Websites Redesign

Site Architecture Document

Introduction

This site architecture document outlines the design and planning of PestWeb.com, PestWeb.ca, CropWeb.com, and ProVMWeb.com. It involves strategic direction, content structure, navigation hierarchy, page outline, and content topics for specified sections of the websites.

The site architecture outlined in this document is primarily focused on the needs of PestWeb, highlighting any unique or specific circumstances where the other websites differ. All other strategies outlined in this document will be used across all of the websites.

This is a document in progress and intended for planning an discussion purposes. None of the strategies or functionality mentioned is final.

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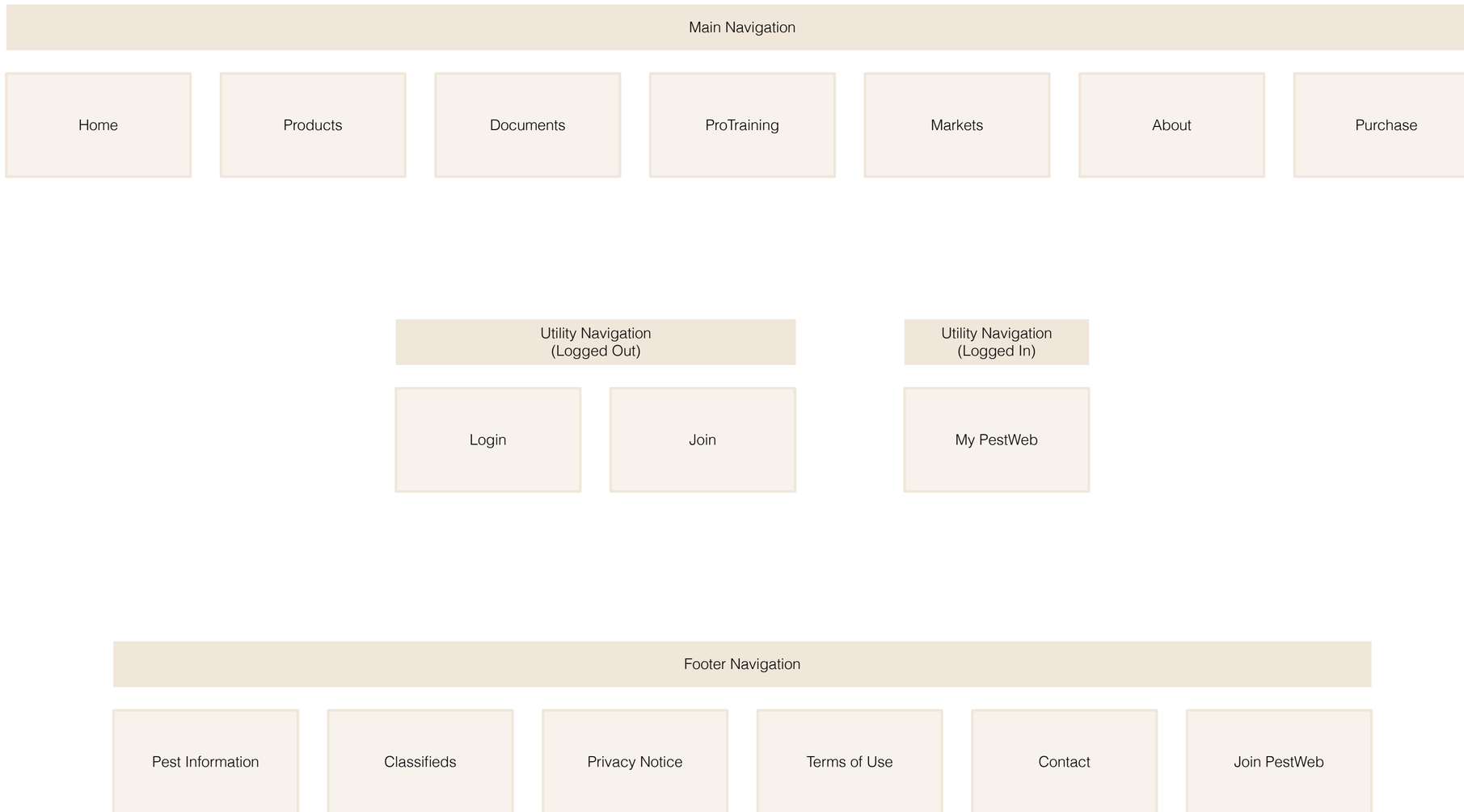
Main Navigation
Home
Products
Documents
ProTraining
Markets
About
Purchase
Utility Navigation (Logged Out)
Login
Join
Utility Navigation (Logged In)
My PestWeb
Footer Navigation
Pest Information
Classifieds
Privacy Notice
Terms of Use
Contact
Join PestWeb

