BIN5 FED/PZEV CAL		TIER2-BIN5 FED/PZEV CAL		TIER2-BIN5 FED/PZEV CAL		



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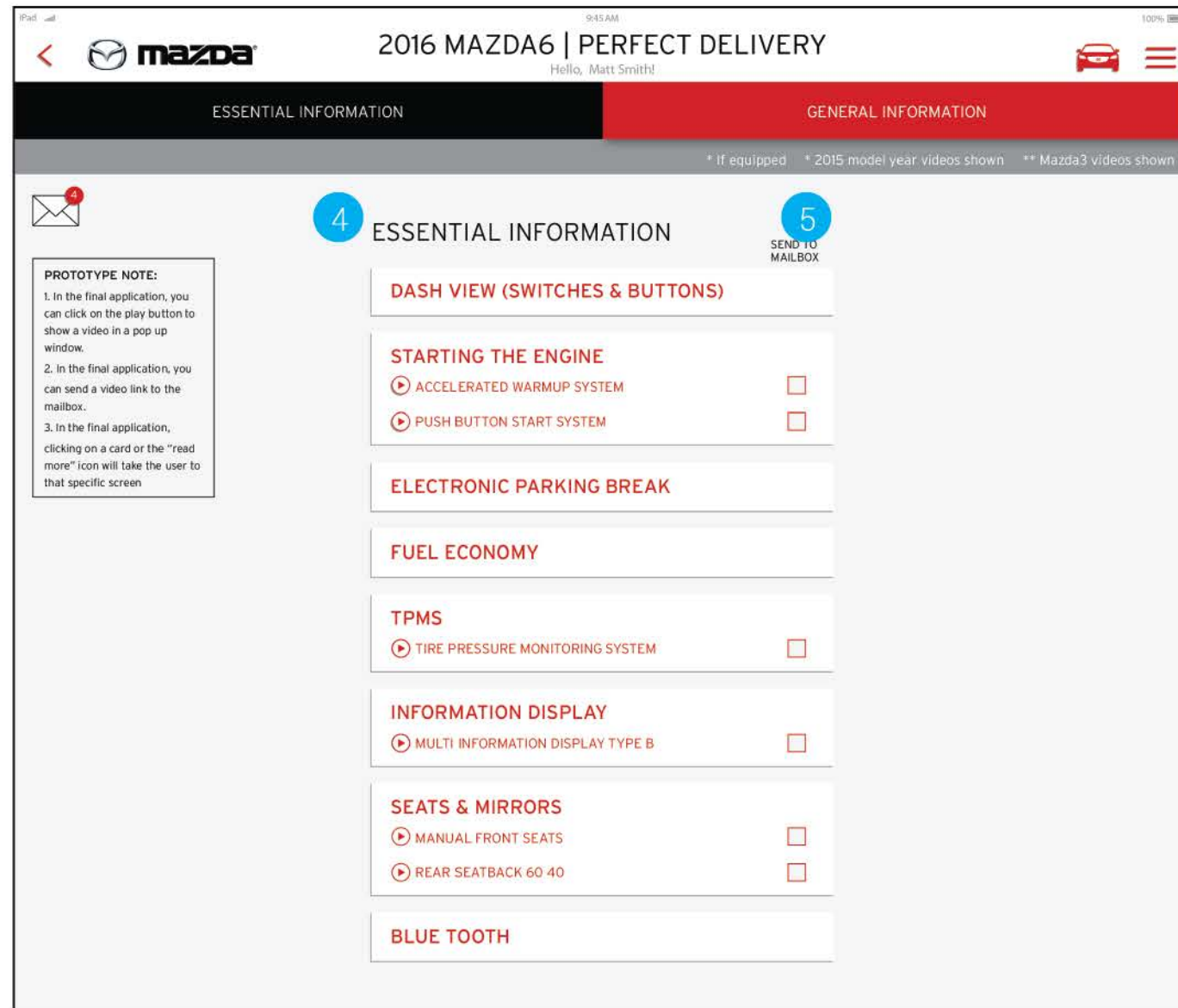
MAZDA APP



