BARKLEYREI

NewPA

Wireframe Notes / Preliminary Functional Specifications – NewPA pages

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Templates

0.0 Home Page (WF 2)

1) **Flash Piece:** This is a promotional flash area. A story headline is displayed. The user can click to read the story or click to watch a video related to the story. The user can click to go to a previous or next story.

2) **Login:** *(This will be done in Phase 2)* This displays what it would be appear if the user is not signed in. This is displayed to remember to make sure that there needs to be room allotted for signing in when that feature is added.

3) **My Bookmarks:** *(This will be done in Phase 2)* "My Bookmarks" links to a page that displays the pages that the user has bookmarked in the past and during their current visit to the site. Have an icon to symbolizes a bookmark. Could possibly use wording "My Briefcase" instead of "My Bookmarks," but "My Bookmarks" may be more easy to understand what it does and involves. The user can use this feature without being signed in.

4) **Search:** Suggestions for search terms display as the user starts to type, in the same way the Google toolbar works. Uses keywords for suggestions.

5) **E-mail Signup:** Provide brief bit of copy to promote signing up and have link to sign up. The link takes the user to "Keep Me Informed Sign Up" page.

6) **Navigation:** When a user clicks on one of the top navigation titles, e.g. Build Your Business, the subnavigation for that section will open up below it without going to another page and without a page refresh. The subnavigation will push down the rest of the navigation and the news underneath it.

   - *Note*: A hybrid navigation is going to be used for this site. That is when you are on a page, only display that page's children, peers, parent, grandparent, all the way to the top. The difference with this navigation is that the peers of the parent and peers of the grandparent and so forth are no longer visible. The top levels, "Build Your Business," "Strengthen Your Community," and "For Local Government," will always be visible.
   - If the page being displayed is within the footer then display the title of the section above the primary navigation.

7) **What can PA do for You?**: This is a link that, when clicked on, will open up and display the top 8 to 10 most often accessed pages or most relevant pages for the current time of year. This list is entered in by the CMS; it is not dynamically pulled in.

8) **News:** List the latest three to five news items. Display the name and date. The name links to the article's detailed page. News is pulled in dynamically. Once the user goes to a second level in the site, this news will go away – it will only appear when the user is on the homepage.

   - Link to "View all news" which takes the user to the News section of the website, filtered to display business news.
   - This information is dynamically pulled in

0.0 Homepage, Build Your Business Open (WF 3)

1) **My Profile**: *(This will be done in Phase 2)* This takes the user to their profile page
2) **My Bookmarks:** *(This will be done in Phase 2)* When the user has bookmarks, then display the number of bookmarks they have next to the "My Bookmarks" link. When the cursor hovers over "My Bookmarks" a dropdown will appear that displays the 5 latest added pages. There is a link to view all of the bookmarks. The page titles link to the respective page.
3) **Sign Out:** *(This will be done in Phase 2)* This logs the user out. This area then reverts back to what is seen in the previous wireframe where the user can Sign In, Create an Account, or view My Bookmarks.
4) **Navigation**: This wireframes displays how the subnavigation will appear while the user is still on the same page, which on this wireframe is the homepage. The other sections are pushed down. The news piece remains on the page, it just isn't pushed down – it gets covered over by the main navigation.
5) **Most Viewed Pages:** *(This will be done in Phase 2)* Display the top five viewed items that relate to businesses. This information is dynamically pulled in. Have link to view more of the most viewed pages.

0.0 Homepage, What can PA do for You?, Open (WF 4)

1) **Navigation**: This wireframes displays how the page will appear when "What can PA do for You?" is clicked on. This list contains the top 10 pages or topics that people are interested in. Clicking on a page takes the user straight to that page. Clicking on a topic will take the user to a page that relates to that topic. The pages in the list are entered in through the CMS – it is not pulled in dynamically.

2) **Link to FAQs**: This link takes the user to the Frequently Asked Questions page.

0.0 Homepage, Find & Apply for Funding, Open (WF 5)

1) **Navigation**: This wireframes displays how the page will appear when "Find & Apply for Funding" is clicked on. What is below "Find & Apply for Funding" before it is opened will move down to provide space for the list of pages/topics.

2) **Purpose of Funding dropdown:** Have a dropdown where the user can select the purpose of the funding that they are looking for. Provide copy to explain this to the user. Since more than just business people will be looking at this dropdown, the categories should be different than just what is within the "Purpose of Funding" dropdown in the Business portion of the Funding Finder. It should include categories that are associated with Communities and Local Governments. Initially, "All Purposes" is selected.

