

JIRA BRIEF

DATE	MM/DD/YY
ARCI	<i>Accountable:</i> Shannon, PROJECT MANAGER <i>Responsible:</i> DIRECTOR, PMO <i>Consulted:</i> ANALYTICS MANAGER, ANALYTICS SUPPORT <i>Informed:</i> VP
PROJECT NUMBER(S)	PM-123: Orlando
PROJECT NAME	COMPANY Landing Pages: Orlando

EPIC: MI Landing Pages
<ul style="list-style-type: none">The landing pages will share compelling COMPANY offers to COMPANY.com visitors, resulting in the sale of vacation packages (and, ultimately, new guests).

USER STORY #1: ORLANDO (CONFIRMATION)
As a user, I want to learn about and purchase Orlando vacation packages easily while visiting COMPANY.com.
ACCEPTANCE CRITERIA
<ul style="list-style-type: none">Given I am on any Orlando Confirmation Landing Page, I should see:<ul style="list-style-type: none">Price: \$300Reservation Number: 800-555-5550Link to DOPGiven I am on the Orlando Confirmation Landing Page #1, I should be directed to:<ul style="list-style-type: none">Link: company.com/orlando/confirmation1Given I am on the Orlando Confirmation Landing Page #2, I should be directed to:<ul style="list-style-type: none">Link: company.com/orlando/confirmation2

USER STORY #2: ORLANDO (CANCELLATION)
As a user, I want to learn about and purchase Orlando vacation packages easily while visiting COMPANY.com.
ACCEPTANCE CRITERIA
<ul style="list-style-type: none">Given I am on any Orlando Cancellation Landing Page, I should see:<ul style="list-style-type: none">Price: \$300Reservation Number: 800-555-5550Link to DOPGiven I am on the Orlando Cancellation Landing Page #1, I should be directed to:<ul style="list-style-type: none">Link: company.com/orlando/cancellation1Given I am on the Orlando Cancellation Landing Page #2, I should be directed to:<ul style="list-style-type: none">Link: company.com/orlando/cancellation2

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USER STORY #3: ORLANDO (LEAD ORIGINS)
As a project manager, I want to track the origin of leads (LOC) for Orlando purchases.
ACCEPTANCE CRITERIA
<ul style="list-style-type: none">Given I am looking at the Orlando Confirmation Landing Page #1, I should find the following LOC:<ul style="list-style-type: none">LOC*1-OTOWN1Given I am looking at the Orlando Confirmation Landing Page #2, I should find the following LOC:<ul style="list-style-type: none">LOC*1-OTOWN2Given I am looking at the Orlando Cancellation Landing Page #1, I should find the following LOC:<ul style="list-style-type: none">LOC*1-OTOWN3Given I am looking at the Orlando Cancellation Landing Page #2, I should find the following LOC:<ul style="list-style-type: none">LOC*1-OTOWN4

USER STORY #4: ORLANDO (DOP)
As a project manager, I must ensure the accurate DOP are included on the landing pages featuring offers for Orlando.
ACCEPTANCE CRITERIA
<p>Given I am looking at any Orlando Landing Page, I should find a link to the following DOP:</p> <p>Details of Participation</p> <p>SPONSOR: COMPANY</p> <p>ELIGIBILITY: Annual income of \$K or more and ownership of a primary residence are required. Guest(s) must meet eligibility requirements and be a resident of the District of Columbia or one of the 50 states within the United States, excluding STATE. Guest may not purchase this package if they have attended a presentation at any COMPANY in the last 12 months. Guest(s) may not have more than one active package at a time. Employees of Sponsor and its affiliated companies, and their immediate families, are not eligible for this offer.</p> <p>PRESENTATION: Attendance at a COMPANY presentation lasting approximately 90 minutes is required. Failure to attend the presentation will result in the change of the full retail value of the accommodation. If married, cohabitating or in a life partnership both parties must attend the sales presentation together to receive this offer. Individuals may purchase separately. Transportation to and from the Sales Gallery for the sales presentation is not provided.</p> <p>OFFER: A \$\$\$\$ nonrefundable deposit is required at time of purchase. Remaining balance is due when the reservation is made. Package purchase must be made with a major credit card, and a major credit card is required upon arrival and check-in. Accommodations are subject to availability. Certain view types will not be available. Not valid in conjunction with any other promotion. Not transferable. One offer per family or household. Offer subject to change without notice. The Orlando, Florida package in a ROOM accommodates up to X guests and has an average retail value of \$K for stays during MM/DD/YY –</p>

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MM/DD/YY (package price of \$X) and an average retail value of \$X for stays during MM/DD/YY – MM/DD/YY (package price of \$X). Retail values are based on current and projected average room rates during the noted period at the time of print, which are subject to change without notice. Actual retail value will be based upon the rack rates during the period of occupancy. Alternate accommodations of comparable value may be used if necessary. Airfare, transportation, resort fees, parking, additional expenses, gratuities and applicable taxes, if any, are not included with this offer.

RESERVATIONS: We strongly encourage you to make your reservations with COMPANY at 888-888-8888 before purchasing airfare. Reservation must be made at least 30 days in advance and is subject to availability. A written confirmation of your reservation and a credit card is required at check-in.

CANCELLATIONS: A \$X fee will apply to any changes in or cancellation of a reservation made more than 72 hours after travel dates have been reserved. A \$X fee will apply to any changes in or cancellation of a reservation less than (i) 30 days prior to the arrival date for stays at resorts in WADSWORTH locations; and (ii) 60 days prior to the arrival date for stays at all other resorts. Cancellation of a reservation within 30 days of arrival date and no-shows will forfeit package and package price. A \$50 surcharge will apply to guests staying on their package during any portion of the following holiday periods: Presidents Day (MM/DD/YY – MM/DD/YY); Easter (MM/DD/YY – MM/DD/YY); Memorial Day (MM/DD/YY – MM/DD/YY); Independence Day (MM/DD/YY – MM/DD/YY); Labor Day (MM/DD/YY – MM/DD/YY); Thanksgiving (MM/DD/YY – MM/DD/YY); and Christmas/New Year's (MM/DD/YY – MM/DD/YY) subject to availability. Offer expires MM/DD/YY. Travel must be completed by MM/DD/YY.

OPT-OUT: If you do not wish to receive e-mails from COMPANY and its affiliates, [click here](#) and complete the form. Please do not reply to this email. If you prefer to contact us or to unsubscribe by postal mail, please send your request to the following postal address, so we can process your request: [Click Here](#)

COMPANY
P.O. Box 000001
Orlando, FL 32800

Please allow us up to 30 business days after we receive your request to remove you from future emails.

COMPANY, CA-000 11/0 2000001 John Doe, Responsible Broker.
N.J. Reg. No. 00-00-0001

This advertising material is being used for the purpose of soliciting the sale of ROOMS.

ANY NAMES AND ADDRESSES ACQUIRED WILL BE USED FOR THE PURPOSE OF SOLICITING THE SALE OF ROOMS. THE COMPLETE OFFERING TERMS ARE IN AN OFFERING PLAN AVAILABLE FROM SPONSOR.

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