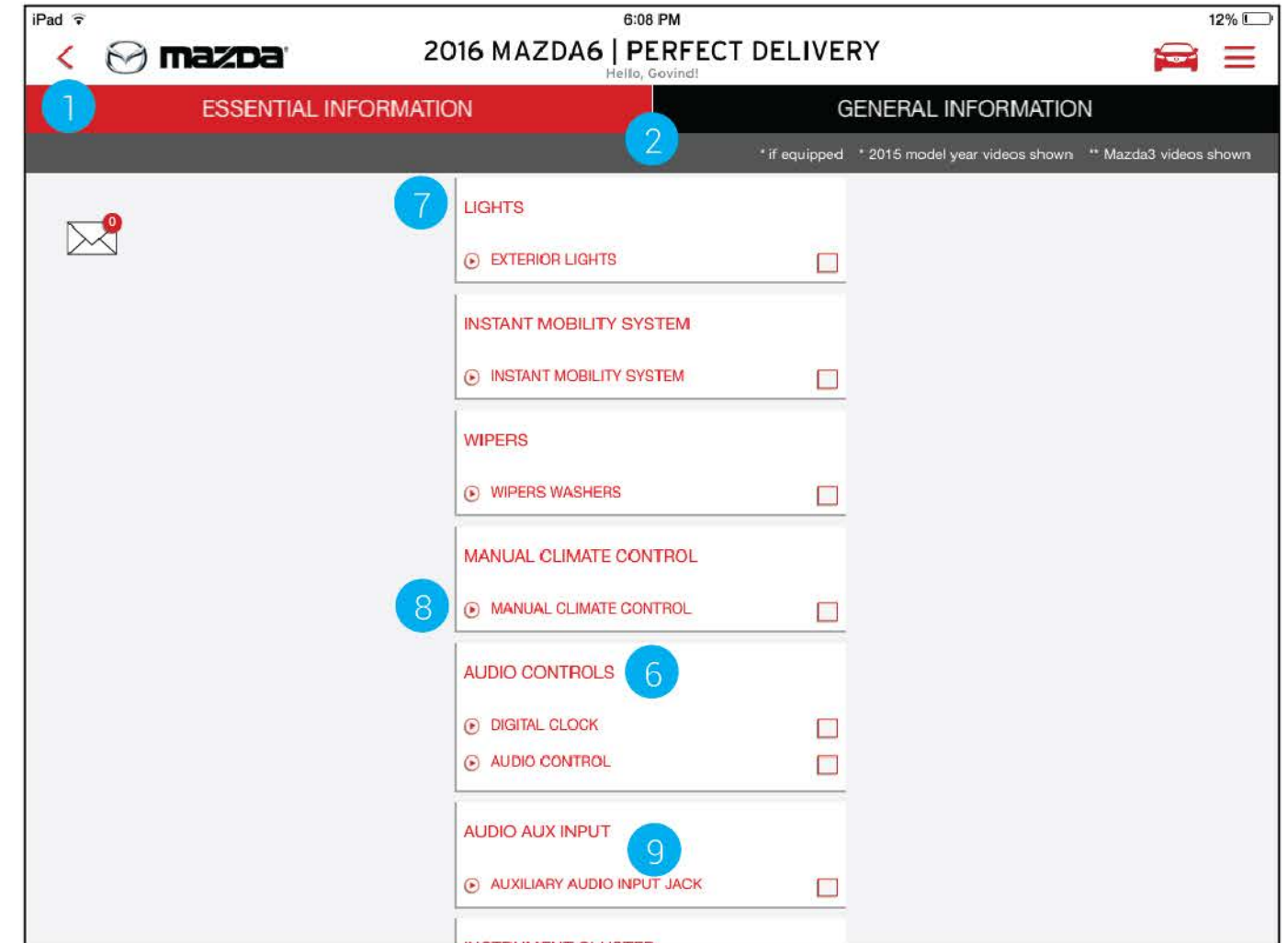
NOTES:

1. make play video button bigger to match size of comp
2. update copy to match original comp/app
3. make forms and buttons match comp (consistency - there are no other rounded corner form fields in app)