Main Navigation

- Home
- Products
- Documents
- AgChemExpert
- ProTraining
- About
- Purchase

Utility Navigation (Logged Out)

- Login
- Login
- Français

Utility Navigation (Logged In)

- My CropWeb
- Français

Footer Navigation

- Weed Info
- Classifieds
- Privacy Notice
- Terms of Use
- Contact
- Join CropWeb

Main Navigation

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Utility Navigation
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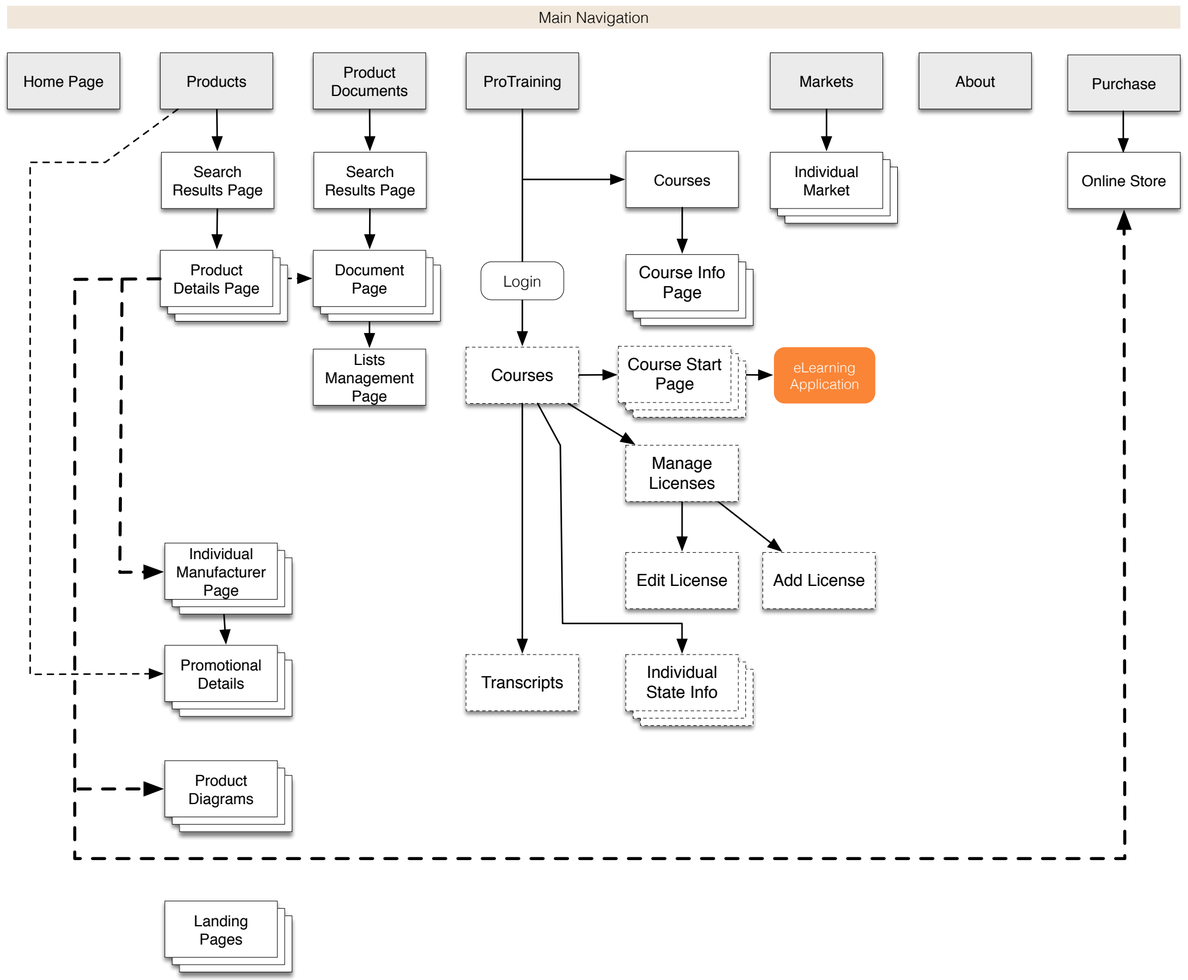
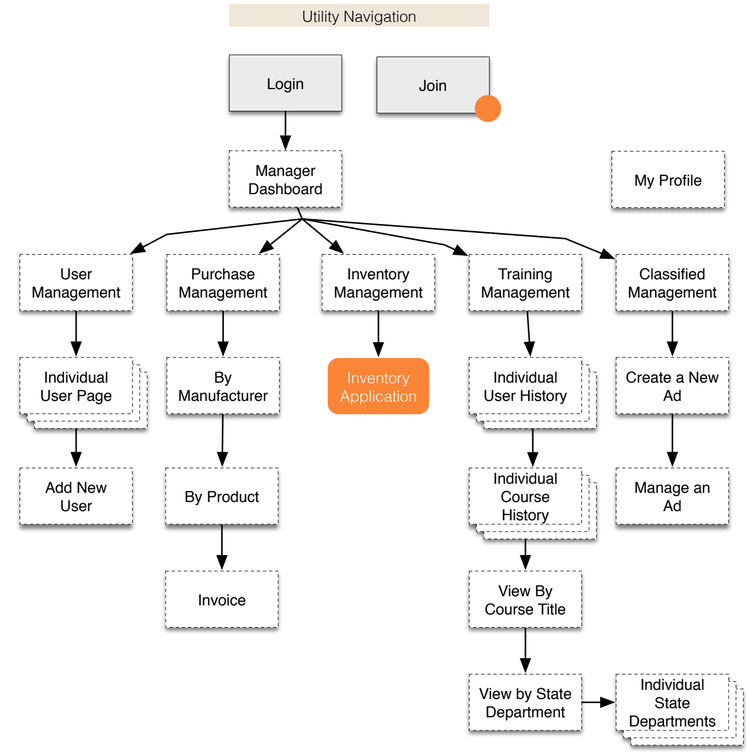
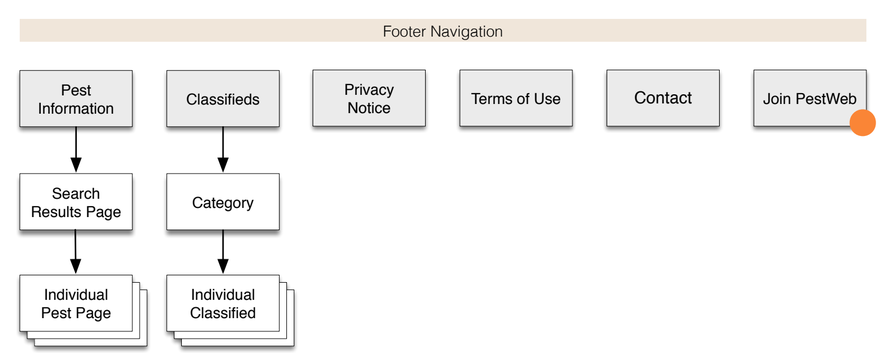
Site Architecture







