BARKLEYREI

CONTENT OUTLINE			
Client Name:	Phoenix	**Date:**	January 26, 2009
Project:	Website Redesign	**Revised:**	March 31, 2009

Introduction

This document outlines the purpose of top-level sections. It begins to identify where various types of content and cross-links are needed. Any content that belongs on the website should fit easily within one of following sections whether or not it is specified in this document.

Callouts throughout the site, where relevant:
- To a 3rd party site for relocation info (instead of housing it on the CVB's site)
- Meeting Planners section for those setting up things like family reunions
- Online chat
- Visitor's Guide
- Sign up for E-mail Newsletter
- Go See AZ logo link

0.0 Homepage

Primary Navigation

1.0 About Phoenix – Incorporate the FAQs within the entire site. On landing page give an overview of Phoenix and its culture
  - **1.1 History**
  - **1.2 Weather**
  - **1.3 Interactive Map** – This does not currently exist. This would provide the user the ability to see things to do, places to stay, places to eat, streets, locations – neighborhoods and surrounding cities, and location of major transportation.
  - **1.4 Photo/Video Tours** – These are the photo and video tours but pulled into this site, if possible. Consider using Flickr for the photos.
  - **1.5 The Ambassadors** – Information about the ambassadors program
  - **1.6 Being Green** – Information on how Greater Phoenix is a green place
  - **1.7 Stats & Facts**
  - **1.8 Nearby Cities** – Information on the nearby cities. This is a rename of "Surrounding Communities."
  - **1.9 Visitor Centers**

2.0 Things to Do – On landing page, list the top things to do; highlight major activities – could enforce that only members of a certain level can be in the highlighted area; and have a search for Things to Do by

keyword, category, and location. On the landing page for each section below, list all the members within that category and, if there are enough members in that category, allow the capability to search by keyword and location.

    2.1 **Arts & Culture** – List of all members within this category. If there are enough members in this category, then allow capability to search by keyword and location.

    2.2 **Downtown** - Provide information about the downtown Copper Square area. Give a list of activities that can be done downtown

    2.3 **Entertainment** – List of all members within this category. User can further refine the list by clicking on one of the sub-categories listed below

        2.3.1   Bowling

        2.3.2   Car Shows & Racing

        2.3.3   Casinos

        2.3.4   Comedy Clubs

        2.3.5   Movie Theaters

        2.3.6   Shooting Ranges

        2.3.7   Entertainment Complex (Center)

        2.3.8   Tours

        2.3.9   Wineries

    2.4 **Golf** – List of all members within this category. If there are enough members in this category, then allow capability to search by keyword and location. Golf could be placed within Sports if it isn't that important.

    2.5 **Nightlife** – List of all members within this category. If there are enough members in this category, then allow capability to search by keyword and location.

    2.6 **Outdoor Activities** – List of all members within this category. If there are enough members in this category, then allow capability to search by keyword and location.

        2.6.1   **Air Activities**

        2.6.2   **Biking**

        2.6.3   **Hiking**

        2.6.4   **Horseback Riding**

        2.6.5   **4x4 Tours**

        2.6.6   **Motorcycle Rentals**

        2.6.7   **ORV Rentals**

        2.6.8   **Parks & Gardens**

        2.6.9   **Ice Skating & Skiing**

        2.6.10   **Stargazing**

        2.6.11   **Water Recreation**

    2.7 **Shopping** – List of all members within this category. If there are enough members in this category, then allow capability to search by keyword and location.

    2.8 **Spas & Health** – List of all members within this category. If there are enough members in this category, then allow capability to search by keyword and location.

    2.9 **Sports** – List of all members within this category. If there are enough members in this category, then allow capability to search by keyword and location.

    2.10 **Free Activities** – List of all members within this category. If there are enough members in this category, then allow capability to search by keyword and location.

3.0 **Places to Stay** – On landing page, list the top places to stay; highlight major places to stay – could enforce that only members of a certain level can be in the highlighted area; and have a search for Places to Stay by keyword, category, and location. On the landing page for each section below, list all the members within that category and, if there are enough members in that category, allow the capability to search by keyword and location.

    3.1 **Hotels & Resorts**

    3.2 **Bed & Breakfasts (B&B)**

3.3 Camping/RV Parks

3.4 Dude Ranches

3.5 Rental Homes/Condos

3.6 Retreat Centers

3.7 Timeshares

3.8 Reservation Services

4.0 Where to Eat – On landing page, list the top places to eat; highlight major places to eat – could enforce that only members of a certain level can be in the highlighted area; and have a search for Where to Eat by keyword, type, cost, and location.