## APPROVED VISUAL COMP



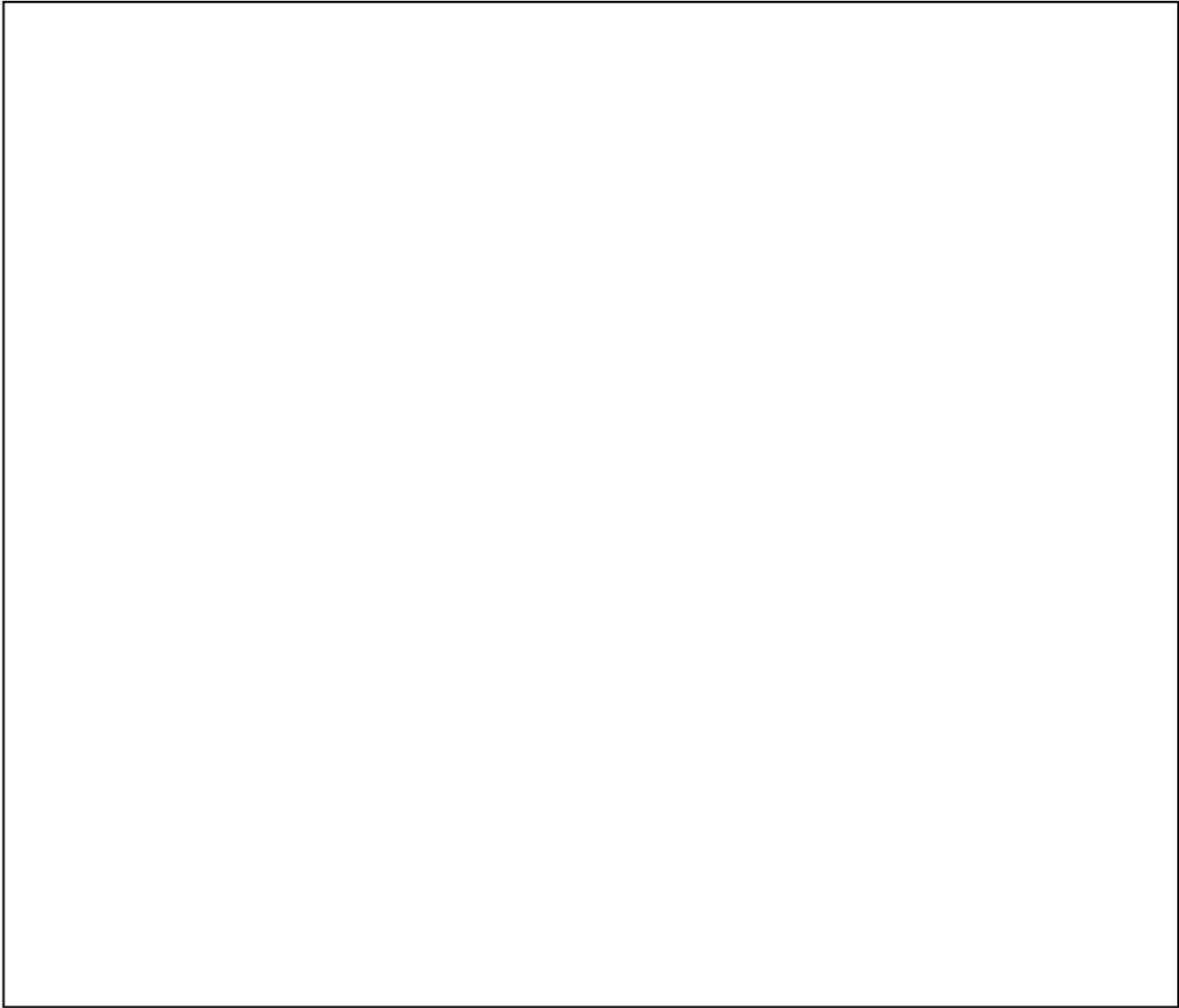
## MAZDA APP



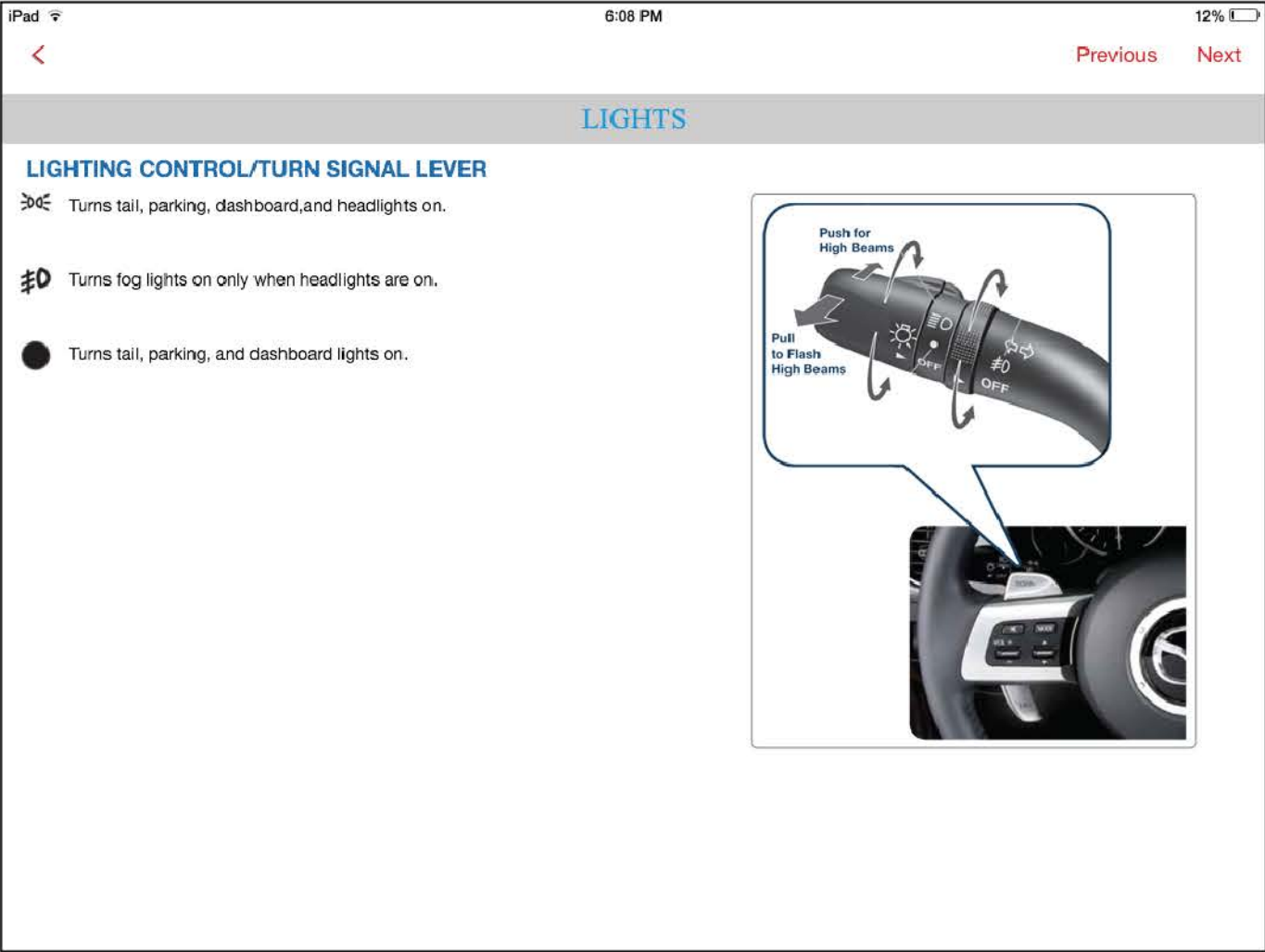
NOTES: APPLY THESE COMMENTS TO ALL TABS OF PERFECT DELIVERY SECTION

1. make button text smaller
2. add shadows
3. compare with visual comp...
4. title is missing
5. add "SEND TO MAILBOX" text over checkboxes
6. check that color of red text is same site wide - looks too bright
7. Need to follow visual design of cards - heading should be much bigger & bold
8. make play video buttons bigger
9. too much space between title and videos





assume we are leaving these as is? no change of css??



