**Projects Content Creation Elements Detail**

**Categorization Hierarchy *(examples of how the elements will be used)***

|  |  |  |  |
| --- | --- | --- | --- |
| **Hierarchy** | **Apparel Values** | **Quilt Values** | **Home Décor Values** |
| Category *Drives landing pages or ILPs, referenced in top nav* | Apparel | Quilt | Home Décor |
| Sub Category  *Used in left navigation refinements, and can be leveraged to dynamically pull in content across the site* | Dresses | Quilt Blocks | Upholstery |
| Skirts | Patterns | Curtains/Drapery |
| Shirts/Tops | Quilted Accessories | Pillows |
| Sweaters | Modern Quilts | Outdoor |
| Costumes | Quilt Techniques | Table Top |
| Swimwear |  | Home Organization |
| Pants |  | Blankets & Throws |
| Menswear |  | Bedding |
| Children's |  |  |
| Baby |  |  |
| Bridal/formal |  |  |
| Accessories & Bags |  |  |
| Keywords *Used left navigation refinements, and can be leveraged to dynamically pull in content across the site* | knit fabrics | holiday | Sunbrella |
| woven fabrics | quilting cotton | linen |
| stretch fabrics | Kona cotton | cotton duck |
| linen | baby | vinyl |
| lace |  |  |
| Minky |  |  |

**Content Creation Inputs (Pg1)**

|  |  |  |
| --- | --- | --- |
| **Field** | **Entry Type** | **Single or multi select** |
| Category | Drop Down- with easy ability to add or remove | multi |
| Sub Category | Drop Down- with easy ability to add or remove | multi |
| Keyword Tags | Drop down selection with the ability to add new | multi |
| Contributor (all fields) | Drop down selection with the ability to add new | multi |
| Season | Drop down - predefined values | multi |
| Difficulty | Drop down - predefined values | single |
| Discount % | Freeform field | n/a |
| Time to Completion | Freeform field | n/a |
| Desktop/Mobile | Drop down - predefined values | n/a |
| Featured (Y/N) (drives priority placement) | Y/N | n/a |

**Content Creation Inputs (Pg2)**

The grid below outlines the specifics for each element, but it would be great to have the ability to also upload information within a template that would populate the appropriate fields.  Also would need the ability to input alt text and link images

|  |  |  |  |
| --- | --- | --- | --- |
| **Project Entry Elements** |  |  |  |
| Content elements | Description | Entry type | File type/ data |
| Main Image | hero image for the article | upload | JPG, PNG |
| Alt Images and Video | secondary images featured at the top of the page | upload | JPG, PNG, MP4, .MOV... |
| Overview | Quick summary of the project | entry | text |
| Select products | Bundle of specific products for project | SKU list entry | text |
| **Steps (Headers and tags would be standardized, each step should allow for multiple images, links, and copy blocks to be entered)** | | | |
| Step 1 : Tools & Materials | What all do I need to complete the project? ( notions, fabric , links to appropriate PLP) | can we create a drop down that dynamically pulls in from our site taxonomy, and maps to URLs and stored representative images? |  |
| Step 2: Measuring & Cutting | basic instructions for how to place patterns and cut fabric | entry/upload | image/video, copy, links |
| Remaining Steps ( Step 3+) Ability to flex the headlines to describe actions | Remaining steps to complete the project | entry/upload | image/video, copy, links |

|  |  |  |  |
| --- | --- | --- | --- |
| **Sewing 101** | <https://www.fabric.com/blog/sewing-101-pattern-drafting/> |  |  |
| Content elements | Description | Entry type | File type/ data |
| Main Image/Video | hero image for the article | upload | JPG, PNG |
| Overview | Quick summary of the project | entry | text |
| **Steps (Headers and tags would be standardized, each step should allow for multiple images, links, and copy blocks to be entered)** | | | |
| Step 1 : Tools & Materials | What all do I need to complete the project? ( notions, fabric , links to appropriate PLP) | can we create a drop down that dynamically pulls in from our site taxonomy, and maps to URLs and stored representative images? |  |
| Step 2: Measuring & Cutting | basic instructions for how to place patterns and cut fabric | entry/upload | image/video, copy, links |
| Remaining Steps ( Step 3+) Ability to flex the headlines to describe actions | Remaining steps to complete the project | entry/upload | image/video, copy, links |

**Fabric 101- Buying Guides**

|  |  |  |  |
| --- | --- | --- | --- |
| Content elements | Description | Entry type | File type/ data |
| Main Image/Video | hero image for the article | upload | JPG, PNG |
| Overview | Quick summary of the project | entry | text |
| **The ability to insert tables and grids, images + copy, and shopping CTAs will be key** | | |  |
| How to Choose/ Fabric construction | Compare and explain the differences in types | entry/upload |  |
| Uses/ What should I make with it | recommended uses by weight etc. | entry/upload | image/video, copy, links |
| Sewing Tips/ How to work with it | Any fabric specific sewing guidance | entry/upload | image/video, copy, links |
| Shop | Navigation to referenced fabric categories/ new arrivals | entry/upload | image or formatted text links |

|  |  |  |  |
| --- | --- | --- | --- |
| **Inspiration** |  |  |  |
| Content elements | Description | Entry type | File type/ data |
| Main Image/Video | hero image for the article | upload | JPG, PNG |
| Overview | Quick summary of the trend or featured products | entry | text |
| **The ability to insert tables and grids, images + copy, and shopping CTAs will be key** | | |  |
| Image gallery | Collection of images that showcases the trend | upload | image/video, copy, links |
| How to Choose/ Fabric construction | Compare and explain the differences in types | entry/upload |  |
| Uses/ What should I make with it | recommended uses by weight etc. | entry/upload | image/video, copy, links |
| Sewing Tips/ How to work with it | Any fabric specific sewing guidance | entry/upload | image/video, copy, links |
| Shop | Navigation to referenced fabric categories/ new arrivals | entry/upload | image or formatted text links |