- American
- Asian
- Bagels & Sweets
- Barbeque
- Chinese
- Coffee & Tea Houses
- Cuban
- Deli/Gourmet
- Dinner Theaters
- English
- Fast Food
- French
- Greek
- Hawaiian Fusion
- Indian
- Irish
- Italian
- Japanese
- Mediterranean
- Mexican
- Pizza
- Seafood
- Southwestern
- Sports Bars
- Steakhouses
- Western
- Wine Bars
- Variety

5.0 Trip Ideas – The reason for putting this in the main navigation is to help support the idea that there is a lot to do in Phoenix - that this city isn't just a place to stay while you go elsewhere. Below are just ideas for trip ideas. Each category below could have multiple trips within them.

5.1 Families

5.2 Adventure Seeker

5.3 Romance

5.4 Outdoor Enthusiast

5.5 Resorts (Resort Lounger)

5.6 Golf (Golf Enthusiast)

5.7 Shopping (Lover of Shopping)

5.8 Sports (Sport Lover)

5.9 Phoenix Culture

Audience Navigation

7.0 Meeting Planners – Provide callouts throughout this section to the "Trip Ideas" and "Getting Around" sections of the site. Have a callout to events or event search on the landing page with the remark that the user can use this tool to find events and put together an event calendar. Consider a "My Meeting Planner" tool like "My Travel Planner." Use this landing page to promote why to choose Phoenix as a place to hold the user's meeting.

    7.1 Convention Center –This section will contain all the information that is currently within the convention center site. Link to downtown info "1.2 Downtown"

    7.2 Hotels & Resorts – There seems to be a search within the site and a 3rd party search – Hot Rates/Hot Dates: http://www.visitphoenix.com/meeting/index.cfm?action=hotrates&sectionID=2&subSection=96. There is also a search on the current site: http://www.visitphoenix.com/listings/index.cfm?action=showSub&catID=12&subCatID=131&startrange=0&endrange=D&hit=1. It would be best to just have one search

    7.3 Venues – Landing page contains the group venue search

    7.4 Services – On landing page give an explanation of all the great services that the CVB provides. Include in that a mention of how the CVB caters to individual groups such as religious and lifestyle. Include a simple search on this page for services

        • **Our Services**
        7.4.1 Services Directory – List of services by category. User can search by keyword, category, and location. Include "Charter Motorcoaches"

    7.5 Green Meetings – Provide information on how green buildings and meetings are at Phoenix. Provide information on how a meeting planner can get assistance to make their meeting green. If the CVB doesn't currently have much information or assistance in the way of making meetings green, then can just have callouts throughout the Meeting Planner section to "10.6 Being Green."

    7.6 Planning Guide – Landing page includes description of what this guide is, request form, and a link to the online, interactive guide version

    7.7 Promotion Toolkit – This provides all the promotional material that is available for meeting planners.

        7.7.1 Logos & Banners
        7.7.2 Photos & Videos – This would contain the photos and videos that are currently under "Photos." User can download/request them. Provide the form for the Photo CD
        7.7.3 Destination DVD
        7.7.4 Collateral (?)
        7.7.5 Media Kit
        7.7.6 Welcome Letters
        7.7.7 Facts & Figures
        7.7.8 Maps

    7.8 **Submit Proposal Request** – make it clear to the user what RFP to choose
        7.8.1 Venues RFP
        7.8.2 Hotels & Resorts RFP
        7.8.3 Services RFP

    7.8.4 **Your Account** – This is the "Review Sent RFPs, Review RFP Drafts, Meeting History" page

    7.8.5 **Contact Info**

  7.9 Testimonials

  7.10 Contact Us

    7.10.1 **Convention Center Sales**

    7.10.2 **Hotel/Resort Sales**

    7.10.3 **Services**

8.0 Travel Professionals – Have links to "Trip Ideas" and "Getting Around" on the landing page. Have link to AZAP. Include callout or search for events and the event planner tool. Landing page explains why to choose Phoenix as a destination

  8.1 Hotels & Resorts (Accommodations)

  8.2 Group Venues

  8.3 Services – Explain the services that the Phoenix CVB provides Travel Professionals. If there isn't much information about that, then include the full Services Directory search on this landing page, otherwise just have a simple search on this page and the full search on a "Services Directory" page.

    8.3.1 **Services Directory** – Only have this page if there is a lot of copy on the Services landing page about the Phoenix CVB services. Otherwise, this search will be on the Services landing page.

  8.4 Packages – List the commissionable packages. Also provide information about the other packages and coupons that are not commissionable.