3) **Find Button:** Clicking the find button will take the user to the search results page for Find Funding. The appropriate audience radio button will be selected based on what category was selected, which are "Businesses," "Communities," and "Local Governments" – and will display all funding, incentives, and programs that fit the purpose of funding selected. For example, if a purpose of funding category that is specifically only related to Local Governments is selected, then the "Local Governments" radio button will be selected and all funding, incentives, and programs for local governments that fit the selected purpose will be displayed. If a purpose of funding category is selected that relates to all audience types, the default is to have the "Businesses" radio button selected.

4) **Single Application Link:** This links to a page that explains the Single Application and lists programs that the single application cannot be used to apply for

3-Column With News and Events (WF 6)

1) **Page Title**
2) **Breadcrumbs:** Display the position of the page in relation to the Home page.
3) **Add to My Bookmarks:** *(This will be done in Phase 2)* This button appears on every page. It saves this page to the My Bookmarks page. This will be done in the second phase.
4) **Save as PDF:** *(This will be done in Phase 2)* This button appears on every page. This will open a dialog box where the user can select what to title the file and where to save it. This will be done in the second phase.
5) **E-mail this page:** *(This will be done in Phase 2)* This link will open a dialog box where the user can enter an email address to send this pages web address to.
6) **Copy:** Editable region
7) **News/Events:** User can select whether to see News or Events. If there are no events, then do not have the event tab. Initially, news displays.
    a. **News:** List 3 of the latest news articles that are related to the subject matter of this page. Display news title and date. News title links to that news article's page. "More News" links to a news search result page that is filtered to show all news relevant to subject matter of this page.
    The news is pulled in dynamically.
    b. **Events:** List 3 of the upcoming events that are related to the subject matter of this page. Display the event title and date. Event title links to a detailed description of that event. "More Events" links to an events search result page that is filtered to show all events relevant to subject matter of this page.
    The events are pulled in dynamically.
8) **Success Story:** Display a success story that is related to the subject matter of this page. "Read more" links to the full success story. "More Success Stories" links to a page that displays all of the success stories.
    - This could also be a portion of a blog by a Thought Leader. Have a link to read more of the blog or view more Thought Leader blogs.
    - This could also be a link to a video relevant to starting a business. Link takes the user to a page where they can view the video.
    - This information is not pulled in dynamically – it is manually entered into the page.
9) **Navigation:** A hybrid navigation is going to be used for this site. That is when you are on a page, only display that page's children, peers, parent, grandparent, all the way to the top. The difference with this navigation is that the peers of the parent and peers of the grandparent and so forth are no longer visible. The top levels, "Build Your Business," "Strengthen Your Community," and "For Local Government," will always be visible.
    - If the page being displayed is within the footer then display the title of the section above the primary navigation.

    Note: In the future, can have a Most Viewed Pages by the user or in general at the top of the 3rd column

3-Column Editable 3rd Column (WF 7)

This template is for pages where there is no need to display news or events
1) **3rd Column:** This column is an editable area.

3-Column with Video (WF 8)

1) **Video:** Video is a separate part from the copy of the page. User can play the video directly on the page.
2) **3rd Column:** This column is an editable area.

3-Column FDI (WF 9)

1) **Contact Information:** Display contact information on every page within the FDI section of the site.
2) **Success Story**: Display Success Story on pages where appropriate. Have link to Read More of this particular success story and a link to see more success stories. This information is not pulled in dynamically – it is manually entered into the page.
3) **Navigation**: The FDI section is within the NewPA site, it isn't a stand alone site.

2-Column (WF 10)

1) **Page Title**
2) **Breadcrumbs:** Display the position of the page in relation to the Home page.
3) **Add to My Bookmarks:** *(This will be done in Phase 2)* This button appears on every page. It saves this page to the My Bookmarks page.
4) **Save as PDF:** *(This will be done in Phase 2)* This button appears on every page. This will open a dialog box where the user can select what to title the file and where to save it.
5) **E-mail this page:** *(This will be done in Phase 2)* This link will open a dialog box where the user can enter an email address to send this pages web address to.
6) **Copy:** Editable region.
7) **Navigation:** A hybrid navigation is going to be used for this site. That is when you are on a page, only display that page's children, peers, parent, grandparent, all the way to the top. The difference with this navigation is that the peers of the parent and peers of the grandparent and so forth are no longer visible. The top levels, "Build Your Business," "Strengthen Your Community," and "For Local Government," will always be visible. If the page being displayed is within the footer then display the title of the section above the primary navigation.

