



# **Franchise Fee Calculator Storyboards**

**Version 1.5**

**6/22/01**

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## Introduction

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### Description of the Franchise Fee Calculator

The Franchise Fee Calculator is a tool for seasoned hoteliers who are interested in purchasing a franchise. The hotelier comes to the tool with an understanding of franchising and with a general idea of the kind of franchise s/he is interested in. The hotelier selects a hotel brand by choosing from lists of all hotel brands divided into three categories. After selecting the hotel brand, the hotelier enters figures for projected revenues into a calculation form. The end result is a set of franchise fee costs for the specific hotel brand based upon the figures entered; a printable version of the results is available.

### Purpose of This Document


This document includes the High Level Blueprint, Functional Requirements, and Storyboards for the Franchise Fee Calculator. The High Level Blueprint is a highly conceptual, bird's-eye view of the project. The Functional Requirements spell out the functionality that must be developed for the project. Storyboards detail the components, organization, and navigation, as well as specify such things as popup windows and recommended word count limits at the individual page level.

This document does not stipulate graphical page design, copy, or programming specifications. At the completion of the design phase, this document will become part of the Functional Design Document, along with graphical page designs, the copy deck, and a content map.

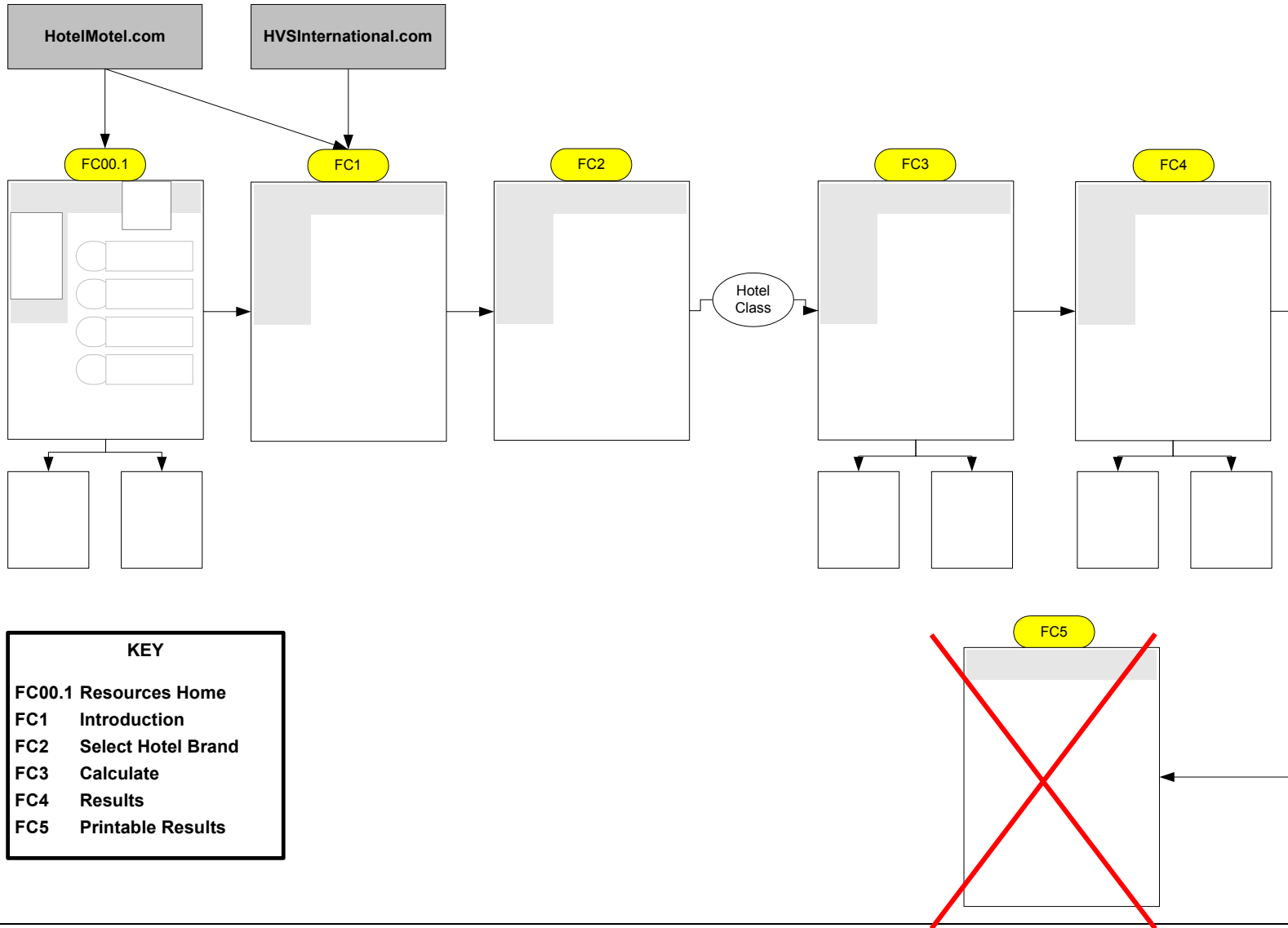
### Additional Required Materials

Document Name	filename
Calculations Spreadsheet	HVS Calculator.xls
Copy Deck	Franchise_calculator_ copydeck_0622200_final.doc
Photoshop Page Layouts	
Graphics Inventory/Map	
Developer's Notes	