MAILBOX

SEND SELECTED ITEMS TO:

FIRST NAME*	
LAST NAME*	
EMAIL ADDRESS*	
CITY*	
STATE*	
ZIP CODE*	
VIN#	
YEAR	
MODEL	
TRIM	

\*Required

SEND

2015 Mazda3 5-Door Colors  
2015 Mazda3 5-Door Awards & Reviews

WELCOME TO MAZDA

1

2

3

4

FIRST NAME*	Jacky
LAST NAME*	
EMAIL ADDRESS*	Jackya@gmail.com
CITY*	V
STATE*	V
ZIP CODE*	98122
VIN#	

Q W E R T Y U I O P

A S D F G H J K L

↑ Z X C V B N M ! , ? .

.?123

return

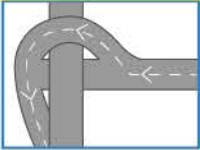
## NOTES:

1. add title to pop up - need this, acts as instruction
2. match margin/padding to comp (too much space on left)
3. add margin/padding before entry
4. couldn't get the keyboard to close?



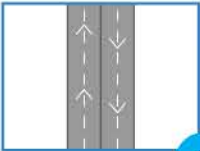
APPROVED VISUAL COMP

# ROUTE CHARACTERISTICS



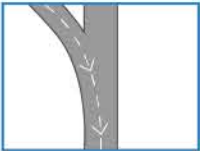
## CORNERING AT FREEWAYS

Take long, sweeping turns using highway interchanges in your Mazda. Does the steering feel weighty and firm? Does the vehicle react quickly and precisely to your steering wheel?




## FREEWAY DRIVING

Drive your Mazda for a few minutes at freeway speeds, and be sure to include a lane change. Is the acceleration quick after you push the gas pedal? Is it also precise? Does the body feel rigid and firm when changing lanes?




## FREEWAY OFF-RAMP

While exiting, slow your Mazda to a complete stop from freeway speeds. Are the brakes quick and precise in slowing down the vehicle? Is the vehicle stable when you stop, or do you feel a nosedive?



## FREEWAY ON-RAMP

Accelerate your Mazda to freeway speeds and merge into traffic. Does the gas pedal feel firm when pushed? Do you feel the acceleration is in direct proportion to the push?




## ROUGH AND UNEVEN ROADS

Drive your Mazda on rough and uneven roads. Is the ride firm or is it sloppy? Does the steering hold steady or does it sway with the bumps?

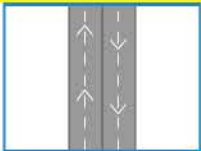
- NOTES:
- 1.align top of headline with top of image
  - 2. too much padding between headline and copy - natch comp (shown in yellow bar)
  - 3. move text box closer to image - see comp
  - 4. QC all copy against text in original app
  - 5. match width of div to that shown in VD (pink)

MAZDA APP

iPad 3:33 PM 18%

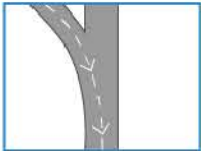
<  TEST DRIVE  
Hello, Govind!

1




## FREEWAY DRIVING

Drive your Mazda for a few minutes at freeway speeds, and be sure to include a lane change. Is the acceleration quick after you push the gas pedal? Is it also precise? Does the body feel rigid and firm when changing lanes?



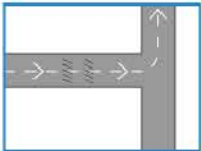
## FREEWAY OFF-RAMP

While exiting, slow your Mazda to a complete stop from freeway speeds. Are the brakes quick and precise in slowing down the vehicle? Is the vehicle stable when you stop, or do you feel a nosedive?




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Accelerate your Mazda to freeway speeds and merge into traffic. Does the gas pedal feel firm when pushed? Do you feel the acceleration is in direct proportion to the push?