2-Column with Video (WF 11)

1) **Video**: The video is a separate part from the copy. User can play the video directly on the page.

Flash 2-Column (WF 12)

1) **Page Title**
2) **Breadcrumbs:** Display position of current page in relation to homepage
3) **Flash Piece:** Interactive section of the page that uses Flash.
4) **Copy:** Editable region

Flash 3-Column (WF 13)

1) **3rd Column** – This is an editable region.

Audience Landing Pages (WF 14)

1) **Copy:** Give a brief overview of what PA and this website provides for businesses.
2) **Navigation list:** List out the navigation and explain each section so users can know what to expect and find what suits them the best. Each section title is a link to that section's landing page.
3) **Navigation:** The example here is that "Build your Business" was clicked on in the breadcrumbs on some page within the website. As a result, the Build Your Business part of the navigation is open and the most viewed piece is visible.

FDI Landing Page (WF 15)

1) **Copy**: Short description of NewPA's mission on how to help and bring in Foreign Investment into PA. Also briefly describe how great PA is of a place to invest. Do not make the copy very long, as you want them to look through the site and also see the map of PA below

2) **Map of PA**: Use this map to display the many reasons of why PA is a great place to invest. There is the location to ports, many types of key industries, high quality education, closeness to such a large population, and many foreign companies and investments in PA. Could have hotspots all over the map, that when the user clicks on one it presents a fact. Hotspots could include industries, ports, cities, universities, regions, and so forth. (This is a good spot for us to get together and figure out what it is that we should promote and brainstorm of the different ways we can display that information in a feasible manner) Can also have copy associated with the map and a link to learn more about what makes PA a perfect place to invest in, which links to the Why Pennsylvania? section.

3) **Contact Information:** Contact Information for the local trade representative for the country that the user is from. This may not be possible in the current Phase. This information is not pulled in dynamically – it is manually entered into the page.

4) **Events**: Upcoming events that involve foreign direct investment in PA. Each event title is a link to the event's information. List up to 5 upcoming events. If there are more, have a link for "More Events," which will take the user to the Events landing page. If there are no upcoming events, then do not show this section. This is dynamically pulled in.

5) **Navigation:** Because this site is going to be very deep in areas, we are going to use a hybrid navigation as seen here. This type of navigation is where the navigation displays the children, peers, parents, grandparents, and so forth to Build Your Business. Strengthen Your Community and Get Local Gov Support still appear since they are persistent, top level navigation.

Newsroom (WF 16)

1) **Featured Story**: Display a story that want to feature. This is an editable region. Can display a photo, copy, and link to read more. Display a portion of the story (more so than the news articles in the list below)
2) **Latest News**: The top of the list is the most recent. Display the news title, which is a link to that news article's detail page, date, and brief portion of the article. This is dynamically pulled in.
3) **Navigation:** "Newsroom" appears above the primary navigation.

Newsroom with Video (WF 17)

1) **Video**: The video is of a featured story. User can play the video on the page.
2) **Latest News**: The top of the list is the most recent. Display the news title, which is a link to that news article's detail page, date, and brief portion of the article. This is dynamically pulled in.
3) **Navigation:** "Newsroom" appears above the primary navigation.

Press Releases (WF 18)

1) **Dates:** The user can click on the calendar icon or the textbox to open the calendar pop-up from where the user can select a date. The only way the text in the textbox can be changed is by selecting a date from the pop-up, as in the user cannot directly change it..

2) **Categories:** Can display a list of categories to filter the press releases by. Initially, all categories is selected. Suggestions are:
   - All categories
   - International
   - Tourism
   - Technology
   - Advanced Manufacturing
   - Business Services
   - Life Sciences
   - Business Startup
   - Site Selection
   - Exporting
   - Economic Development
   - Community Assistance
   - Local Government Assistance
   - Taxes

3) **Keyword:** The user can enter keywords to search the press releases by. If there are not that many press releases to begin with, then do not need this functionality, as it will probably lead to a lot of "no results."

4) **Buttons:** "Search Press Releases" will filter the press releases by the date, category, and keywords provided. "Reset Form" will set the date, category, and keywords back to their initial state.

5) **Press Release Table:** Initially, display all press releases. Display the press release title and brief description of the press release. The title is a link to that press release's detail page. This is dynamically pulled in

6) **Navigation:** Newsroom navigation appears above the primary navigation. Press Releases is highlighted.