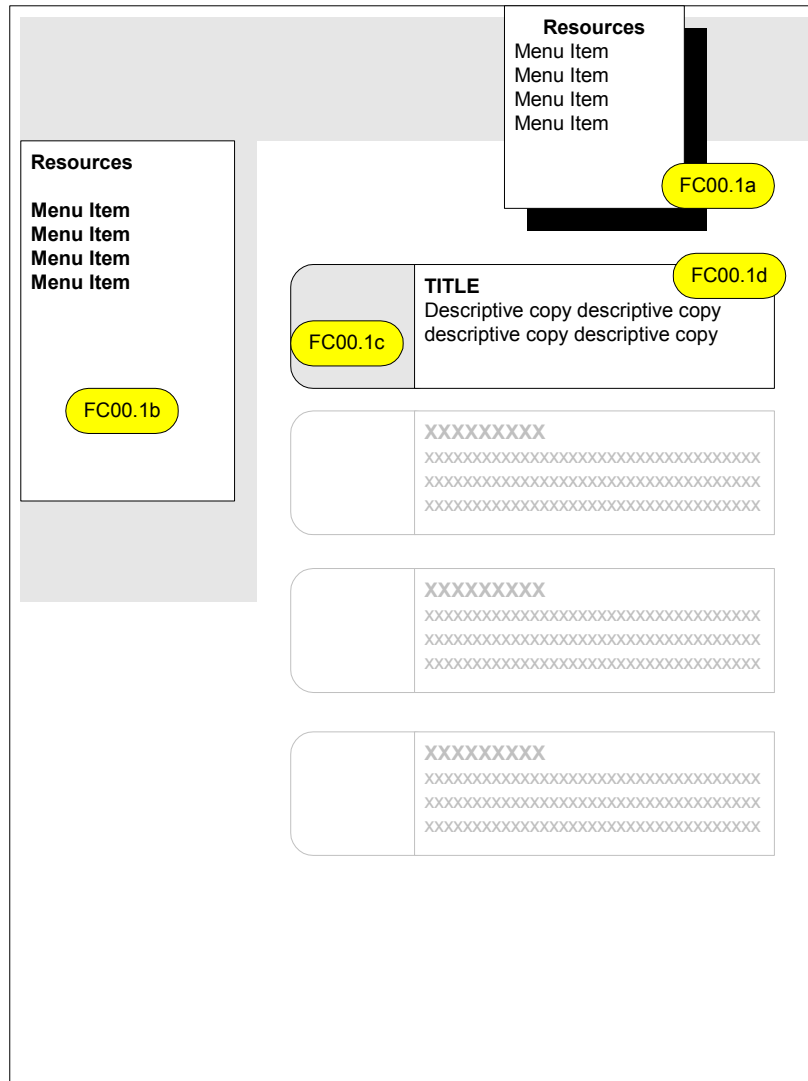
#### Conventions Used

-  = Content mapping label
- (FC4f)** = Content mapping label
- {Text} = Place-holding text to be replaced with approved copy

### High-Level Blueprint



## FC00.1: Resources Home: HotelMotel.com



### Content Requirements

"Franchise Fee Calculator" is referred to by the exact same terminology and in the same alphabetical list order in all instances.

(FC001.a) Add title to Resources dropdown in top menu in alphabetical list order

(FC00.1b) Add title to Resources left menu in alphabetical list order

(FC00.1c) Create New graphic

(FC00.1d) Title and descriptive copy

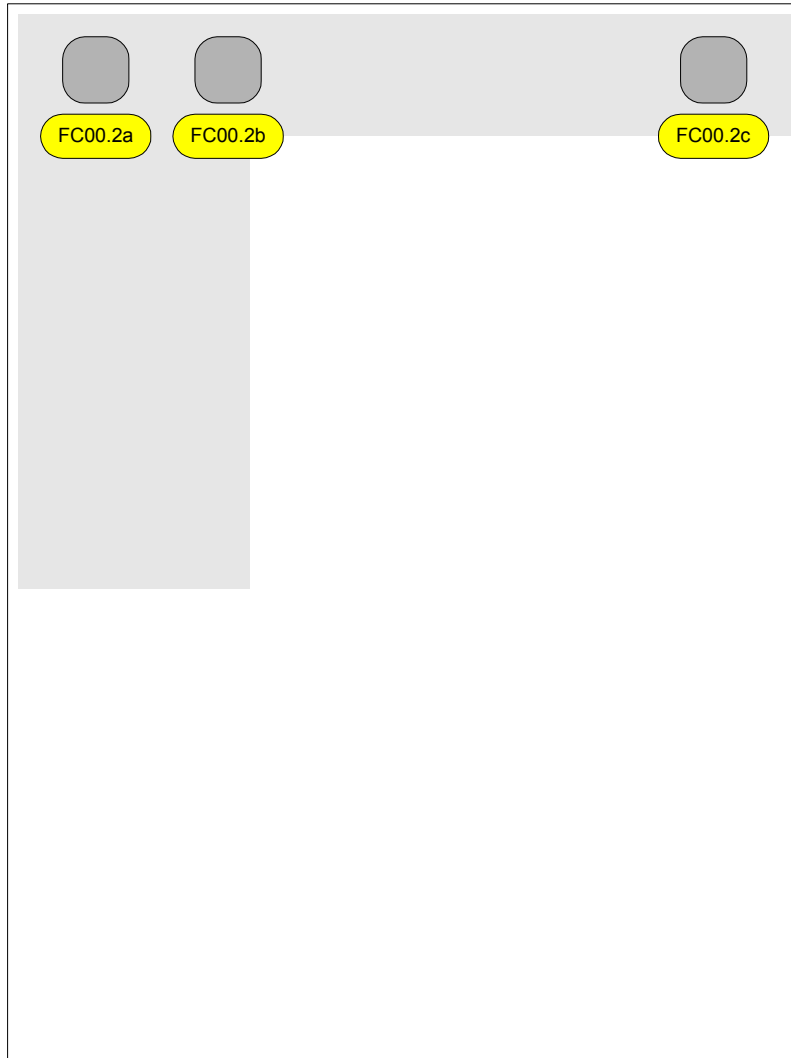
**Note:** Existing intro blurb for "Resources" needs to be rewritten; it refers only to Events Calendar.

### Functional Requirements

- HotelMotel.com user locates "Franchise Fee Calculator" via primary navigational menus or by going to the Resources home page.
- The Resources home page provides a brief description of the Franchise Calculator with links (graphic, title, menus).
- Because HVS International users will not arrive at the Franchise Fee Calculator via HotelMotel.com's Resources area, nothing in the Franchise Calculator can assume the user's understanding or even knowledge of HotelMotel.com or the Resources area.
- This page is for HotelMotel.com only. HVS International will need to provide its own navigation to the franchise tool.



## FC00.2: Primary Navigation



### Content Requirements

These elements appear on every page within the Franchise Fee Calculator except as indicated.