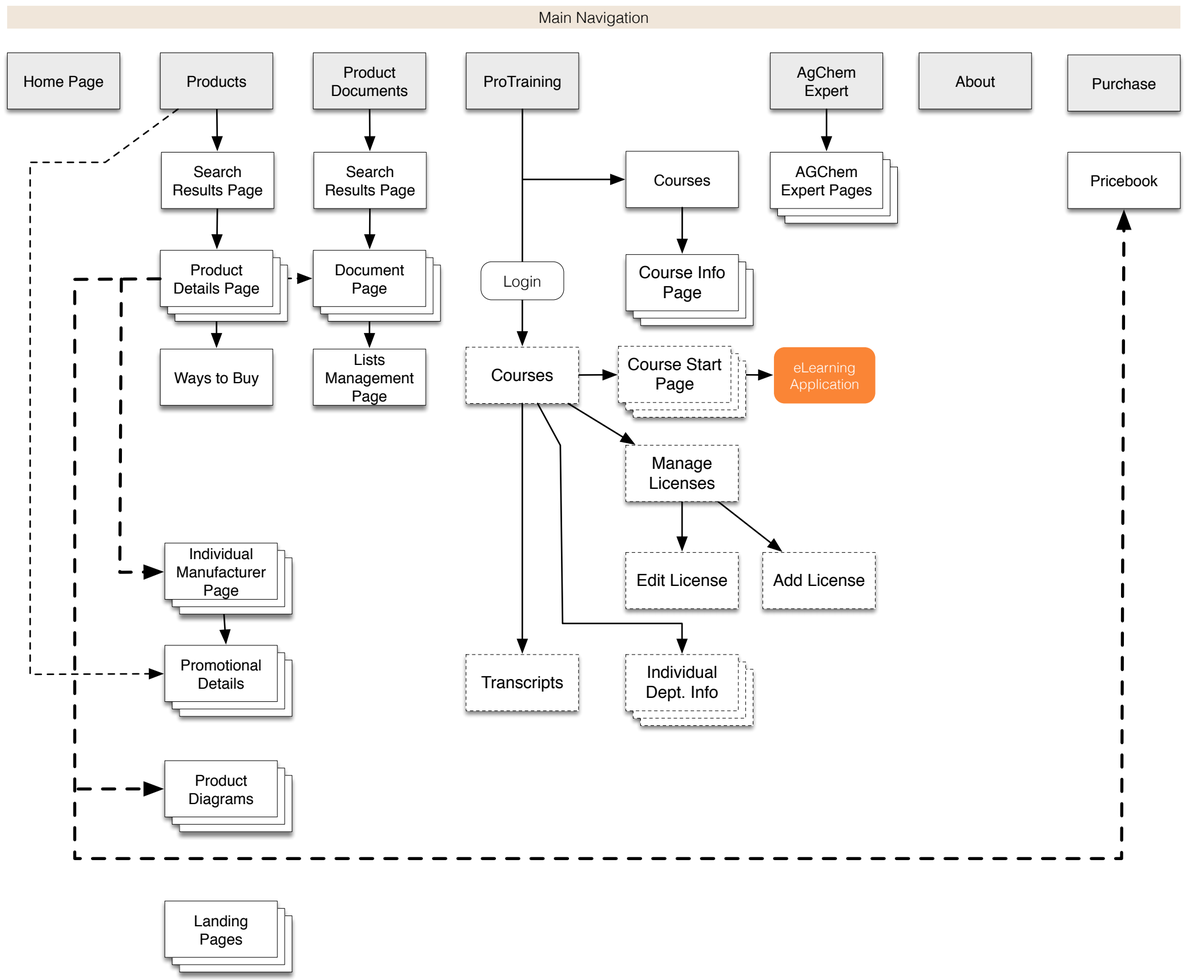
Denotes actual navigation item

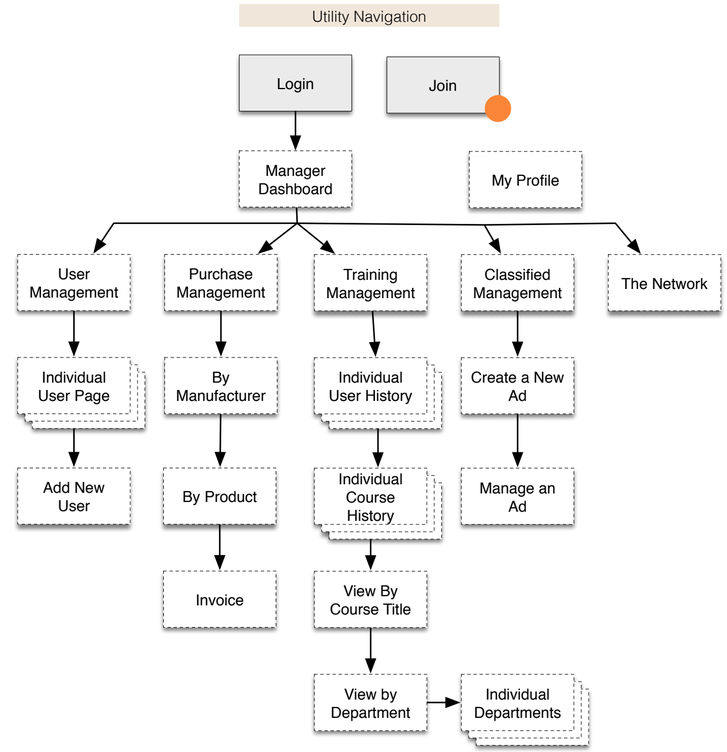
Denotes dynamically populated pages

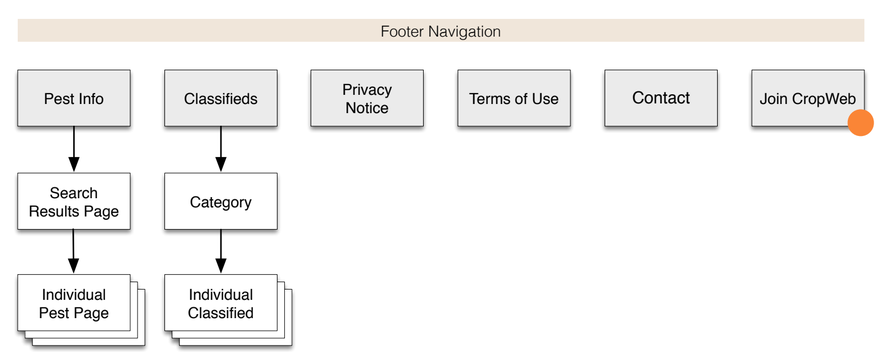
Denotes same page, duplicate navigation links