Press Release Detail Page (WF 19)

1) **Press Release Title:** Display the title of the press release
2) **Breadcrumbs:** Display press release page relative to homepage. I believe you cannot display the actual press release title in the breadcrumbs so it just has "Press Release Detail" to represent the current page.
3) **Copy:** This is an editable region. Picture can appear in this area but they will have to be manually entered.
4) **Navigation:** Newsroom navigation appears above the primary navigation. Press Releases is highlighted. The press release title, itself, does not appear in the navigation.

Press Release Detail Page with Video (WF 20)

1) **Video**: Video is a separate part from the copy on the page. User can play the video on the page.

Event Calendar (WF 21)

1) **Dates:** The user can click on the calendar icon or the textbox to open the calendar pop-up from where the user can select a date. The only way the text in the textbox can be changed is by selecting a date from the pop-up, as in the user cannot directly change it.
2) **Categories:** Can display a list of categories to filter the events by. Initially, all categories is selected. Suggestions are:
    - All categories
    - International
    - Tourism
    - Technology
    - Advanced Manufacturing
    - Business Services
    - Life Sciences
    - Business Startup
    - Site Selection
    - Exporting
    - Economic Development
    - Community Assistance
    - Local Government Assistance
    - Taxes
3) **Keyword:** The user can enter keywords to search events by. If there are not that many events to begin with, then do not need this functionality, as it will probably lead to a lot of no results.
4) **Buttons:** "Search Events" will filter the events by the date, category, and keywords provided. "Reset Form" will set the date, category, and keywords back to their initial state.
5) **Event Table:** Initially, display all events from current date to a year from the current date. For each result, display the date, location, and title of the event
6) **Event Title:** The title of the event is a link to the event detail page. Also, display a brief description of the event
7) **Pagination:** Display 15 events per page. User can click on previous to go to the previous page, next to go to the next page, or a number. The current page the user is on cannot be selected.
8) **Navigation:** "Event Calendar" appears above the primary navigation.

Event Search Results (WF 22)

1) **New Search Link:** This is a link that takes the user to the previous wireframe, from where the user can do a new event search. The fields for the search will be reset to the initial state.
2) **Result Description:** Display the dates, category, and keywords that the events were searched by.
3) **Event Table:** Display the events that fit within the search criteria. If no events fit the criteria then display copy to the user that explains there are no results. For each result, display the date, location, title of the event, and brief description of the event. The title of the event links to that event's detail page.
4) **Pagination:** Display 15 events per page. User can click on previous to go to the previous page, next to go to the next page, or a number. The current page the user is on cannot be selected.

Event Detail Page (WF 23)

*This is the standard CMS event detail page
1) **Event Information:** Display:
    a. Title
    b. Description
    c. Website Address
    d. Dates and Locations
    e. Contact Information
        i. Phone Number
        ii. Email
2) **Table:** Display the dates and locations in a table format.

Search Page (WF 24)

1) **Search Filter:** User can search by type of result. Initially, the filter is set to search within all types. Suggestions for types are:
   - All types
   - Pages
   - Funding/Programs
   - News
   - Events
   - Files

2) **Search Tips:** This takes the user to a page that provides tips on how to make better searches. On that page, still provide the search box with the filter, most common searches link, and search tips link. Provide a link to "Go Back To Search Results"

3) **Pagination:** Display 15 results per page. User can click on previous to go to the previous page, next to go to the next page, or a number. The current page the user is on cannot be selected.

4) **Search Results:** Display everything that fit the search criteria. Display the page title and brief description of the page. Display what type the result is: page, funding/program, news, event, news, file.

Keep Me Informed Sign Up (WF 25)

1) **NewPA News – Print:** If the user checks this checkbox, then fields for entering the user's physical address will appear inline.
2) **Navigation:** "Keep Me Informed" appears above the primary navigation

Contact Us (WF 26)

Note: This wireframe has changed, since now it uses the Contact Us/Small Business Request/GAT Form Template. That Form Template is WF 46.

1) **Copy:** Keep this short so the user can quickly see and find the important information.
2) **Contact Methods:** Separate the different contact methods out and make it clearly visible the different forms of contact
3) **Call Us:** Display the phone number, hours that can call, and note that for calls outside of these hours, the user can leave a message
4) **Form area:** Use the "Contact Us/Small Business Request/GAT form" with the appropriate fields marked as required.
5) **Navigation:** "Contact Us" and its subnavigation appears above the primary navigation.