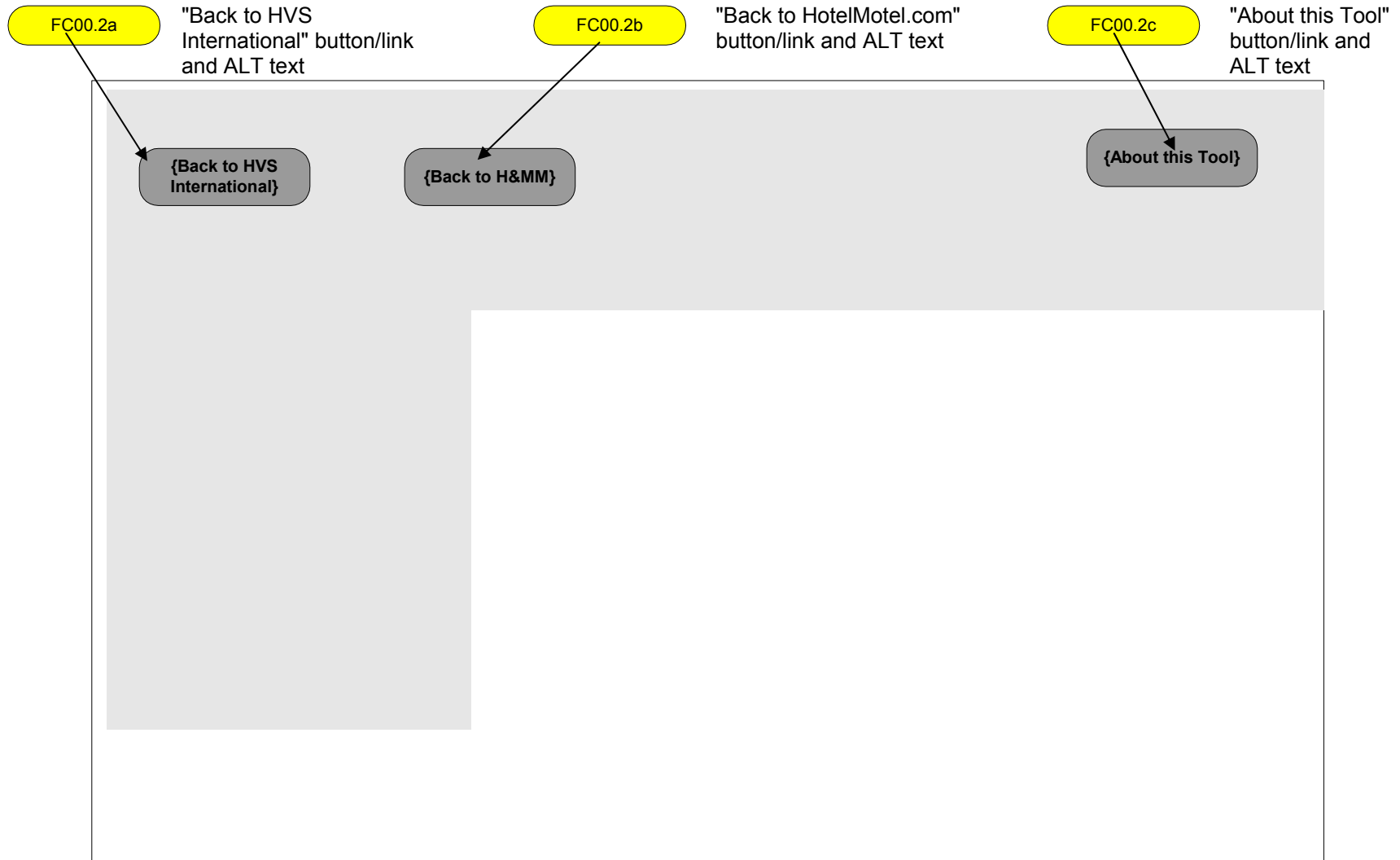
- (FC00.2a)** "Back to HotelMotel.com" button/link and ALT text
- (FC00.2b)** "Back to HVS International" button/link and ALT text
- (FC00.2c)** "About This Tool" button/link and ALT text

### Functional Requirements

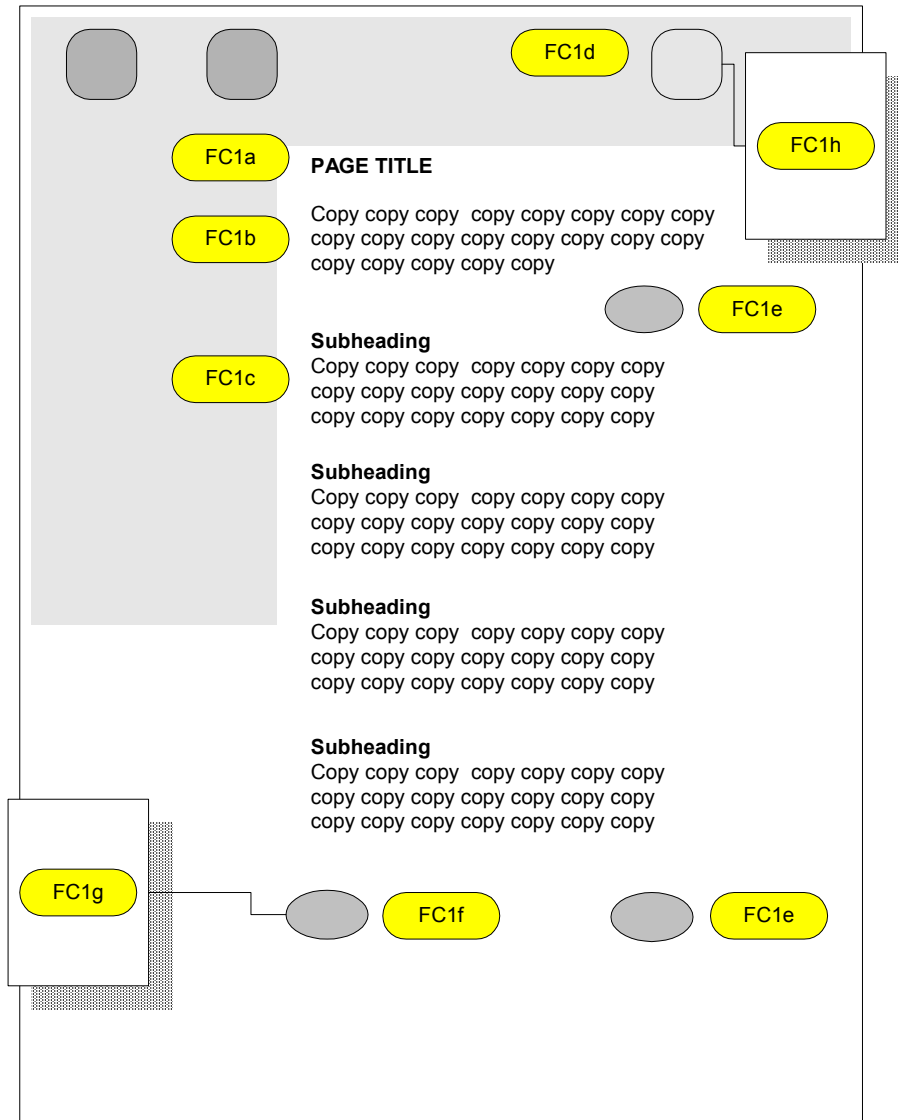
Users will be arriving at the Franchise Fee Calculator from both Hive4Hospitality and HVS International, and the Franchise Fee Calculator will be presented as an independent "sitelet." Primary navigation therefore accomplishes the following user experience goals:

- Users can return to either Hive4Hospitality or HVS International by clicking a button or link (*FC00.2a* and *FC00.2b*).
- Users coming from one site are given the opportunity to visit the other site.
- "About This Tool" (*FC00.2c*) provides access to the information presented on the "Introduction" page (*FC1*) from anywhere within the tool.

**(FC00.2) Primary Navigation DETAIL**



## FC1: Introduction



### Content Requirements

**(FC1a)** Page title

**(FC1b)** Intro copy

**(FC1c)** Body copy (with subheadings as needed):

- What this tool does
- Define hotel franchise fee model
- About William D. Lee
- About HVS International/H&MM

**(FC1d)** "About This Tool" button/link

**(FC1e)** Action trigger: button/link label and ALT text (takes user to Select Hotel [FC2])

**(FC1f)** "Skip this page next time" button/link and ALT text

**(FC1g)** Popup: explanation of "Skip This Page"

**(FC1h)** Popup: explanation of "About This Tool" button/link

### Primary Navigation

- Primary Navigation (FC00.2) appears on the Intro page, but the "About This Tool" button/link (FC00.2c) is shown as grayed out.
- Brief instructional copy should explain that user can view Intro information from any page by clicking on the "About This Tool" button/link.