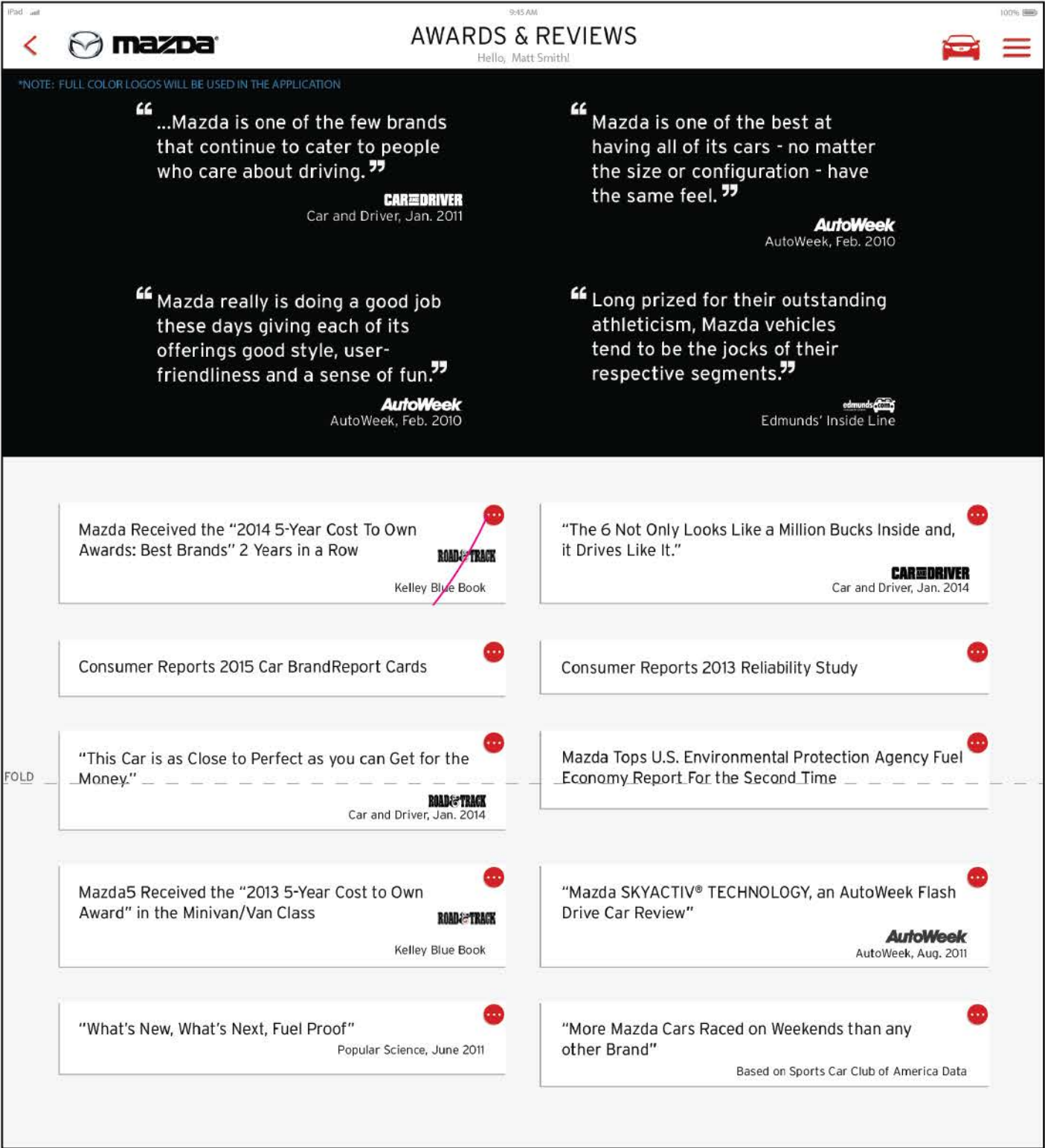
## ROUGH AND UNEVEN ROADS

Drive your Mazda on rough and uneven roads. Is the ride firm or is it sloppy? Does the steering hold steady or does it sway with the bumps?