Search for Broadband (WF 27)

1) **Page Title:** Display title of page, which is "Search for Broadband"
2) **Breadcrumbs**: Display current page's relation to homepage
3) **Search**: Display the search within the page
4) **Navigation**: Display current position of page within "Broadband Initiatives." Have the "Broadband Initiative" above the primary navigation

Most Viewed Pages – Businesses (WF 28)

Note: This is all to be done in of Phase 2

1) **Section Type**: The user can select to see the top 25 most viewed pages in the Build Your Business section, Strengthen Your Community section, or Get Local Gov Support section. If the user clicks on "More 'most viewed pages' " under the:
   a. Build Your Business area in the navigation, then the "Build Your Business" tab will initially be selected
   b. Strengthen Your Community area in the navigation, then the "Strengthen Your Community" tab will initially be selected in this list
   c. Get Local Gov Support area in the navigation, then the "Get Local Gov Support" tab will initially be selected
2) **List of Most Viewed Pages**: Display the top 25 most viewed pages, this list is pulled in dynamically. Display the page title and a brief description of the page for each result. The page name links to that page. Display what type the result is: page, funding/program, news, event, news, file. If the result is a file, then display the file type in the page title itself.
3) **Navigation**: Navigation remains the same, as in it does not close up.

Application Page (WF 29)

1) **Application Title:** Display the application title in same format as all page titles throughout the site
2) **Breadcrumbs:** Display the relationship between this page to the homepage
3) **Application:** Display the application within this framework
4) **Navigation:** Display where the application is located within the navigation. If the application is in the footer navigation then display it above the primary navigation

Find Funding, option 1 (WF 30)

1) **Copy**: Explain that the user can apply for the single application or use the search to find funding, incentives, and programs for them. Have the mention of single application be a link to the single application page.

2) **Audience Type**: Provide the user the ability to select what type of audience they are or what to look within. These are "Businesses," "Communities," and "Local Governments." When the user first comes to this page "Businesses" will be selected.

3) **Purpose of Funding Dropdown**: This displays "All Purposes" initially, unless the user selected an option within the Finder on the homepage, in which it would display what the user picked. Only purposes of funding that relate to businesses will be displayed; ideas are:
   a. All purposes
   b. For-profit Business Assistance
   c. Non-Profit Business Assistance
   d. Technology Investment
   e. Community Development
   f. Local Government

4) **Search Options:** This link opens up additional options that the user can search by as seen on the next wireframe

5) **Results:** Display all the types of funding, programs, and incentives that fit the audience type selected and category selected. Display the title and brief description for each result. The title takes the user to that funding/program/incentive's detail page.

6) **Navigation**: "Program Finder" under "Find & Apply for Funding" is highlighted. The purpose dropdown, find button, and link to Single Application that was within the navigation is no longer there.

Find Funding, option 2 (WF 31)

*In this option, all the filters are displayed, there is no showing or hiding options.
*The page the user would see when clicking on "Show Advanced Search Options" in Find Funding, option 1, would look like this page, with the addition of a link to "Hide Advanced Search Options."

1) **Keyword(s):** User can enter words and letters that want to search by. Keyword search should only use a like (link?) to search name, description, eligibility, uses, where_to_apply, amounts, and terms. No other fields will be supported.

2) **Purpose of Funding Dropdown**: This displays "All Purposes" initially, unless the user selected an option within the Finder on the homepage, in which it would display what the user picked. Only purposes of funding that relate to businesses will be displayed; ideas are:
   a. All purposes
   b. For-profit Business Assistance
   c. Non-Profit Business Assistance
   d. Technology Investment
   e. Community Development
   f. Local Government

3) **Size of business:** This only appears if "Businesses" is selected next to "Find Funding For" at the top of the search box. The options here are:
   a. All sizes
   b. Start up
   c. 1 - 25
   d. 26 – 100
   e. 101 – 250
   f. 251 – 500
   g. More than 500

4) **Form of Funding:** The options are:
   a. All forms
   b. Grant
   c. Loan
   d. Tax Credit
   e. Technical Assistance/Consulting

Examples of Templates in Use

Funding Detail Page (WF 32)

*Uses 2-Column template

1) **Funding Information:**
   a. Required Information
      i. Description of Program
      ii. Uses
      iii. Funding
      iv. Eligibility
      v. Where to Apply
   b. Group the relevant information together through design
   c. Don't show a field if there is no information for it. For example, if there is no additional information, do not show "Additional Information" on the page.
2) **Uses:** Be more descriptive than they currently are. Some terms are currently very vague. List out uses with bullet points or some form of listing
3) **Funding:** Combine Type of Funding and Amounts
4) **Eligibility:** List out by bullet points, or some form of listing. Mention if this funding can only be used in certain locations.
5) **Purpose of Funding Categories:** List the categories that are part of the Purpose of Funding filter that this program is a part of. This lets the user get an idea of what categories are good to search within and what the categories actually represent