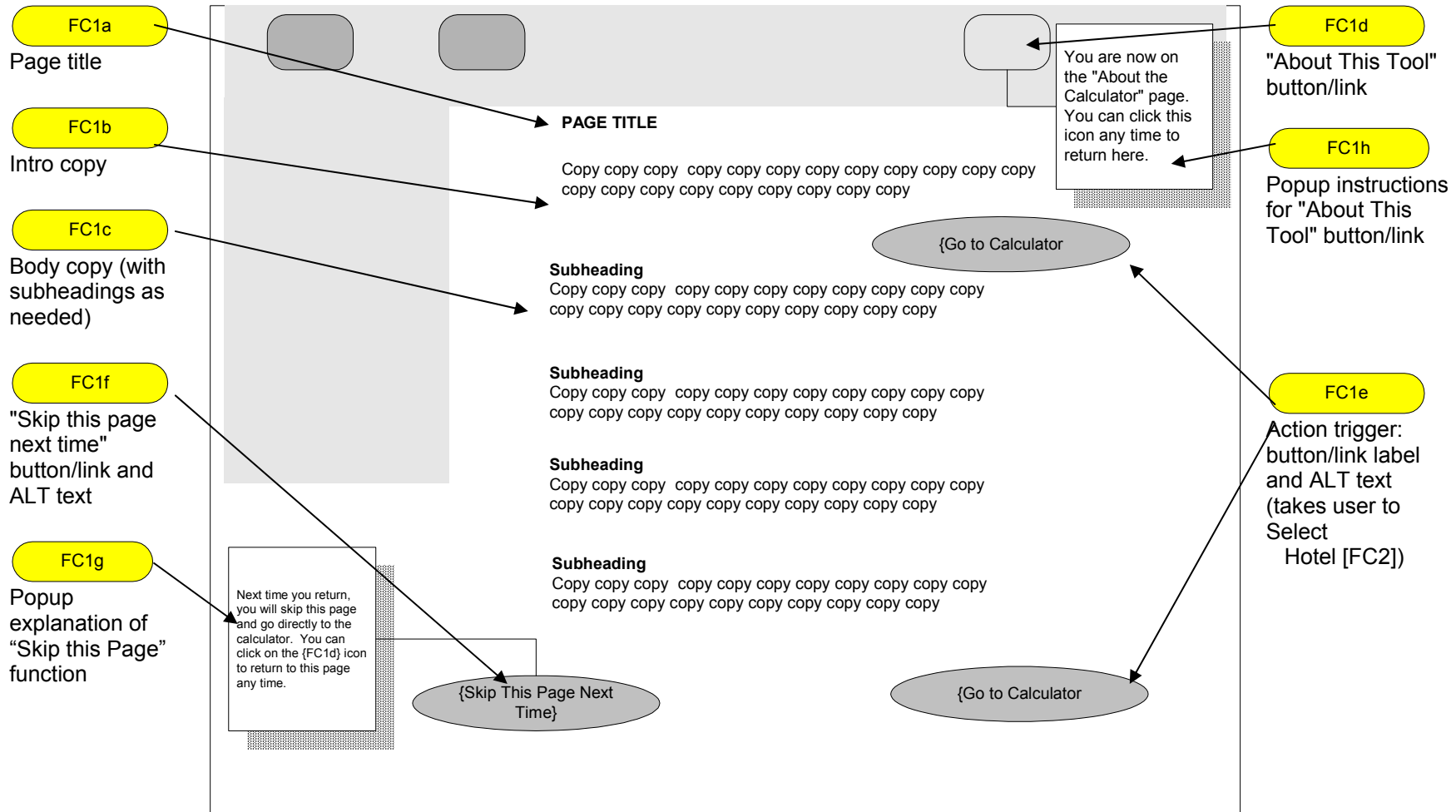
### Functional Requirements

- User learns what the tool does and why this source is credible.
- Set cookie so user can go bypass intro and go directly to calculator
- User clicks "skip this page next time" (f) to set cookie.

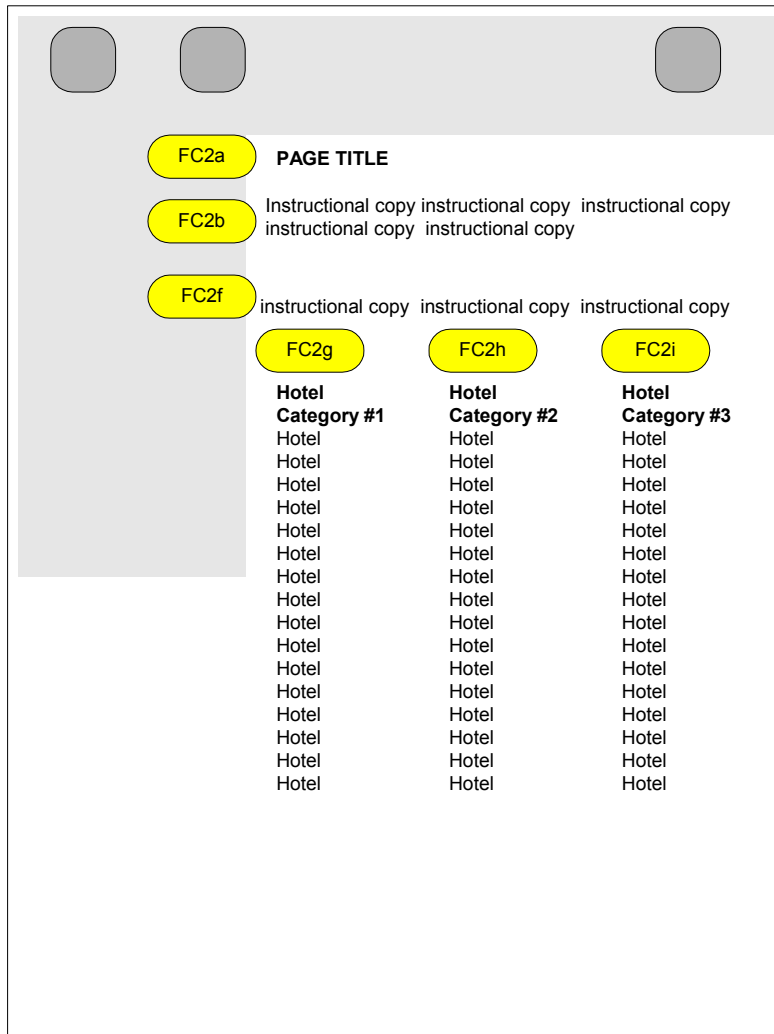
### Business Goals

- Branding is important

(FC1) Introduction DETAIL



## FC2: Select Hotel Brand



### Content Requirements

- (FC2a) Page title
- (FC2b) Instructional copy
- ~~(FC2c) Search box: label, instructional copy~~
- ~~(FC2d) Search options: starts with / contains~~
- ~~(FC2e) Search box button/link and ALT text~~
- (FC2f) Instructional copy for selecting from lists of hotels
- (FC2g) Hotel Category #1: label & list of hotel brands
- (FC2h) Hotel Category #2: label & list of hotel brands
- (FC2i) Hotel Category #3: label & list of hotel brands
- ~~(FC2j) Action button/link and ALT text~~
- ~~(FC2k) Polite error message: you must select a hotel brand~~

