

MaaS Content Site

9 Spokes

June 24th 2019

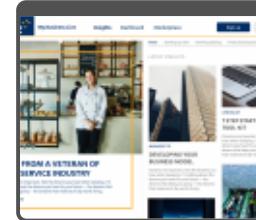
specfox

Created by John Thompson - 9 Spokes

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BNZ_Main_Scr...



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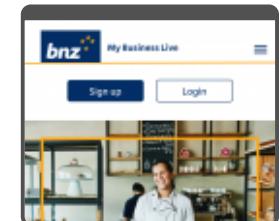
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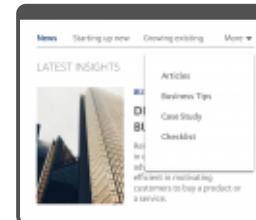
**desktop - scroll
+ dropdown
1@2x.png**



BNZ_Tools.png



BNZ_Mobile_C...



BNZ_Mobile_C...



BNZ_Mobile_C...

Overview

A content driven site that will be available to any customer without requiring a login, it will contain content-rich information, fresh new articles, and tool & templates selections to keep customers coming back.

Goal

Customers will engage with the site by reading articles and interacting with the tools, measures will include:

Unique site visits

Bounce rate (lower is better)

Number of clicks per session

Total traffic driven to Sign-Up and Login pages

Inspiration

<https://www.vendhq.com/nz/retail-resource-hub>

<https://justdoit.nike.com/>

<https://www.caleomagazine.com/index.html>

<https://www.national.ca/en/>

Non-Functional Requirements

Browser Support

All modern browsers

Chrome (latest) on Windows, Mac, Android, iOS

Firefox (latest) on Windows, Mac, Android, iOS

Safari (latest supported) on Mac, iOS

IE11 on Windows only (some degradation permitted)

Performance

Expected load ~ 20K uniques per day

All response times to be < 2secs to first 'Time to Interactive' (TTI) as measured via Chrome webtools audit (Lighthouse, no throttling)

Analytics

Google Tag Manager (GTM) and Analytics (GA) will be present on the site, using the same GTM code as MyBusiness Live

Goals and Event tracking to be setup by 9 Spokes and made available to BNZ via standard reports

GTM-MWZ5QNT

Hosting and Deploy

Site will be hosted on same Azure infrastructure as MyBusiness Live platform. <https://mybusinesslive.bnz.co.nz/insights> (tbc)

Azure build pipelines configured to generate site using GatsbyJS platform

Contentful CMS will house all content and available via content delivery API's:

Access keys to content should be stored using dotenv

SpaceID : rhffukznwn4

Published content API access token : fMPio5lviH_ObwTvC-qOnTy1GDGbIJbUw1tr_mMRabY

Preview API access token : iDdf2WbzFGep3ISv94Z5Oc9NdKJnc5PKniSLWMP4GXo

An Azure Pipeline webhook triggered from Contentful on Publish will start the pipeline to build static files and deploy to production Azure Static hosting

UAT version will also be published via Azure Pipeline to <https://bnz-uat.9spokes.io/insights> (tbc), UAT version will source content from Contentful Preview API

Ongoing Support & Maintenance

Content management will initially be managed by 9 Spokes Marketing team

Once the CMS is bedded in then process can be established for additional content writers and approval workflows.

Content managed parts of the site are limited to;

- Editing existing content like-for-like, copy and images including logos
- Editing Header & Footer navigation links (within design)
- Adding new Categories
- Add, Edit or Remove Featured and Long-Read articles
- Re-ordering articles on Main Screen
- Uploading and link to new templates (PDF, Excel etc)

Additional work requiring development;

- Editing or removing Tools (Cashflow tool)
- Adding new HTML based Tools
- Removing or Adding sections of Main Screen
- Adding new Header or Footer navigation that requires re-design

- Functional changes to the site, including scrolling

Project Details

Assumptions:

