

Client.com Site Structure

Overview

The high-level site map shows information structure and may not reflect specific paths through the site (for example cross-linking between related articles and the Featured Offering links are omitted from the main diagram for clarity). The specific paths will be developed in detailed versions of the site map, user flowcharts and functional prototypes.

All naming is provisional. Final nomenclature will come later. Page numbering has yet to be assigned.

Specific Offerings can be not only articles, but functionality.

Functional components (such as polls, file downloads, forwarding of articles, etc.) may appear on pages at multiple levels. In the final site map (and its detailed breakouts), these will be indicated in greater detail, once the user interface and page templates are developed further.

Current plans call for five articles per category at launch. The number of calendar items per city at launch has not yet been determined.

At launch, the Sub-Category level of the site will be omitted (with the exception of two calendar pages). In 12-24 months the Sub-Category pages will be added to prevent the Category from becoming cluttered with too many links. Sub-Category pages will be added per area as needed, depending on each area's rate of growth.

Multi-tiered cross-promotion

Subscribe to Wireless/E-mail

- Whenever possible, visitors will be encouraged to subscribe to email e-zines or other "pushed" content
- Some content might only be available through Wireless/E-mail channels

Receive Wireless/E-mail content

- Email e-zines and other "pushed" content sent regularly to subscribed site members
- Links within "zines and "pushed" content encourage traffic back to Client.com site or directly to Partner sites
- Wireless/E-mail content can contain sponsorships

Message board discussions tied to Offerings

- Selected Specific Offerings will include featured related message board discussions to extend the longevity of the Offering and encourage word-of-mouth traffic
- Section- and Category-level topics will be mirrored in the message boards, however lower-level categorization will be allowed to evolve on its own based on the discussion threads that occur
- Hot topics within the message boards will help generate for new Offerings and may drive the creation of new topic areas within the web site