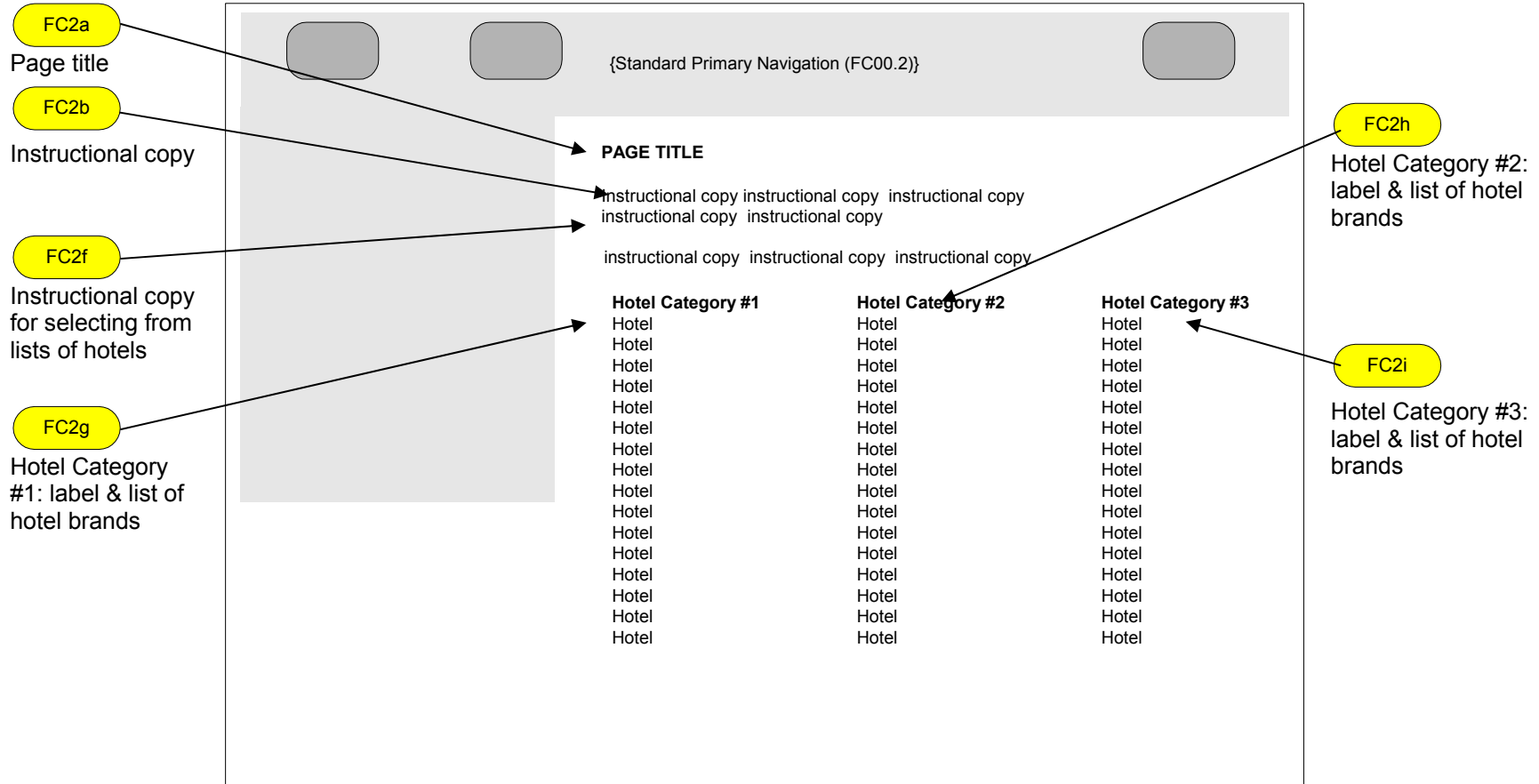
### Functional Requirements

User selects desired hotel brand from a list of approximately 85 brands via two options:

~~1) Search Box (FC2c, e): user enters the name or partial name of the desired hotel brand and is allowed to search for hotel brands that either "start with" or "contain" the entered text. Clicking the action button (j) takes user to a separate search results page (FC2.1).~~

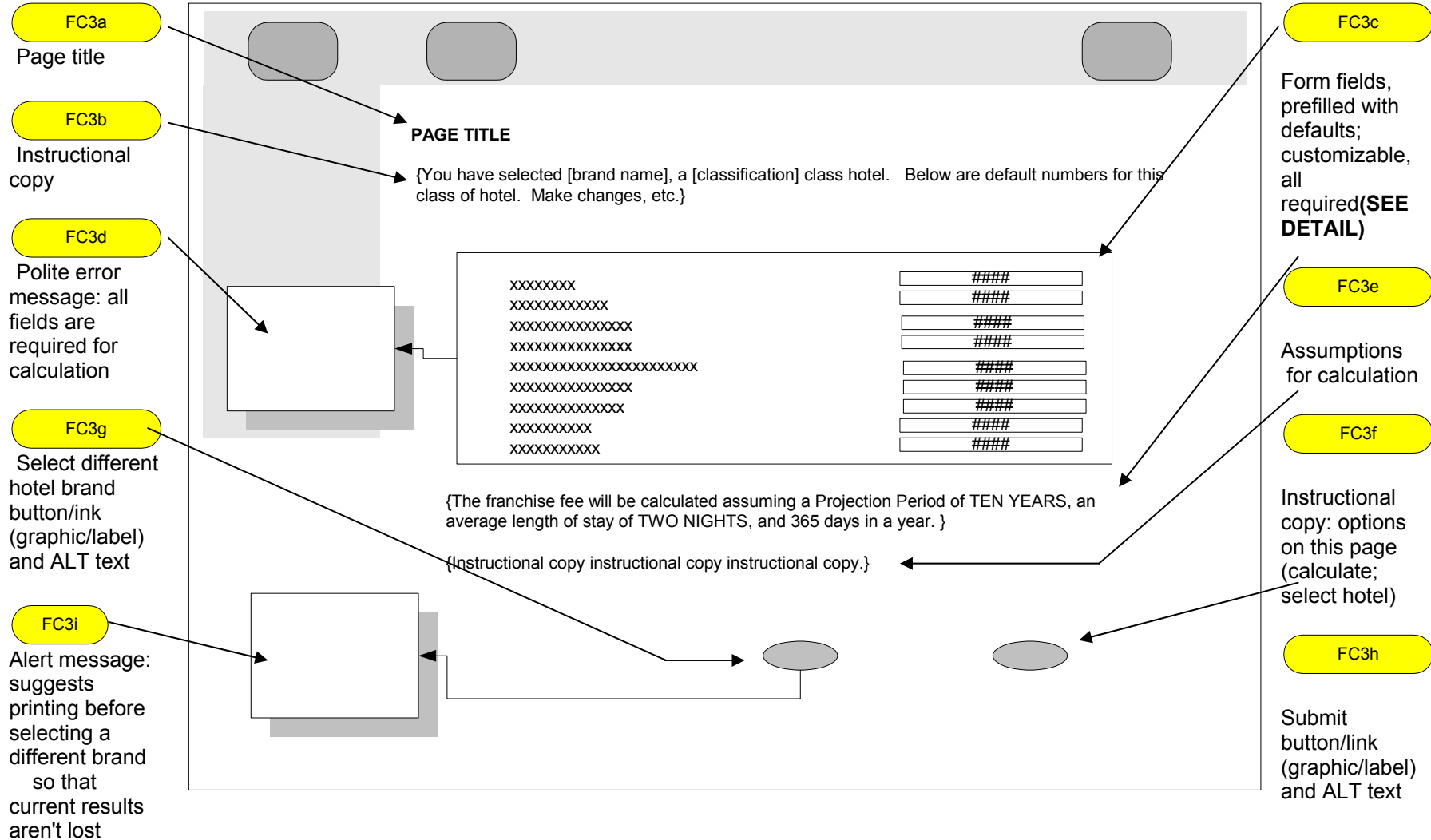
**2) Categorized Lists** (FC2g, h, i): user is shown all hotel brands divided into three categories, each containing approximately 20-30 bands in alphabetical order (omit articles). Display must be easy to read. User selects desired hotel brand from the list by rolling his/her mouse over the list of hotels. Clicking on the desired hotel takes the user directly to the Calculation page (FC3).