Content can be provided in all relevant categories and will be kept up to date and fresh

Images will be provided that can fit the design of the site (high-resolution PNG or SVG preferred)

Site will be linked to from BNZ website to drive traffic

Milestones:

Content reviewed

Designs completed for Brand sign-off

Content loaded

One-off Template Build

Test & Deploy

Future Roadmap:

Off-platform Marketplace

Sign-Up / Login streamlining

Functional Requirements

Overview of Screen

Main landing screen

Long-Read Articles

Embedded Tools

Image interactions - transitional zoom on hover

When hovering over images of articles on the Main screen, a transitional zoom effect should take place, similar to images here: <https://www.national.ca/en/>

Transition should be slow around 3 seconds, max zoom of around 1.08

Scrolling

Header Navigation, hide on scroll down, return on scroll up

Filter bar on Main screen, sticky at top of screen

2 Column Scrolling

Left container - fixed position

Right container - scrolls until end of content

Filtering

Filter bar contents is determined from Contentful 'filterOptions' array following logic;

Items, before the [] are displayed on screen,

[] are used to indicate the label to use as the 'dropdown' label i.e. 'More'

Items after the [] indicator are used inside the dropdown

Clicking on any filter option limits the Articles shown to only those that have the filter term used in either;

Categories

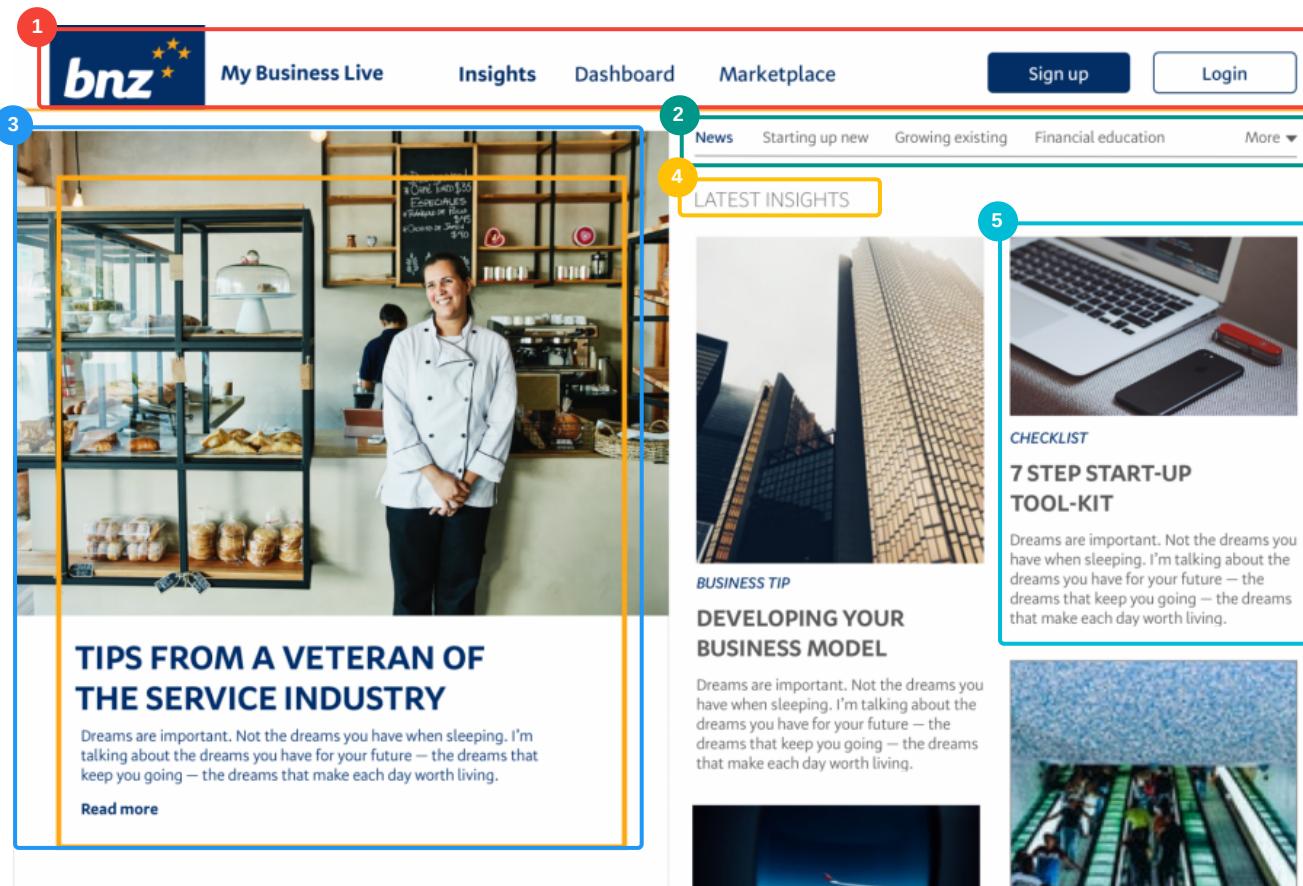
Topics

Further functional requirements are captured on the screen images

Further design styles are captured on the InVision exports

Desktop screens: <https://invis.io/DWSK1YTAFZ6>

Mobile screens: <https://invis.io/9BSMJ5GHAZC>



Navigation Links

Reference field - navigation

navigationElement

Contain 4 values:

```
"title": - the name to display  
"url": - the URL to link to,  