  8.5 Planning Guide – Landing page includes description of what this guide is, request form, and a link to the online, interactive guide version. This is the same as Meeting Planners

  8.6 Promotion Toolkit – This provides all the promotional material that would be of interest to travel professionals. Include the photos and videos in this section and the ability to download/request them. This is the same as Meeting Planners

  8.7 Request Info – This is the request information form

  8.8 Contact Us

9.0 Media

  9.1 What's New - On landing page have a link to a form to sign up for the What's New Newsletter and a link to submit an event or news item. This section will contain the most newsworthy items and will have a more appealing appearance, through the use of photos and videos, than the current site. The landing page will display all of the most newsworthy items for the current month. If want could then list the rest of What is New as just links after the highlighted ones. The subnavigation lists previous months, or groups of months, and years. If it was January 2009, the navigation would look like below.

    9.1.1 **December** – or this could be Oct. – Dec.

    9.1.2 **November**

    9.1.3 **October**

    9.1.4 **September**

    9.1.5 **August**

    9.1.6 **July**

    9.1.7 **June**

    9.1.8 **May**

    9.1.9 **April**

    9.1.10 **March**

    9.1.11 **February**

    9.1.12 **January**

    9.1.13 **2007**

    9.1.14 **2006**

9.2 Press Releases – This landing page will present all of the press releases for the current quarter. The subnavigation will list previous quarter and years. If it was January 2008, the navigation would look like below.

    9.2.1 Oct. – Dec.
    9.2.2 July – Sept.
    9.2.3 April - June
    9.2.4 Jan. - March
    9.2.5 2007
    9.2.6 2006
    9.2.7 2005
    9.2.8 2004
    9.2.9 2003
    9.2.10 2002
    9.2.11 2001

9.3 Media Kit – Need to fix the form. Will see these changes during the wireframe phase

9.4 Photos & Videos – This would house the photos and videos that the media would be able to access. All photos and videos can be downloaded, but the user must submit a form to provide information about themselves and to also agree to a disclaimer that they will provide credit to the photographer

9.5 Stats & Facts – This is a rename of the Visitor Industry Statistics

9.6 Tours & Trips (Media Tours & Trips) – This contains information about the tours and also the trips. Have suggested itineraries – these will be different than "4.0 Trip Ideas" since media are interested in different things. Look into having a way for media to enter their likes which would then produce a more customized itinerary.

9.7 Request Assistance (Travel Assistance) – There is mention within the Media section of the site of a media assistance request form. This would be a place to house that form

9.8 Contact Us

10.0 Members –

- **Pre-Login** – On landing page have link to "get to know your bureau" presentations. On landing page, have callouts when the new members list is published. Include callout to the Ambassadors program and Green survey. Have the members sign in on this page in an easy to see location.

  10.1 Member Benefits – Highlight Hot Rates Program and member discounts in addition to other benefits

  10.2 Become a Member – Include info about networking opportunities

  10.3 News – The landing page would have news of interest to Members.

      10.3.1 Memberandum – This lists the current and past Memberandum newsletters and a sign up to receive these newsletters by email

      10.3.2 New Members – A list of new members

  10.4 Members Listing – This is a listing of the members

  10.5 Annual Report

  10.6 Contact Us

- **Post Login -** Include callout to the Ambassadors program and Green survey.

  10.1 Pay Dues – Place where a member can pay their dues and see their past due payments

  10.2 Update Your Info

  10.3 Post News & Events

      10.3.1 Post News – Can post news

      10.3.2 Post Events

  10.4 Submit Offers

  10.5 Download Logos – This contains logos available to members.

  10.6 Member Events – Landing page has upcoming events.

        10.6.1   **Past Events** – Past events could have photos and videos attached to them

        10.6.2   **Post Photos/Videos** – Members can post a photo or video using a form

10.7 Convention Calendar (Confidential Calendar) – Pull this calendar into the site rather than being just a long PDF. Still have a link to the PDF.

10.8 Member Discounts – These are partner to partner discounts

10.9 Reports – This contains the different reports that come out.

        10.9.1   **Annual Report**

        10.9.2   **Business Development Plan**.

Resource Navigation – Special Offers and Getting Around are two of the links in the Quicklinks. Each sections subnavigation is displayed below.