**(FC2) Select Hotel Brand DETAIL**





**(F3) Calculate DETAIL**



(FC3c-e) Entry Form & Assumptions DETAIL

Room Count:  **FC3c**

Average Room Rate (Year One)

Room Rate Growth (per year):

Occupancy:

Year One:

Year Two:

Years Three to Ten:

Number of Reservations  
From Franchisor:

Percent of Rooms Occupied

By Frequent Travelers:

Percent of Rooms Occupied

By Third-Party Reservation Travelers:

Percent of Rooms Occupied

{The franchise fee will be calculated assuming a Projection Period of **TEN YEARS**, an average length of stay of **TWO NIGHTS**, and **365** days in a year. } **FC3e**

{Instructional copy instructional copy instructional copy.}

{Select Different Hotel Brand}

{Calculate}

(FC3c) Default Form Values

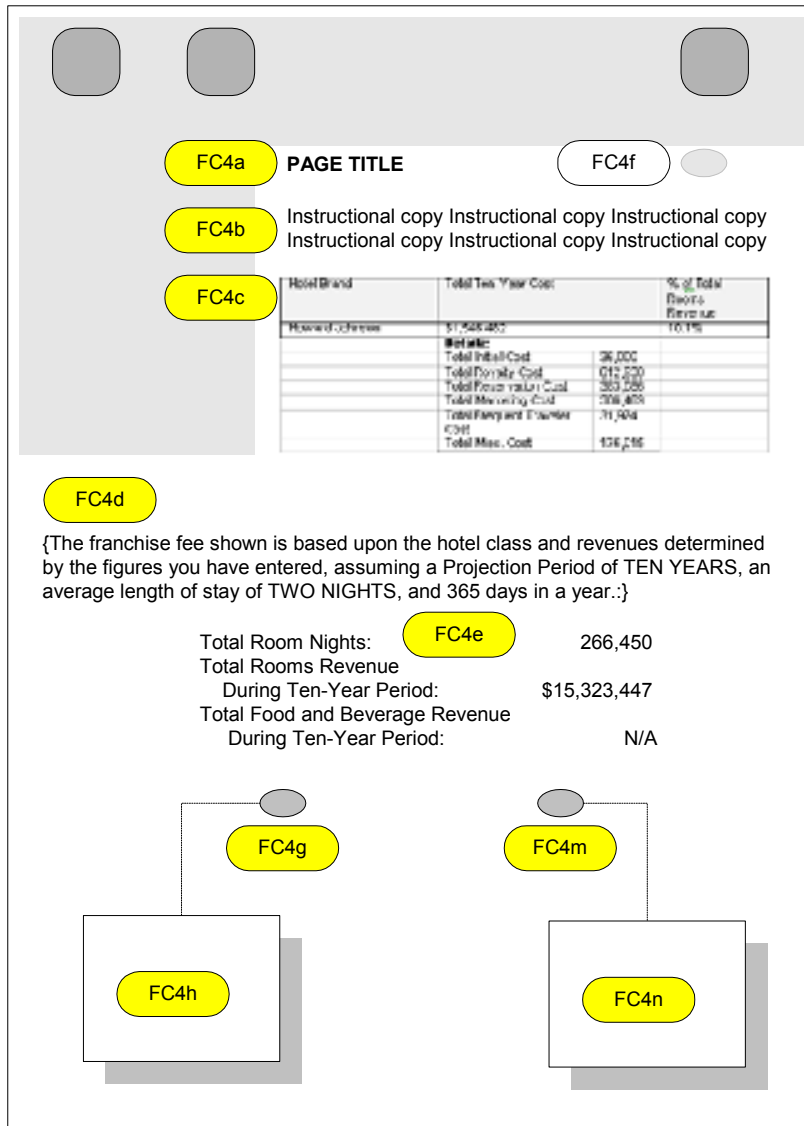
	DEFAULTS		
	IF Economy Hotel	IF Mid-Rate Hotel	IF First-Class Hotel

Room Count:	100	200	300
Average Room Rate (Year One)	\$50	\$80	\$110
Room Rate Growth (per year):	3%	3%	3%
Occupancy:			
Year 1:	60%	60%	60%
Year 2:	70%	70%	70%
Years 3 to 10:	75%	75%	75%
Percentage of Rooms Occupied by Frequent Travelers	8%	8%	8%
Percentage of Rooms Occupied by Third-Party Reservation Travelers	5%	5%	5%
Percentage of Rooms Occupied by Internet Reservation Travelers	2%	2%	2%

(FC3e) Fixed Assumptions

Projection Period (years):	10	10	10
Average Length of Stay (nights):	2	2	2
Days in Year	365	365	365

FC4: Results--Revised



**FC4a** PAGE TITLE

**FC4b** Instructional copy Instructional copy Instructional copy  
Instructional copy Instructional copy Instructional copy

**FC4c**

Hotel Brand	Total Ten Year Cost	% of Total Revs/yr Revenue
Howard Johnson	\$1,500,000	10.1%
<b>Hotel:</b>		
Total Initial Cost	26,000	
Total Property Cost	612,200	
Total Furniture Cost	363,200	
Total Moving Cost	228,800	
Total Franchise Fee/Year	31,500	
COFF		
Total Misc. Cost	126,216	

**FC4d**

{The franchise fee shown is based upon the hotel class and revenues determined by the figures you have entered, assuming a Projection Period of TEN YEARS, an average length of stay of TWO NIGHTS, and 365 days in a year.}

Total Room Nights: **FC4e** 266,450  
Total Rooms Revenue  
During Ten-Year Period: \$15,323,447  
Total Food and Beverage Revenue  
During Ten-Year Period: N/A