"openNewTab": - Bool to include  
'target=_blank' or not  
"style": - Either Link, Primary Button or  
Secondary Button
```

Example:

```
"fields": {  
    "title": "Sign Up",  
    "url": "https://mybusinesslive.bnz.co.nz/portal/signup",  
    "openNewTab": false,  
    "style": "Primary-CTA"
```

1 Header Navigation

Logo and Product name from

ChannelList : channelLogo

channelName

Navigation Links : Insights

Dashboard

Marketplace

2 SEE NEXT SCREEN**3 Featured Article**

Reference featuredarticle

Image available from Media, either jpg, png or
svg

Resize to fit container

Yellow fr

Title - wraps to max 2 lines, use ellipsis ... for
longer content

shortDescription - wraps to max 4 lines, use
ellipsis ... for longer content in the body

Note the link should always be displayed

[Read more]

(<https://mybusinesslive.bnz.co.nz/content/developing-your-business-model>)"

4 Body - richtext field**5 Article**

Reference field - listArticles

mediaThumb - Image, resized to fit - with
transition zoom (see
example <https://www.national.ca/en/>)

Category - single value, all-caps

Title - all-caps

shortDescription - wraps to 5 lines, use ellipsis
... for longer content

Entire container is clickable - Links to /slug

1 A large image of a woman in a chef's coat standing in a bakery, with a yellow box highlighting the background area.

2 The top navigation bar with links: News, Starting up new, Growing existing, Financial education, and More ▾.

3 A sticky filter menu titled "CHECKLIST" with the option "STARTING YOUR BUSINESS CHECKLIST".

4 A section titled "TIPS FROM A VETERAN OF THE SERVICE INDUSTRY" with a "Read more" link.

5 A section titled "IMPROVE YOUR CHANCE OF START-UP SUCCESS" with a "Read more" link.

6 A horizontal carousel with three items: "Business plan health check", "Cash flow template", and "Business loan calculator". Each item has a small icon and a short description.