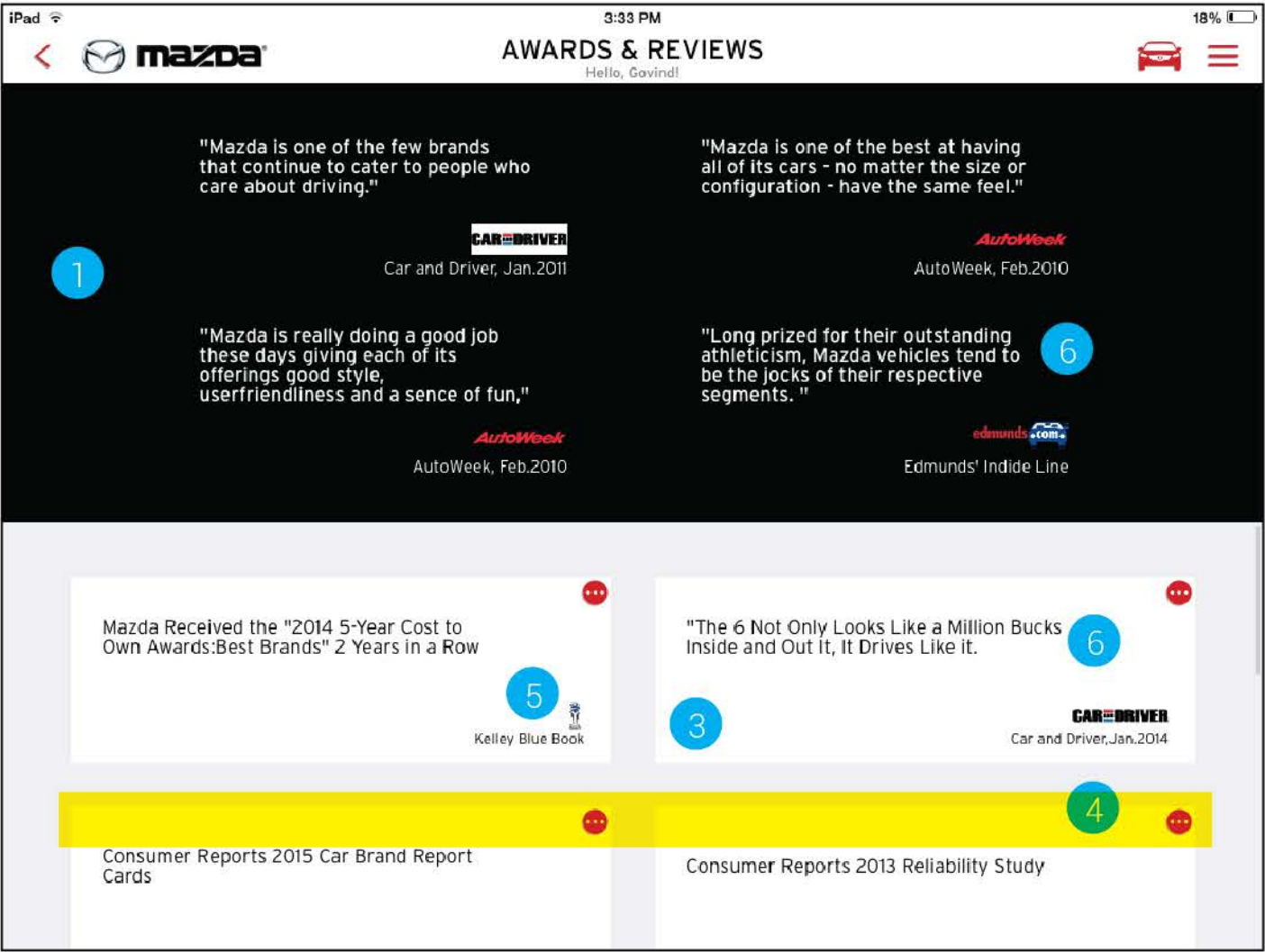


## STOP-AND-GO CITY TRAFFIC

APPROVED VISUAL COMP



MAZDA APP



NOTES:

1. black section should not be fixed - whole screen should scroll
2. qc all copy
3. give cards shadows per visual comps
4. align top of text on cards
5. make tiny logos bigger
6. increase line height of copy - lines of copy too close to each other