Frequently Asked Questions (WF 33)

*Uses 2-Column template

1) **Contact copy:** Let user know that they can contact NewPA if they don't see their question here. Provide a link to that Contact Us page.
2) **Questions:** List out the questions. Display 10 questions in a column, until there is no room for more columns. Potentially for the future could group questions by topics and have topic titles to make it easier for users to find the question relevant to them.
3) **Questions and Answers:** Display the question and answer. Within answer have links to relevant pages. Have link at the end of the answer to return back to the questions.
4) **Navigation:** Keep "What can PA do for You?" still open.
5) **News:** If the user came to this page from the homepage, then the news will be covered. If the user came to this page from anywhere else in the site, there won't be any news under the navigation.

2.3 Locate (WF 34)

*Uses 3-Column with News and Events template
1) **Breadcrumbs:** Build Your Business is in the breadcrumbs, it leads to the For Business audience landing page.
2) **Copy**: Editable region. Can have pictures, but have to manually put them in.
3) **News/Events:** User can select whether to see News or Events. If there are no events, then do not have the event tab. Initially, news displays.
    a. **News:** List 3 of the latest news articles that relate to locating to PA. Display news title and date. News title links to that news article's page. "More News" links to a news search result page that is filtered to show all news relevant to subject matter of this page. The news is pulled in dynamically.
    b. **Events:** List 3 of the upcoming events that relate to locating to PA. Display the event title and date. Event title links to a detailed description of that event. "More Events" links to an events search result page that is filtered to show all events relevant to subject matter of this page. The events are pulled in dynamically.
4) **Success Story:** Display a business or community development success story that is related to what makes PA a great place to move to. "Read more" links to the full success story. "More Success Stories" links to a page that displays all of the business success stories. If the success story is a community development one then the link is "More Community Development Success Stories" that links to the Strengthen Your Community Success Stories page
    a) This could also be a portion of a blog by a Thought Leader. Have a link to read more of the blog or view more Thought Leader blogs.
    b) This could also be a link to a video relevant to starting a business. Link takes the user to a page where they can view the video.
    c) This information is not pulled in dynamically – it is manually entered into the page.

Note: In the future, could have a Most Viewed Pages by the user or in general at the top of the third column.

2.3.1 Why PA? (WF 35)

*Uses 3-Column with News and Events template

1) **Breadcrumbs:** Build Your Business is in the breadcrumbs, it leads to the For Business audience landing page.
2) **Copy**: Editable region. Can have pictures, but have to manually put them in.
3) **News/Events:** User can select whether to see News or Events. If there are no events, then do not have the event tab. Initially, news displays.
      c. **News:** List 3 of the latest news articles that relate to why PA is a great place to locate. Display news title and date. News title links to that news article's page. "More News" links to a news search result page that is filtered to show all news relevant to subject matter of this page.
      The news is pulled in dynamically.
      d. **Events:** List 3 of the upcoming events that relate to why PA is a great place to locate to. Display the event title and date. Event title links to a detailed description of that event. "More Events" links to an events search result page that is filtered to show all events relevant to subject matter of this page.
      The events are pulled in dynamically.
4) **Success Story:** Display a business or community development success story that is related to what makes PA a great place to move to. "Read more" links to the full success story. "More Success Stories" links to a page that displays all of the business success stories. If the success story is a community development one then the link is "More Community Development Success Stories" that links to the Strengthen Your Community Success Stories page
      a) This could also be a portion of a blog by a Thought Leader. Have a link to read more of the blog or view more Thought Leader blogs.
      b) This could also be a link to a video relevant to starting a business. Link takes the user to a page where they can view the video.
      c) This information is not pulled in dynamically – it is manually entered into the page.
5) **Navigation:** Because this site is going to be very deep in areas, we are going to use a hybrid navigation as seen here. This type of navigation is where the navigation displays the children, peers, parents, grandparents, and so forth to Build Your Business. With this navigation the peers of this page's parents are not displayed, i.e the peers of "Locate" are not displayed. Strengthen Your Community and Get Local Gov Support still appear since they are persistent, top level navigation.

Note: In the future, could have a Most Viewed Pages by the user or in general at the top of the third column.