Top Navigation disappears

1 Featured Article is sticky
Container expands down to length of Articles

2 Filter menu is sticky
3 articlesPerPage - total of articles to show on a page.

Articles scrolls until end of Articles

Then page scrolls

e.g. <https://www.national.ca/en/>

4 Tools and Templates

toolsTemplates - Reference links

Will contain 4-7 references

Display max number based on available width, with rest going into Carousel

5 Tools and Templates Carousel

Scrolls left and right - Infnite scroll

6 Carousel use dots to indicate position

7 Footer

footer - Reference links to platformFooter

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termsLink - Reference to External link

to Terms & Conditions

legalText - Legal text

poweredBy9sLogo - Powered by Logo

The screenshot shows a BNZ My Business Live dashboard. At the top, there is a navigation bar with the BNZ logo, 'My Business Live', 'Dashboard', 'Insights', 'Marketplace', 'Sign up', and 'Login'. A blue circle with the number '1' is positioned in the top-left corner of the dashboard area. Below the navigation, there is a photograph of a woman in a white chef's coat standing in a cafe or restaurant kitchen. To her left, there is a menu board with Spanish text: '#DESAYUNOS', '#CAFÉ TURCO \$35', 'ESPECIALES', '#FRÍA KARAO DE POLLO \$175', and '#OCHITO DE JAMÓN \$40'. A yellow circle with the number '8' is at the bottom right of the photo, pointing to a share icon. To the right of the photo, there is a red-bordered box containing the title 'TIPS FROM A VETERAN OF THE SERVICE INDUSTRY' with a 'BUSINESS TIPS' tag, and a numbered list item '4'. Below this is another red-bordered box containing a paragraph of text, and a numbered list item '5'. Further down is a red-bordered box containing a quote from an image, and a numbered list item '6'. The quote text is partially visible.

Also available

Body : Heading 3

Body : Heading 4

Bold

Underline

Unordered List

Ordered List

Hyperlink

Horizontal Line (HR)

1 Image - use size to fill container

Description - Alt Text

2 Title

3 Category

4 Body : Heading2

5 Body : Paragraph

6 Images embedded, width sized to half the column. Vertical align to start of paragraph

7 Body : Blockquote

8 Share - OK to hardcode links

Simple animation to expand out 3 social icons:
facebook
linkedIn
twitter

Sharing will include the link to the article and
the Title of the article

The screenshot shows a desktop application interface. On the left, there's a sidebar featuring a photo of a woman in a white chef's coat standing in a bakery, with a display case full of bread rolls. Below the photo is a section titled "TIPS FROM A VETERAN OF THE SERVICE INDUSTRY" with a paragraph of text and a "Read more" link. An orange box highlights this sidebar area. To the right is the main content area. At the top of this area is a "LATEST INSIGHTS" header with three cards. The first card, highlighted with a red box and labeled "2", is titled "BUSINESS TIP" and "DEVELOPING YOUR BUSINESS MODEL". The second card, highlighted with a green box and labeled "3", is titled "CHECKLIST" and "7 STEP START-UP TOOL-KIT". The third card, partially visible, shows a photo of people on an escalator. Above the cards is a "Filter Menu" with a "More" dropdown. The "News" item is highlighted with a red box and labeled "1". The dropdown menu lists "Articles", "Business Tips", "Case Study", and "Checklist".

① Filter Menu

Field filterOptions

Display Logic:

1st item 'News' is onload default & equivalent to no-filter

Next items are displayed

[More] item is label of the drop-down

Next items are only in drop-down

Filter Logic:

Articles are filtered based on term selected, only display articles with that value in either fields:

Category

Topic

Interactions:

Selecting a Filter will only change the articles displayed, not require a full reload

② Articles to Load

Read ArticlesPerPage to determine how many to display, rest go into next Page

3 Article

Reference field - listArticles

mediaThumb - Image, resized to fit - with transition zoom (see

example <https://www.national.ca/en/>)

Category - single value, all-caps

Title - all-caps

shortDescription - wraps to 5 lines, use ellipsis ... for longer content

Entire container is clickable - Links to /slug

The screenshot shows the BNZ My Business Live dashboard. At the top, there are navigation links: My Business Live, Dashboard, Insights, Marketplace, Sign up, and Login. Below the navigation, there are several sections:

- BUSINESS PLAN HEALTH CHECK**: A section with a red border and a red circle labeled 1. It features a stethoscope icon in a red box (labeled 3) and a descriptive text box (labeled 4).
 - The text box contains:

The business plan diagnostic is an easy-to-use tool designed to assess how well developed your business plan is to help you succeed in your new business.