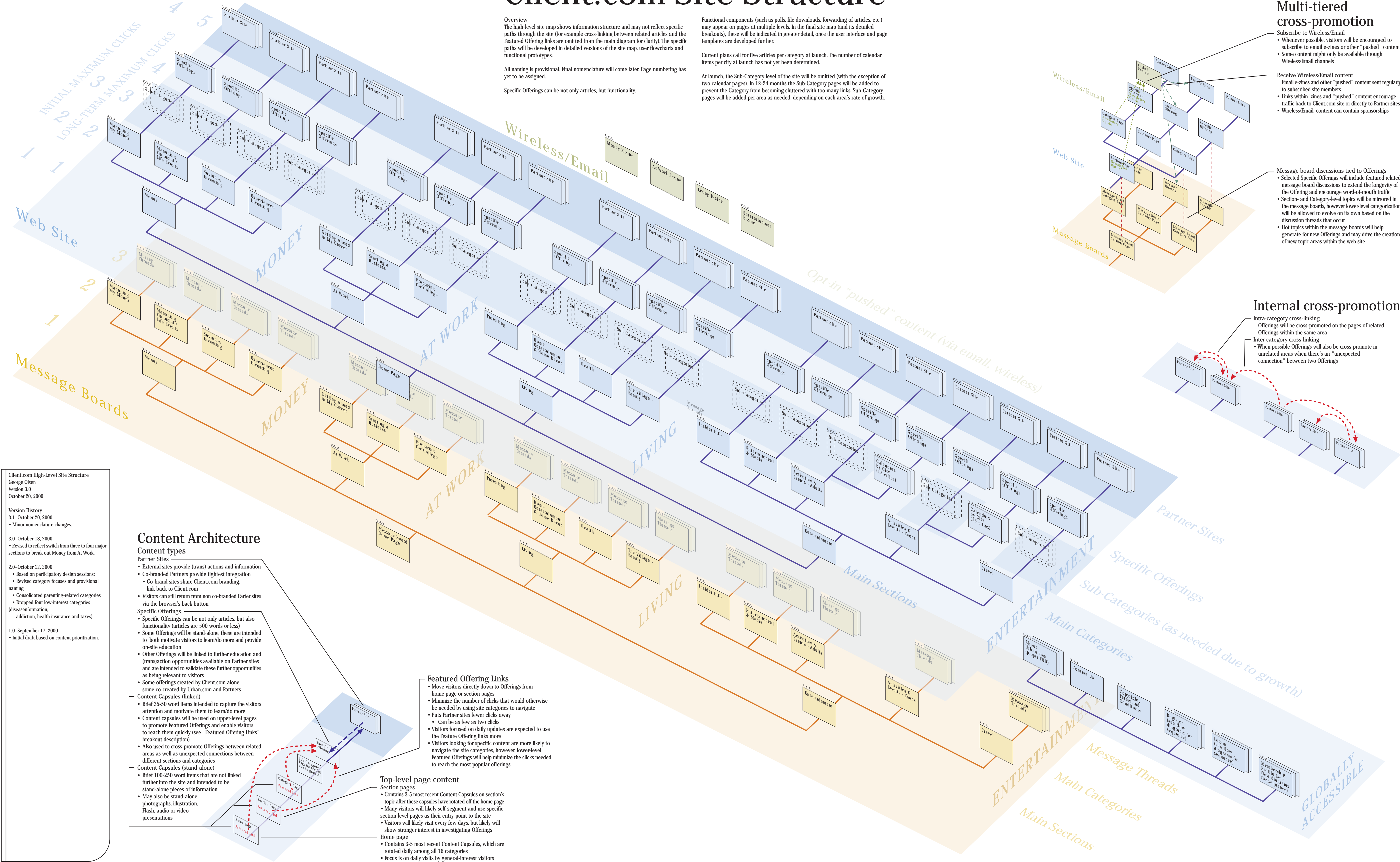
Internal cross-promotion

Intra-category cross-linking

Offerings will be cross-promoted on the pages of related Offerings within the same area

Inter-category cross-linking

- When possible Offerings will also be cross-promote in unrelated areas when there's an "unexpected connection" between two Offerings



Client.com High-Level Site Structure
George Olsen
Version 3.0
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Version History
3.1-October 20, 2000
• Minor nomenclature changes.

3.0-October 18, 2000
• Revised to reflect switch from three to four major sections to break out Money from At Work.

2.0-October 12, 2000
• Based on participatory design sessions:
• Revised category focuses and provisional naming
• Consolidated parenting-related categories
• Dropped four low-interest categories (disease/information, addiction, health insurance and taxes)

1.0-September 17, 2000
• Initial draft based on content prioritization.

Content Architecture

Content types

Partner Sites

- External sites provide (trans) actions and information
- Co-branded Partners provide tightest integration
- Co-brand sites share Client.com branding, link back to Client.com
- Visitors can still return from non co-branded Partner sites via the browser's back button

Specific Offerings

- Specific Offerings can be not only articles, but also functionality (articles are 500 words or less)
- Some Offerings will be stand-alone, these are intended to both motivate visitors to learn/do more and provide on-site education
- Other Offerings will be linked to further education and (transaction) opportunities available on Partner sites and are intended to validate these further opportunities as being relevant to visitors
- Some offerings created by Client.com alone, some co-created by Urban.com and Partners

Content Capsules (linked)

- Brief 35-50 word items intended to capture the visitors attention and motivate them to learn/do more
- Content capsules will be used on upper-level pages to promote Featured Offerings and enable visitors to reach them quickly (see "Featured Offering Links" breakout description)
- Also used to cross-promote Offerings between related areas as well as unexpected connections between different sections and categories

Content Capsules (stand-alone)

- Brief 100-250 word items that are not linked further into the site and intended to be stand-alone pieces of information
- May also be stand-alone photographs, illustration, Flash, audio or video presentations

Featured Offering Links

- Move visitors directly down to Offerings from home page or section pages
- Minimize the number of clicks that would otherwise be needed by using site categories to navigate
- Puts Partner sites fewer clicks away
 - Can be as few as two clicks
- Visitors focused on daily updates are expected to use the Feature Offering links more
- Visitors looking for specific content are more likely to navigate the site categories, however, lower-level Featured Offerings will help minimize the clicks needed to reach the most popular offerings

Top-level page content

Section pages

- Contains 3-5 most recent Content Capsules on section's topic after these capsules have rotated off the home page
- Many visitors will likely self-segment and use specific section-level pages as their entry-point to the site
- Visitors will likely visit every few days, but likely will show stronger interest in investigating Offerings

Home page

- Contains 3-5 most recent Content Capsules, which are rotated daily among all 16 categories
- Focus is on daily visits by general-interest visitors