2.3.1.8 PA People Map (WF 36)

*Uses Flash 2-Column template
1) **Breadcrumbs:** Display position of current page in relation to homepage
2) **PA People Map:** Map for this page. It is a flash piece.
3) **Copy:** Copy associated with map
4) **Navigation:** Because this site is going to be very deep in areas, we are going to use a hybrid navigation as seen here. This type of navigation is where the navigation displays the children, peers, parents, grandparents, and so forth to Build Your Business. With this navigation the peers of this page's parents are not displayed, i.e the peers of "Why PA?" and "Locate" are not displayed. Strengthen Your Community and Get Local Gov Support still appear since they are persistent, top level navigation.

2.3.1.7.1 Success Stories (WF 37)

*Uses Newsroom template

1) **Copy**: Explain that there are many business success stories of how PA is a great state to do business in.
2) **Featured Success Story:** Display a success story that want to feature. This is an editable region so the information is not dynamically pulled in. Display the title, company's name, industry the company is in (which can be multiple), and a portion of the story with a link to read more. Can add pictures or videos. If a picture use the Newsroom template, if a video use Newsroom with Video template.
3) **Most Viewed Success Stories**: *(This will be done in Phase 2)* Display the top 10 most viewed business success stories. Display the success story name, which is a link to the success story detail page, brief description of the story, industry the story is associated with (which can be multiple), and a link to read more of the story, which links to the success story detail page.
4) **Navigation**: Because this site is going to be very deep in areas, we are going to use a hybrid navigation as seen here. This type of navigation is where the navigation displays the children, peers, parents, grandparents, and so forth to Build Your Business. With this navigation the peers of this page's parents are not displayed, i.e the peers of "Why PA?" and "Locate" are not displayed. Strengthen Your Community and Get Local Gov Support still appear since they are persistent, top level navigation.

2.3.1.7.1 Success Stories High Technology (WF 38)

*Uses 2-Column or 2-Column with Video template
1) **Copy**: Explain that this section contains stories within the high technology industry.
2) **Featured High Technology Success Story:** Display a success story that is associated with the High Technology industry that want to feature. This is an editable region so the information is not dynamically pulled in. Display the title, company's name, industry the company is in (which can be multiple), and a portion of the story with a link to read more. Can add pictures or videos. If have a picture use the 2-column template and if have a video use a 2-column with Video template.
3) **High Technology Success Stories**: Display all of the success stories associated with the High Technology industry. Display the success story name, which is a link to the success story detail page, brief description of the story, industry the story is associated with (which can be multiple), and a link to read more of the story, which links to the success story detail page. This information is not pulled in dynamically – it is manually entered into the page.
4) **Navigation:** Because this site is going to be very deep in areas, we are going to use a hybrid navigation as seen here. This type of navigation is where the navigation displays the children, peers, parents, grandparents, and so forth to Build Your Business. With this navigation the peers of this page's parents are not displayed, i.e the peers of "Success Stories," "Why PA?," and "Locate" are not displayed. Strengthen Your Community and Get Local Gov Support still appear since they are persistent, top level navigation.

2.3.1.7.1 Success Story Detail Page (WF 39)

*Uses Press Release Detail Page template
1) **Success Story info:** Display the title of the story, breadcrumbs which display the stories relationship to the homepage, and copy. I believe you cannot put the actually success story title in the breadcrumbs, but it can only be the generic "Success Story Detail".
2) **Picture:** A picture or video can be added for the success story. If have a picture then use the Press Detail template, if have a video then use the Press Detail template with Video. If no picture or video is added then use the Press Detail template and have the copy and company information will move over.
3) **Company Information:** Display company name, industries the company is in, and location of the company.
4) **Quote:** Can display a quote from the company itself
5) **Copy:** This is an editable region. It is possible for pictures and videos to appear in this region but they have to be put in there manually
6) **Navigation:** "High Technology" is still highlighted in the navigation. The title of the story does not appear in the navigation.

Note: If the Press Detail template is used, then the picture, company information, quote, and copy is one editable region and the CMS users can be given a guide of what information to display.

2.3.1.7.1 Success Story Detail Page with Video (WF 40)

*Uses Press Release Detail Page with Video template
1) **Video**: Video relevant to the story. User can play the video on the page. This is a separate piece from the copy.

2.4.2 Trade (WF 41)

*Uses 3-Column with News and Events template

1) **Copy**: Provide facts and statistics of how PA does a lot of exporting, the government provides a lot of assistance, and companies succeed greatly due to all of this. Give an overview of what assistance that PA can provide for a company. Can display quick links to common things that businesses look for.