It won't take long to complete (as little as 10 minutes) and at the end of the process, we will prepare a downloadable list of recommended actions for you to take. You will also get plenty of information and templates to help you implement the recommended changes.
- Your business plan health check**: A section with a red border and a red circle labeled 2. It displays a progress bar at 3/10 and a question: "Can you deliver on your promise?".
 - Below the question are three radio buttons: "Don't know" (unselected), "Yes" (selected), and "No" (unselected).
 - A note below the radio buttons states: "Having demand is one thing. Being able to service it with adequate capabilities and capacity is another."
 - At the bottom are "Back" and "Next" buttons.

This section shows three tools from the BNZ Tools page:

- Cash flow template**: A box with a green border and a green circle labeled 5. It includes a dollar sign icon and a brief description: "Dreams are important. Not the dreams you have when sleeping. I'm talking about the dreams you have for your future – the dreams".
- Business loan calculator**: A box with a green border and a green circle labeled 6. It includes a calculator icon and a brief description: "Dreams are important. Not the dreams you have when sleeping. I'm talking about the dreams you have for your future – the dreams that keep".
- Business plan checklist**: A box with a green border and a green circle labeled 7. It includes a clipboard icon and a brief description: "Dreams are important. Not the dreams you have when sleeping. I'm talking about the dreams you have for your future – the dreams".

- 1 contentToolsTemplates : Title
- 2 embedded HTML document
 - (this can be retrieved from linked Asset as a zip file)
 - For Documents PDF, DOCX etc, use Icon for display, when clicked downloads the document in the browser
- 3 thumbMedia
- 4 : Body
- 5 contentToolsTemplates : title
- 6 : thumbMedia
- 7 : shortDescription



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- 1 Navigation in Mobile view
Navigation links in hamburger
- 2 Sign up and Login button displayed below the menu on Main Screen only





TIPS FROM A VETERAN OF THE SERVICE INDUSTRY

Dreams are important. Not the dreams you have when sleeping. I'm talking about the dreams you have for your future — the dreams that keep you going — the dreams that make each day worth living.

[Read more](#)

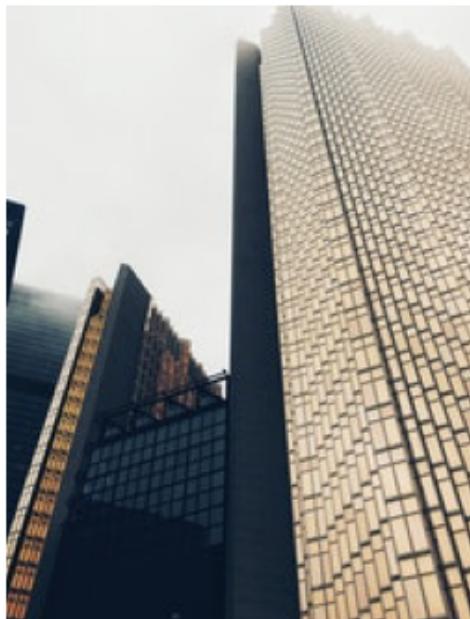
News

Starting up new

Growing existing

More ▾

LATEST INSIGHTS



Articles

Business Tips

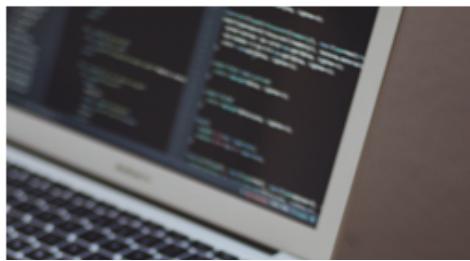
Case Study

Checklist

Res...
in c...
adv...
efficient in motivating
customers to buy a product or
a service.

