# AAMI Demonstration Script

## For CMS Vendors

The demos will start with a round of brief introductions. Then, we ask that you Dive immediately into the scripted demonstration. Adhere strictly to the task order in the script, regardless of the natural flow, as this will allow the AAMI staff to follow along with their review surveys which they will be filling out during the demo. If your proposed system lacks requested functionality, demonstrate how you'd handle the requirement using your preferred method.

When demonstrating the desired functionality in the tasks below, we understand that you may not always be able to show a specific capability. In that case, please either show us something you have done for another client that is similar to the requested functionality; or discuss how you see the desired functionality working, by describing, or better still – illustrating with wireframes or other visualizations.

1. The Pitch
   1. **Focus on the Visuals:** AAMI is looking for your expertise. Showcase your design skills by walking them through the visual aspects of the website.
   2. **Key Elements to Address:**
      1. **Visual Style:** Describe the overall look and feel of the design. Is it modern, minimalist, vibrant, etc.?
      2. **Color Palette:** Explain your color choices and how they evoke the desired brand emotions.
      3. **Typography:** Discuss the font selections for headings, body text, and other elements, and how they contribute to readability and brand personality.
      4. **Imagery:** Describe the types of images or graphics used, and how they enhance the visual appeal and user experience.
      5. **Relate to AAMI's Brand:** Make sure your design choices align with their core values and messaging. Consider their target audience and the overall tone they want to convey.
2. Feature walk through:
   1. **Member** For each item below, show both on the website and via email (where appropriate).
      1. How to create, edit, delete and view posts.
      2. How to comment, “Like” or otherwise promote liked posts.
      3. How to subscribe/unsubscribe from any group. ( what is Group? It is community I think!)
      4. Show subscription options (e.g., real-time, daily, weekly, etc.)
      5. How to flag posts as inappropriate. Flagging Post vs Comment
      6. How to search and filter feeds and posts.
      7. Show notifications that the user receives if their post receives a response or reply.
      8. Show what the user experience looks like for members who engage via email. Show the various functionality available via email, (e.g., promoting posts, tagging, flagging as inappropriate, etc.).
      9. Show how AAMI staff can publish advertising in every type of group.
      10. Show ability for AAMI staff to cross-post to multiple groups at the same time.
      11. Show ability for AAMI staff to define who has the right to cross-post to multiple groups,
      12. Show group moderation options for membership and posts.
   2. **Public**
      1. Show what a public-facing group would look like, and the options for defining access profiles.
      2. Show a private group with a public-facing sub-group.
      3. Show the ability to change any private group to public and vice-versa.
      4. Show and discuss any differences in moderation options for public users and posts vs. member users.
   3. **Community Group Leader** (AAMI member, not AAMI staff)
      1. Show the ability to assign a member as a group administrator.
      2. Show the administrative options available for assigning to non-staff community group leaders.
      3. Show the ability for community group leaders to moderate group access; and posting.
   4. **Staff / Admin**
      1. Demonstrate the staff ability to assign, modify, merge, separate and otherwise curate a taxonomy of content tags.
         1. Discuss or demonstrate any ways you are able to incorporate AI into the content tagging process.
      2. Demonstrate the ability to create, merge, separate, promote, subordinate, deactivate, re-activate, and terminate any group, or subgroup.
      3. Show the added functionality available to staff administrators beyond what has already been demonstrated.
   5. **Feed Administration ( What is feed?)**
      1. Show or discuss the process for creating, managing, automating, directing and redirecting the feed from any given group or subgroup to the various destinations on the website.
         1. Show or discuss options for feed presentation layout (e.g. grid, slider, carousel, collage, list, etc.)
         2. Show or discuss options for feed formatting such as colors, fonts and the ability to strip website name from sources.
         3. Show or discuss use and management of header tags.
         4. Show or discuss options for filtering the feeds by tags, content, date, author, including whitelisting blacklisting
      2. Show or discuss the ability to manage the volume of feeds from each source by frequency, time, and limits.
         1. Show or discuss the ability to filter out duplicate content and support for canonical tags and links.
         2. Show or discuss the ability to define activation date/time, update intervals, pause the feed, etc.