

Author: Suki Soltysik
June 8

Channel Website Project-From a User's Perspective

As a user....

I would like to Type into Browser and get to Company (Channel) website and I want to be able to do this from any standard browsers and have it look perfect...and be W3C compliant-(ITEM 1A)

- Read Publisher tweets from feed located at bottom on every page.

- Access Company (Channel) Social Media (Twitter, Facebook, Rss blog feed) from a Top Menu
- I would like to be able to always return to Company (Channel) Homepage by clicking on logo at top left of every page
- Access the Company (Channel) website site map from the footer of every page.
- Access Company Website from the Footer Menu
- Access Company Social Media (Twitter, Facebook, Rss blog feed) from a footer on every page
- Within three 3 seconds I want to have the overall gist of what a given page is about
(Content/Messaging needs to be clear and Concise)
- **Back-end Development**
 - **New pages** in CMS selectable as templates **-(ITEM 2A-1)**
 - **Site Map- Dynamic-** Any new page must be dynamically added to the Global footer Site Map **-(ITEM 2A-2)**
 - **Metatags/ Meta Descriptions** to be added/updatable through CMS **-(ITEM 2A-3)**
 - **Global Navigation Menu Drop-down-** Choose Menu and CSS Menu Code **-(ITEM 2A-4a)**
 - All Main and sub menus need to be easily updated
 - Global Menu Drop-down Testing- This menu needs to be perfect across all browsers
 - When a new main or sub menu item is added the CMS needs to
 - Automatically propagate a new page- the template layout can be selected at this stage in the CMS

- Metatags should be able to be added/updated at any time for any new future page.
- **I want to access the Main and Sub Navigation Menu-**
Access any of the main Company (Channel) **Main and Sub pages** from the navigation menu on every page- Publications, Advertisers, Solutions
 - **Back-end Development (ITEM 2A-4b)**
 - Need to be able to update menu from CMS.
- **Highlight/Featured Boxes- (ITEM 3A)**
 - Read Highlight about “TBD Focus 1” and link to corresponding website page with more details.
 - Read Highlight about “TBD Focus 2” and link to corresponding website page with more details.
 - Read Highlight about “TBD Focus 3” and link to corresponding website page with more details.
 - **Back-end Development -(ITEM 3A-3)**
 - Build ability to add and edit Highlight into CMS.
- **Video Implementation (ITEM 4A)**
 - I would like to watch featured video from Home Page
 - I want to be able to share a video via social media
 - I would like to watch and select from multiple videos (for example on Publisher and Advertiser pages...)
 - I would like to watch and select from multiple Creative Solutions videos (for example on Creative Solutions page...see **ITEM 9A-3**)
 - **Back-end Development (ITEM 4A-3 -Planning)**
 - Need seamless video trackability throughout entire Video component
 - Need to be able to update video from CMS
- **Publisher Tweet Feed Planning:** (Tweet Integration later -see Scrum 2) (**ITEM 5A PLANNING**)
 - **I would like to be able to read Publisher Tweet from Footer of every Page**
 - **Back-end Development (ITEM 5A-3 -Planning)**

- Figure out how to implement multiple publisher tweets

Login:

- I would like to be able to Login from top menu of every page
(ITEM 7A)

Type into Search Field from every page- (ITEM 8A)

- **Back-end Development (ITEM 8A-2)**
 - Design dynamic code
 - Make sure indexed....

Case Studies Page:

(ex.)- **(ITEM 11A)**

- When I land on a page like Case Studies, I want to be able to see the Current Case Study information at-a-glance
- I want to be able to download a printable version of the Current Case Study
- I want to see supporting graphics for the Case Study
- I want to have the option to view other available Case Studies by clicking on tabs
- By clicking on other case study tabs I want that information to then show and takeover the entire screen
- When I first arrive at this page I want to be able to download .pdf files for all available case studies

Creative Solution Overview Page:

- I want to be able see all formats available for Creative Solutions.
- When I click on a format, I want to link to a page with details about the specific format.

Creative Solution Format Specific Page:

- I want to be able to see details about a specific format.
- I want to be able to click through to a demo of specific format
- I want to be able to download a pdf for Specifications
- I want to be able to download a pdf for Production Schedule for format.

(ex.)- **(ITEM 11A)**

- **Back-end Development-(ITEM 11A-3)**
 - Make so I can add

- Integrate Pdf downloads
- Integrate trackability

About Page Company Channel Page- (ITEM 12A)

- I want to be able to read the Company Channel Blog
- I want to be able to click on a specific blog title to read full blog Post

- **Back-end Development- (ITEM 12A-3)**

- Integrate Blog feed
- Integrate Side Bar with social media highlight, news feed etc....

Right Side Bar on certain Pages (Channel) Social Highlight -(ITEM 13A)

(ex. About Company Channel, Blog, Contact, Search results Pages)

- I want to be click on any social icon to access Facebook, Twitter, or Linked In
- I want to be able to Read Channel recent blog posts in a feed box.
- If I want to read more blogs, I want to be able to click to view More Blogs Page...

- **Back-end Development-(ITEM 13A-2)**

- Integrate News feed
- Integrate Side Bar with social media highlight, news feed etc.....

Main Blog Listing Page- From when clicked on from top global menu-(ITEM 14A)

- I want to be able to see most current blog listings at-a-glance
- I want to be able to share this via social media
- I want to read the date this blog came out
- I want to know who the author is
- I want to access Channel news page,,,???
- I want to be able to click on button to “continue reading” blog

- **Front-end Design- (ITEM 14A-1)**

- Create Styling and Layout

- **Back-end Development- (ITEM 14A-2)**

- Make page dynamic

- **TECH QA-Linda Vaughan (ITEM 14A-3)**

- QA of Main Blog Listing Page

Contact Form-(ITEM 15A)

- I want to enter my Name, Email, website, and Phone number etc.... and submit to Channel Representative
- I want to receive Thank you confirmation

Specific Blog Page- (ITEM 16A)

- I want to be able to Need to click on an “Older Post” or Newer Post” button to access other blogs.
- I want to be able to share this via social media
- I want to read the date this blog came out
- I want to know who the author is
- I want to access Channel news page,,,???

- **Back-end Development-(ITEM 15A-2)**

- Make page dynamic

Search Page- Generated by filling out global search page located on every page--(ITEM 17A)

- I want to see all of the search listings
- I want to link to associated pages
- I want to click on button to see “More Results”

- **Back-end Development -(ITEM 17A-2)**

- Make page dynamic

-