CHECKLIST

**7 STEP START-UP
TOOL-KIT**





Research in advertising is done in order to produce better advertisements that are more efficient in motivating customers to buy a product or a service.



BUSINESS TIP

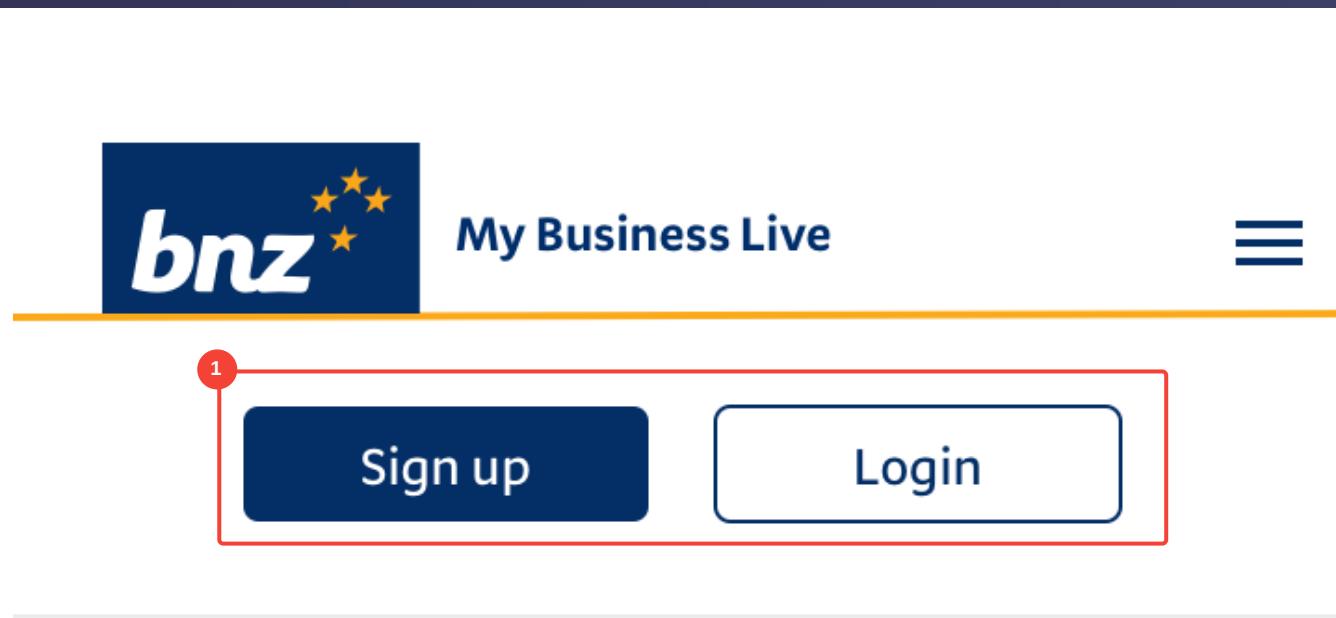
STARTING YOUR BUSINESS CHECKLIST

Research in advertising is done in order to produce better advertisements that are more efficient in motivating



BUSINESS TIP

IMPROVE YOUR



1 THESE SHOULD BE HIDDEN

The business plan diagnostic is an easy-to-use tool designed to assess how well developed your business plan is to help you succeed in your new business.

It won't take long to complete (as little as 10 minutes) and at the end of the process, we will prepare a downloadable list of recommended actions for you to take. You will also get plenty of information and templates to help you implement the recommended changes.

Your business plan health check

3 of 10

Can you deliver on your promise?

Can you deliver on your promise?

Yes Don't know No

 Having demand is one thing. Being able to service it with adequate capabilities and capacity is another.

Back

Next

Business loan calculator



Dreams are important. Not the dreams you have when sleeping. I'm talking about the dreams you have for your future — the dreams that keep



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