11.0 Special Offers (Deals) – The reason for putting this in the main navigation is to help people realize the affordability of the activities, especially resorts. Have callout to sign up for emails to keep up to date on discounts. If going to have a little microsite for GLBT, then have callout to find special offers in that microsite. Below are ideas for categorizing offers. Landing page has a date range, keyword, category, and location search

11.1 Packages – Landing page has a date range, keyword, category, and location search. Integrate the packages from "Room Only" and "Room Plus" into the other categories below

        11.1.1   **Art & Culture**

        11.1.2   **Dining**

        11.1.3   **Family Fun**

        11.1.4   **Holiday**

        11.1.5   **Hotel & Resorts** – This category has been added to contain the hotel and resorts packages found within the "Room Only" and "Room Plus" list

        11.1.6   **Outdoor Adventure**

        11.1.7   **Romance**

        11.1.8   **Shopping**

        11.1.9   **Spa**

        11.1.10   **Sports**

           11.1.10.1   **Baseball**

             11.1.10.1.1   **Spring Training**

           11.1.10.2   **Fiesta/Insight Bowl**

           11.1.10.3   **Golf**

        11.1.11   **Summer Value**

11.2 Coupons – Landing page has a date range, keyword, category, and location search. Below are ideas for categories

        11.2.1   **Hotels**

        11.2.2   **Dining**

        11.2.3   **Transportation**

        11.2.4   **Arts & Culture**

        11.2.5   **Downtown**

        11.2.6   **Entertainment**

        11.2.7   **Golf (or just in Outdoor Activities)**

        11.2.8   **Nightlife**

        11.2.9   **Outdoor Recreation (Activities)**

        11.2.10   **Shopping**

        11.2.11   **Spas & Health**

        11.2.12   **Sports**

12.0 Getting Around – This section provides information about how to get around Phoenix and the surrounding cities.

- **12.1 Maps** - Every section below just displays maps. Maps should display distance relations.
  - **12.1.1 Interactive Map** – This does not currently exist. This would provide the user the ability to see things to do, places to stay, places to eat, streets, locations – neighborhoods and surrounding cities, and location of major transportation.
  - **12.1.2 Map of Communities** – Map that displays and gives explanation of the different regions of Phoenix
  - **12.1.3 Airport**
  - **12.1.4 Downtown Phoenix**
  - **12.1.5 Greater Phoenix**
  - **12.1.6 Convention Center**
  - **12.1.7 Lightrail**
  - **12.1.8 Arizona**
  - **12.1.9 Hiking**
  - **12.1.10 Parks** – This includes maps of the Grand Canyon and other major projects near Greater Phoenix. These maps should include driving directions.
- **12.2 Transportation** –
  - **12.2.1 Accessibility Services**
  - **12.2.2 Airport** – This contains information about the airport that is currently under "Phx Sky Harbor" and the list of "Airlines/Helicopter Services"
  - **12.2.3 Car Rentals** - This contains "Car & Truck Rentals," "Classic Car Rentals," "RV Rentals & Leasing."
  - **12.2.4 Public Transit** – Rename of "Public Transportation."
  - **12.2.5 Taxi & Car Service** – This contains "Taxis & Shuttles, "Pedal Cabs," "Chauffeurs," "Limousines/Sedans/SUV," "Airports Services"

13.0 My Trip Planner – Throughout the site the user will be able to add things to do, places to stay, and places to eat to a trip planner. This section will provide the user the ability to save, print, or email their trip and to be able to remove items.

Footer Navigation

14.0 About Phoenix

15.0 International

16.0 GLBT (GBLT?) – If this information is really important and has a lot of information it could be in the resource nav. The GLBT section will have callouts on relevant pages throughout the site.
  - **16.1 Things to Do** – List of things to do that are GLBT friendly and/or owned by GLBT. Landing page has a keyword, category, and location search
  - **16.2 Places to Stay** – List of places to stay that are GLBT friendly and/or owned by GLBT. Landing page has a keyword, category, and location search
  - **16.3 Where to Eat** – List of places to eat that are GLBT friendly and/or owned by GLBT. Landing page has a keyword, category, and location search
  - **16.4 Events** – Events that are especially for GLBT. Landing page has a date range, keyword, category, and location search
  - **16.5 Special Offers** – Packages and coupons that are especially for GLBT. Landing page has a date, keyword, category, and location search

17.0 Phoenix Blog – The blog will have callouts on relevant pages throughout the site.

18.0 Mobile Phoenix – A page that explains how there is a mobile VisitPhoenix site, what the user can do on that site, and how the user can send his/her itinerary to his/her mobile phone

19.0 Free Guides - The guides will have callouts on relevant pages throughout the site.

20.0 E-mail Sign Up - The e-mail newsletter will have callouts on relevant pages throughout the site.

21.0 Privacy Policy

22.0 Sitemap
23.0 Contact Us