**FC4g**

**FC4m**

**FC4h**

**FC4n**

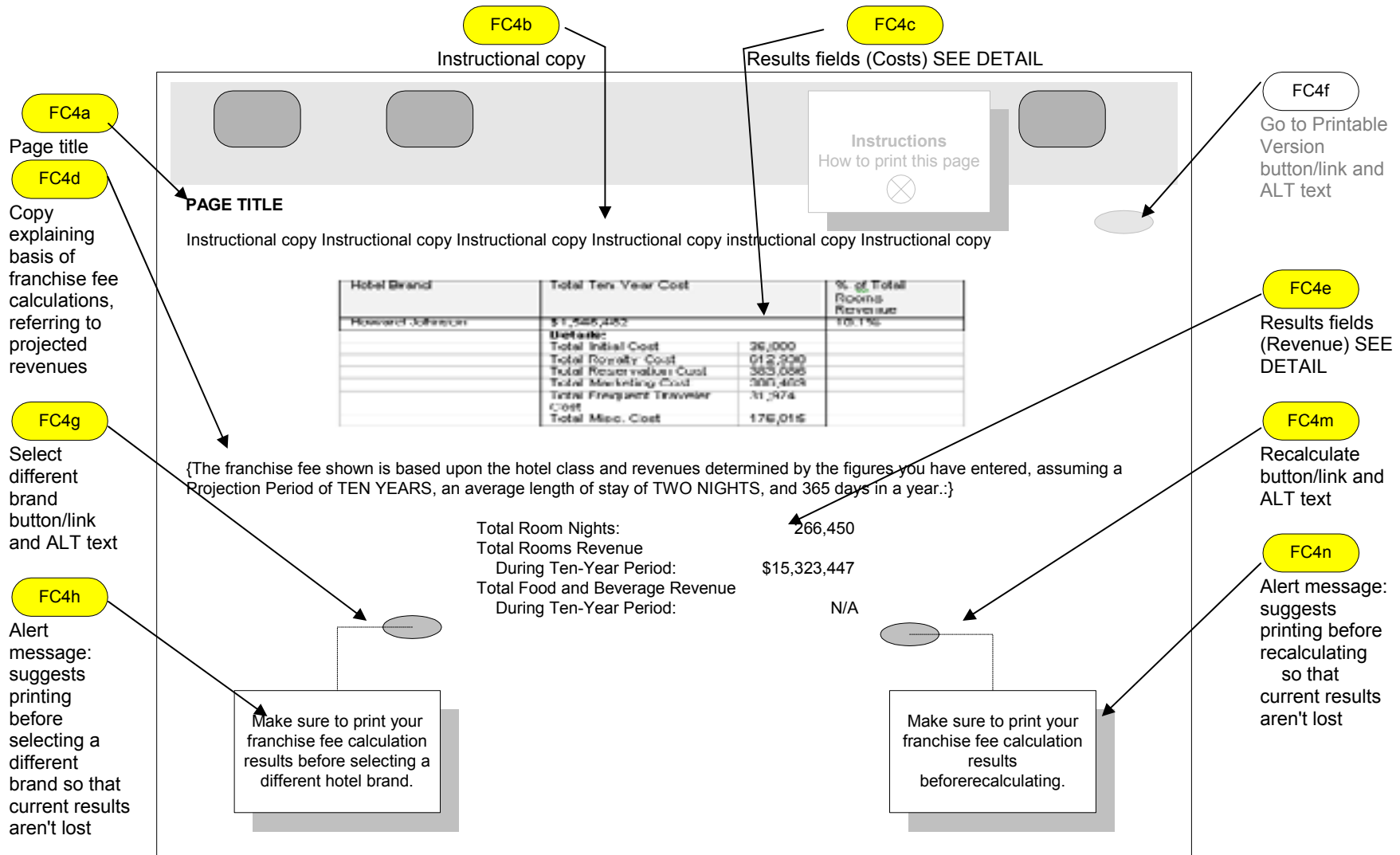
Content Requirements

- (FC4a)** Page title
- (FC4b)** Instructional copy
- (FC4c)** Results fields (Costs) -- SEE DETAIL
- (FC4d)** Copy explaining basis of franchise fee calculations, referring to projected revenues (FC4e).
- (FC4e)** Results fields (Revenue)-- SEE DETAIL
- ~~(FC4f) Go to Printable Version button/link and ALT text~~
- (FC4g)** Select different brand button/link and ALT text
- (FC4h)** Alert message: suggests printing before selecting a different brand so that current results aren't lost
- ~~(FC4i) "Recalculate" heading and instructions how to recalculate~~
- ~~(FC4j) Duplicate content from Calculations page (FC3)~~
- (FC4m)** Recalculate button/link and ALT text
- (FC4n)** Alert message: suggests printing before recalculating so that current results aren't lost

Functional Requirements

- The user learns the franchise fees for the chosen hotel brand.
- User is told how Franchise Fee is based upon hotel class and projected revenues derived from total room nights, total rooms revenue, and (for first class) total food and beverage revenue. The user's projected revenues are displayed.
- In order to select a different brand, user clicks on (FC3g) to return to "Select Hotel" (FC2).
- Selecting a different brand (FC3g) gives alert message (FC3h) suggesting that user print current results so they aren't lost (If yesreturn to results for printing).
- User is actively encouraged to view and print a printer-friendly version of the results (FC5) via a prominent button or link (FC3f).
- ~~User is presented with the same entry form and assumptions from the Calculation page (FC3), with previously filled-in figures. User is allowed to enter new figures and recalculate.~~

(FC4) Results DETAIL--Revised





**(FC4) Result Fields DETAIL**

FC4c

Room Brand	Total 10-Year Cost	% of Total Room Revenue
Howard Johnson	\$1,585,482	10.1%
	<b>Initial Fee</b>	
	Total Initial Cost	20,000
	Total Royalty Cost	612,000
	Total Reservation Cost	200,000
	Total Marketing Cost	700,460
	Total Frequent Traveler Cost	71,914
	Total Misc. Cost	120,012

**RESULT FIELDS (COSTS)**

(Show both Dollar and percent costs)

Initial Fee	\$	
Royalty Fee	\$	%
Reservation Fee	\$	%
Marketing Fee	\$	%
Frequent Traveler Fee	\$	%
Misc. Fee (training, commissions, etc.)	\$	%
Total 10-Year Franchise Fees	\$	
Franchise Fee as a Percentage of 10-Year Gross Rooms Revenue		%
Total 10-Year Gross Rooms Revenue	\$	
Total 10-Year F&B Rooms Revenue	\$	
Total 10-Year Roomnights		

FC4d

{The franchise fee shown is based upon the hotel class and revenues determined by the figures you have entered, assuming a Projection Period of TEN YEARS, an average length of stay of TWO NIGHTS, and 365 days in a year.}

