

APPENDIX M : STAGE 2 DESIGN MATRIX AND SAMPLE CARDS

card	cardcode	installation	activation	panel	communication	service type	information	usage fee	installation cost
A	¢	Professional	Automatic, Voice & Button	Illuminated	Verbal	No Services Included	Basic	\$0.00/Minute	\$0
B	ð	Professional	Automatic, Voice & Button	Illuminated	Verbal	No Services Included	Extensive	\$0.50/Minute	\$1000
C	Δ	Professional	Automatic, Voice & Button	Illuminated	Verbal	Services Included	Basic	\$2.00/Minute	\$1500
D	®	Professional	Automatic, Voice & Button	Illuminated	Verbal	Services Included	Extensive	\$5.00/Minute	\$500
E	Σ	Do-it-Yourself	Voice and One Button	Not Illuminated	Verbal	No Services Included	Basic	\$0.50/Minute	\$500
F	√	Do-it-Yourself	Voice and One Button	Not Illuminated	Verbal	No Services Included	Extensive	\$0.00/Minute	\$1500
G	+	Do-it-Yourself	Voice and One Button	Not Illuminated	Verbal	Services Included	Basic	\$5.00/Minute	\$1000
H	™	Do-it-Yourself	Voice and One Button	Not Illuminated	Verbal	Services Included	Extensive	\$2.00/Minute	\$0
I	‡	Do-it-Yourself	One Button	Illuminated	Text	No Services Included	Basic	\$2.00/Minute	\$1000
J	≠	Do-it-Yourself	One Button	Illuminated	Text	No Services Included	Extensive	\$5.00/Minute	\$0
K	œ	Do-it-Yourself	One Button	Illuminated	Text	Services Included	Basic	\$0.00/Minute	\$1500
L	¿	Do-it-Yourself	One Button	Illuminated	Text	Services Included	Extensive	\$0.50/Minute	\$500
M	∏	Professional	Dial Number	Not Illuminated	Text	No Services Included	Basic	\$5.00/Minute	\$1500
N	□	Professional	Dial Number	Not Illuminated	Text	No Services Included	Extensive	\$2.00/Minute	\$500
O	ı	Professional	Dial Number	Not Illuminated	Text	Services Included	Basic	\$0.50/Minute	\$0
P	¶	Professional	Dial Number	Not Illuminated	Text	Services Included	Extensive	\$0.00/Minute	\$1000
Q (Experimental Only)	∞	Professional	Automatic, Voice & Button	Illuminated	Verbal	No Services Included	Basic	\$2.00/Minute	\$1500
R (Experimental Only)	√	Professional	Dial Number	Not Illuminated	Text	Services Included	Extensive	\$5.00/Minute	\$500

Fig. 1a

Figure 1b : Design Matrix 2

Card	Product Design (see Table)	Service Type	Variety of Information Received	Usage Fee	Purchase Cost
A	1	0	0	1	1
B	1	0	1	2	3
C	1	1	0	3	4
D	1	1	1	4	2
E	2	0	0	2	2
F	2	0	1	1	4
G	2	1	0	4	3
H	2	1	1	3	1
I	3	0	0	3	3
J	3	0	1	4	1
K	3	1	0	1	4
L	3	1	1	2	2
M	4	0	0	4	4
N	4	0	1	3	2
O	4	1	0	2	1
P	4	1	1	1	3
Q	1	0	0	3	4
R	4	1	1	4	2

Table of Product Design Alternatives

Product Design 1	Voice	Illuminated	Must Be Professionally Installed	Automatic Activation and Push Button
Product Design 2	Voice	Not illuminated	Not Professionally Installed	Voice Activation
Product Design 3	Text	Illuminated	Not Professionally Installed	Push 1 Button
Product Design 4	Text	Not illuminated	Must Be Professionally Installed	Push 7 Buttons

See Figure 1a (previous page) for definition of other matrix values.

Figure 2 : Sample Cards

PRODUCT DESIGN	
<i><u>Installation:</u></i>	Professional
<i><u>Panel Illumination:</u></i>	Illuminated
<i><u>Activation:</u></i>	Automatic, Voice & Button
<i><u>Communication:</u></i>	Verbal
INFORMATION:	Basic
PURCHASE COST:	\$1500
USAGE FEE:	\$2.00/Minute
SERVICE PKG.:	Services Included
	R A <u>N K 1</u>

PRODUCT DESIGN	
<i><u>Installation:</u></i>	Do-it-Yourself
<i><u>Panel Illumination:</u></i>	Not Illuminated
<i><u>Activation:</u></i>	Voice and One Button
<i><u>Communication:</u></i>	Verbal
INFORMATION:	Basic
PURCHASE COST:	\$1000
USAGE FEE:	\$5.00/Minute
SERVICE PKG.:	Services Included
	R A <u>N K 2</u>