2) **News/Events:** User can select whether to see News or Events. If there are no events, then do not have the event tab. Initially, news displays.
    a. **News:** News about exporting and international trade, which can be beyond PA
    b. **Events:** Events that involve exporting and international trade. These events can be other places than PA

3) **Navigation:** Because this site is going to be very deep in areas, we are going to use a hybrid navigation as seen here. This type of navigation is where the navigation displays the children, peers, parents, grandparents, and so forth to Build Your Business. Strengthen Your Community and Get Local Gov Support still appear since they are persistent, top level navigation.

2.4.1.1 Why Invest In Pennsylvania (WF 42)

*Uses 3-Column FDI template

1) **Copy:** Overview of what makes PA a great place to come to. Have a link for someone to contact to find out more great reasons to come to PA. If there is a specific person to contact and won't take up much space, could just have the contact information on the page.
2) **Contact Information:** Contact Information for the local trade representative for the country that the user is from. This may not be possible in the current Phase.
3) **Success Story:** Display a portion of a success story. Include quotes if have any. Have a link to Read the full story and a link to look at all of the success stories. This information is not pulled in dynamically – it is manually entered into the page.
4) **Navigation:** Because this site is going to be very deep in areas, we are going to use a hybrid navigation as seen here. This type of navigation is where the navigation displays the children, peers, parents, grandparents, and so forth to Build Your Business. With this navigation the peers of this page's parents are not displayed, i.e the peers of "Foreign Direct Investment" and "Explore International Opportunities" are not displayed. Strengthen Your Community and Get Local Gov Support still appear since they are persistent, top level navigation.

My Bookmarks Page, add a note (WF 43)

Note: This is all to be done in Phase 2

1) **Page Information:** Display the page title and button/links to remove, which removes the page from My Bookmarks, and "Add a note," which opens a text box area to add a note, or "Edit Note," which allows the user to edit a note they created.

2) **Add a note:** When this is clicked on, a textbox will open up within the page. Everything that was below the page the user is adding a note to will be pushed down below the text box. The user can enter text into this textbox. The user can click on "Save" to add this note or "Cancel" to cancel adding the note.

3) **Edit Note:** This is a button/link that will open up the note in a textbox, like when a note is added. The user can edit the note and then click on "Save" to save the changes or "Cancel" to cancel any of the changes.

My Bookmarks Page, remove a page (WF 44)

Note: This is all to be done in Phase 2

1) **Remove button/link and Dialog Box:** Clicking on this button/link will open a dialog window where there is copy asking the user if they want to remove the page from My Bookmarks. The user can click on Yes to remove it or No to not remove it.

Adding a Page to My Bookmarks (WF 45)

Note: This is all to be done in of Phase 2

1) **Add to My Bookmarks button:** Clicking on the Add to My Bookmarks button will open a dialog box.

2) **Add to My Bookmarks dialog box:** The title of the page is displayed. The user can enter text in a text box. The user can then hit "Save" to save this page to My Bookmarks or "Cancel" to not save the page. Whatever is clicked on, the dialog box will then close and the user will remain on the same page.

3) **Close button:** The user can additionally hit the close button to close the dialog box. This will work in the same manner as if the user hit the "Cancel" button.

Contact Us/Small Business Request/GAT Form (WF 46)
Note: This is a template.

1) **Page Title:** Display the name of the form
2) **Breadcrumbs:** Display the position of this from the homepage.
3) **Navigation:** Display where this form is in the navigation. If the form is independent of the main navigation, then have the title of the form above the main navigation, in the same manner as how Newsroom appears above the main navigation.
4) **Copy:** Introductory and explanatory copy for the form. Include mention that the red asterisk represents that that field is required.
5) **Required Fields:** All of these fields will appear for each of the three forms (Contact Us, Small Business Request, and GAT). Each field might be required for just one of the forms, a couple of the forms, or all of the forms. The numbers next to each field represents what is required for each form. The numbers represent
   1. This is required for all forms
   2. This is required for the Small Business Form
   3. This is required for the GAT form
   Display a red asterisk next to each required field
   Do not display these numbers on the page, they are just used for reference in the wireframes.
6) **"Other" text field:** For the Type of Enterprise, the "Other" text field is disabled until the checkbox next to "Other" is selected
7) **Submit button:** Clicking this will submit the form
8) **Clear Fields button:** Clicking this will clear all the fields to the default state