**FIXED ASSUMPTIONS**

Projection Period (years)	10
Average Length of Stay (nights)	2
Days in Year	365

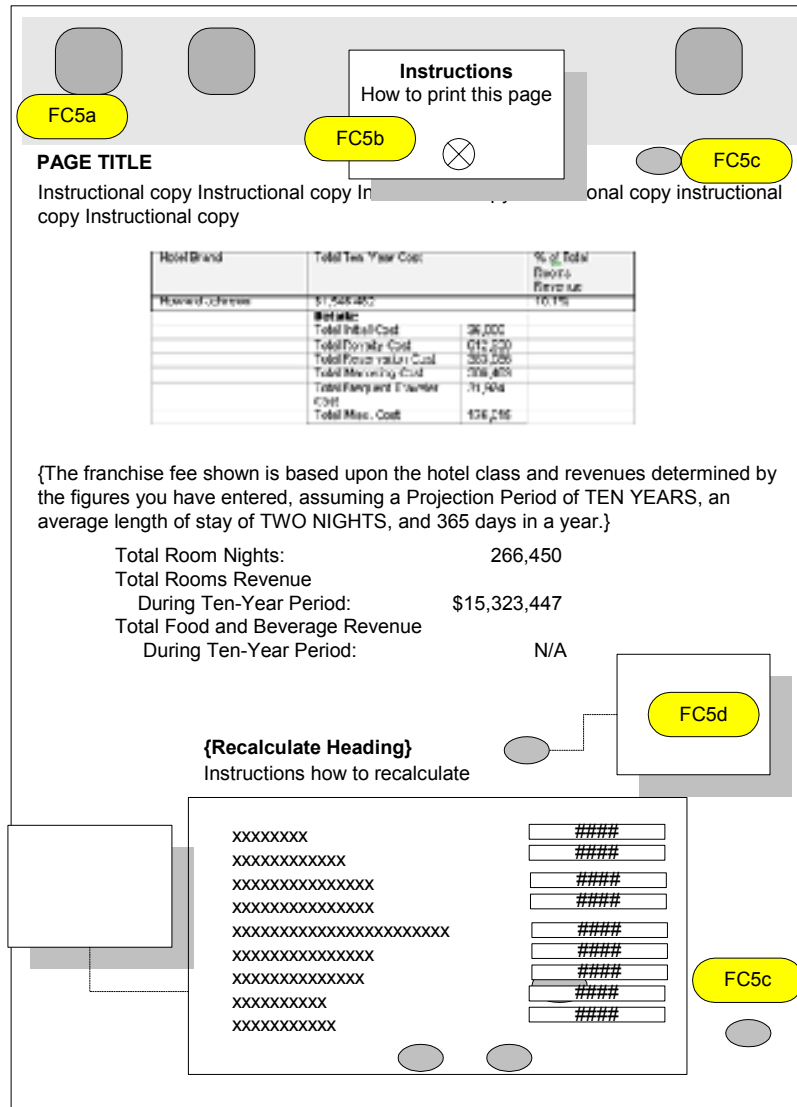
FC4e

{Example Results}  
 Total Room Nights: 266,450  
 Total Rooms Revenue  
 During Ten-Year Period: \$15,323,447  
 Total Food and Beverage Revenue  
 During Ten-Year Period: N/A

**RESULT FIELDS (REVENUE)**

Total 10-Year Gross Rooms Revenue	= Roomnights (x) Occupancy Year 1 (x) 365 (X) Average Room Rate (\$50.00)
	= Roomnights (x) Occupancy Year 2 (x) 365 (X) Average Room Rate (\$50.00 * 3%) = \$51.50
	= Roomnights (x) Occupancy Year 3 (x) 365 (X) Average Room Rate (\$51.50 * 3%) = \$53.05
	Etc.
Total 10-Year Food & Beverage Revenue	= Roomnights (x) Occupancy Year 1 (x) 365
	= Roomnights (x) Occupancy Year 2 (x) 365
	Etc.
Total 10-Year Roomnights	{Calculated for first-class hotel brands only} {formula?}

### FC5 Printable Results (OPTIONAL)



**Instructions**  
How to print this page

**PAGE TITLE**  
Instructional copy Instructional copy In onal copy instructional copy Instructional copy

Hotel Brand	Total Ten-Year Cost	% of Total Revenue
Howard Johnson	\$1,500,000	10.1%
<b>Details:</b>		
Total Initial Cost	36,000	
Total Property Cost	612,000	
Total Franchise Fee Cost	363,000	
Total Marketing Cost	338,800	
Total Furniture Fixtures	71,900	
Other		
Total Misc. Cost	128,200	

{The franchise fee shown is based upon the hotel class and revenues determined by the figures you have entered, assuming a Projection Period of TEN YEARS, an average length of stay of TWO NIGHTS, and 365 days in a year.}

Total Room Nights: 266,450  
 Total Rooms Revenue  
 During Ten-Year Period: \$15,323,447  
 Total Food and Beverage Revenue  
 During Ten-Year Period: N/A

**{Recalculate Heading}**  
Instructions how to recalculate

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### Content Requirements

The content of the printable results page is the same as the results page (FC4) except as indicated.

- (FC5a) Page title (may be different from non-printer-friendly title)
- (FC5b) Small popup window with instructions how to print page; close button/link
- (FC5c) Return to Standard Version Results button/link
- (FC5d) Alert: recommend printing before selecting different hotel brand

### Functional Requirements

The Printable Results page enables the user to print out results of the Franchise Fee Calculator without any printing-intensive graphics or space-wasting table formatting. User is allowed to return to the standard (non-printer-friendly) version by clicking on a button (FC5b).

### Development Note

Development of a separate printer-friendly results page is dependent upon the graphic treatment of the “regular” results page (FC4).

The original, approved graphic design of the Franchise Fee Calculator does not require development of a separate printer-friendly results page. Because future redesigns may lead to less printer-friendly designs, specifications for printable results will remain in the Storyboards documentation.

(FC5) Printable Results DETAIL (OPTIONAL)

**FC5a** Page title (may be different from non-printer-friendly title)

**FC5b** Small popup window with instructions how to print page; close button/link

**FC5c** Return to Standard Version Results button/link

**FC5d** Alert: recommend printing before selecting different hotel brand

**FC5c** Return to Standard Version Results button/link

**Annotations:**

- Instructions How to print this page
- Make sure to print your franchise fee calculation results before selecting a different hotel brand.
- {Error: all fields are required for calculation}

Hotel Brand	Total Ten Year Cost	% of Total Rooms Revenue
Howard Johnson	\$1,526,282	10.1%
<b>Details:</b>		
Total Initial Cost	26,000	
Total Royalty Cost	612,930	
Total Reservations Cost	383,086	
Total Marketing Cost	330,428	
Total Franchise Traveler Cost	31,974	
Total Misc. Cost	176,016	

{The franchise fee shown is based upon the hotel class and revenues determined by the figures you have entered, assuming a Projection Period of TEN YEARS, an average length of stay of TWO NIGHTS, and 365 days in a year.}

Total Room Nights: 266,450  
 Total Rooms Revenue During Ten-Year Period: \$15,323,447  
 Total Food and Beverage Revenue During Ten-Year Period: N/A

**{Recalculate Heading}**  
Instructions how to recalculate

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