Denotes pages behind a login

Site Architecture







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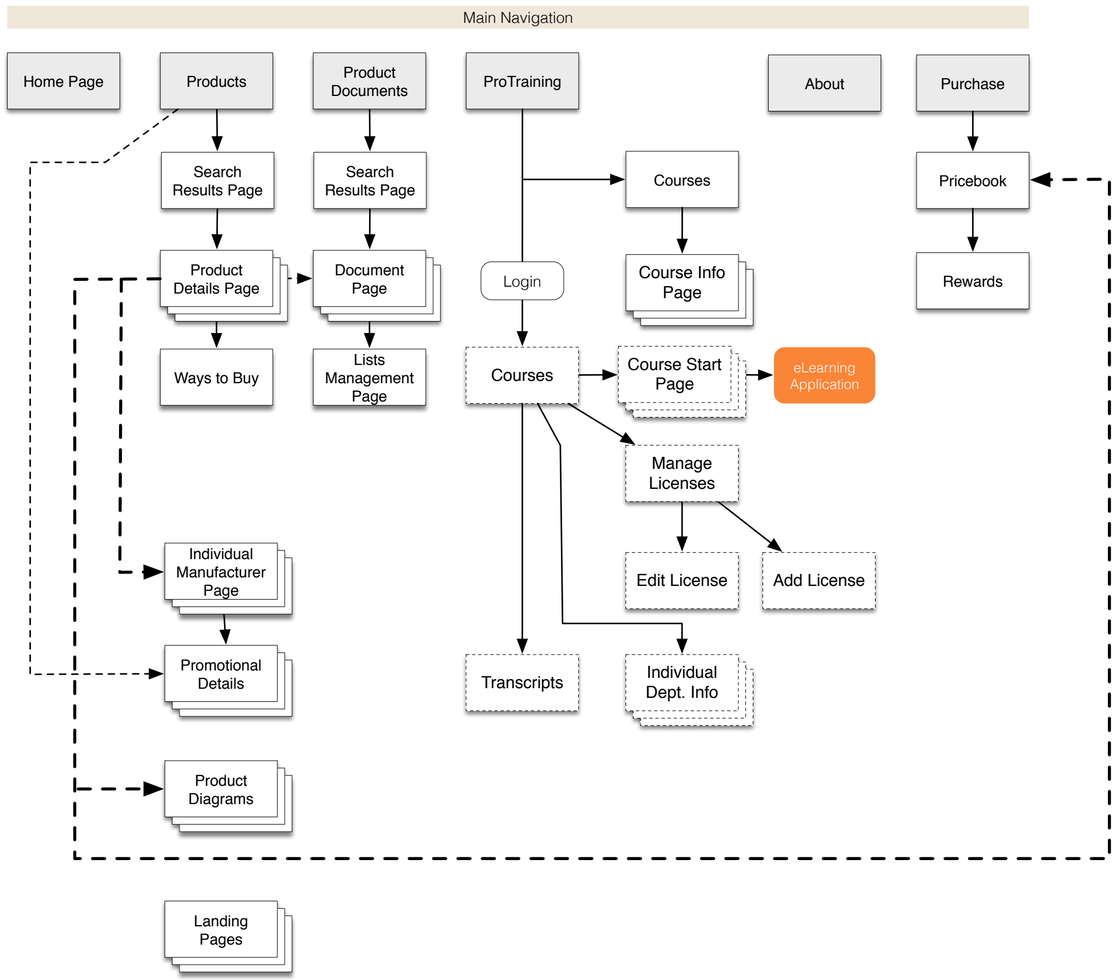
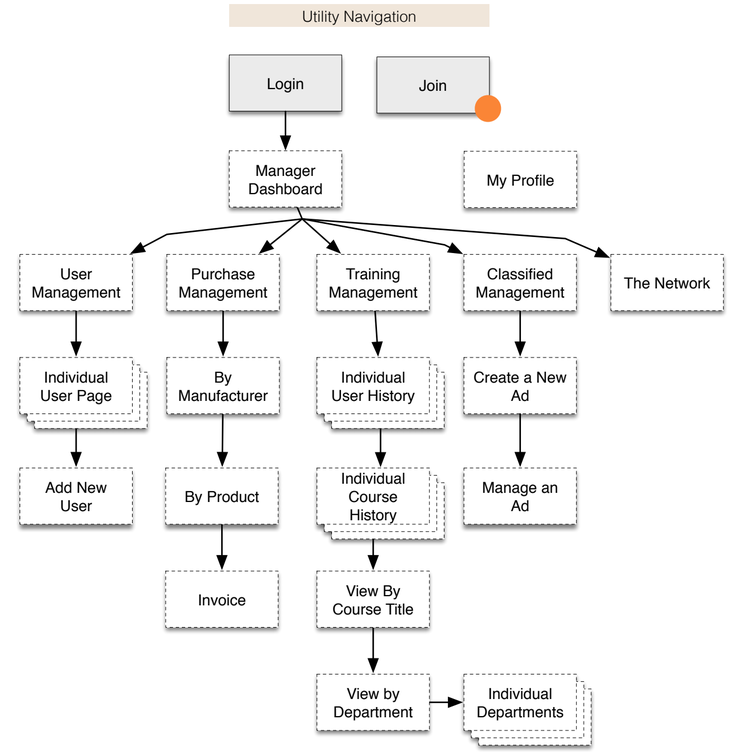
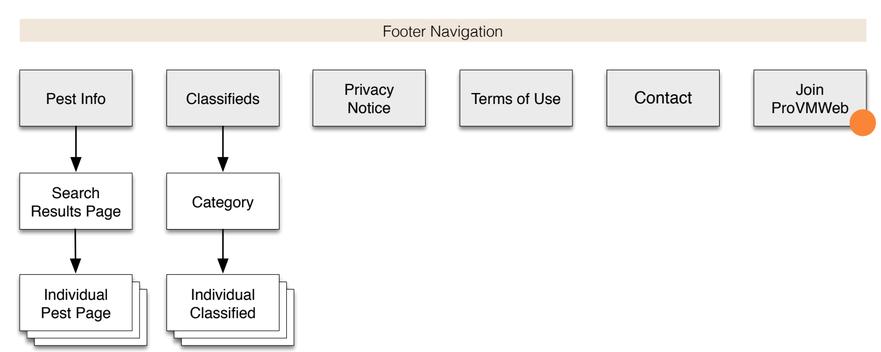
Site Architecture







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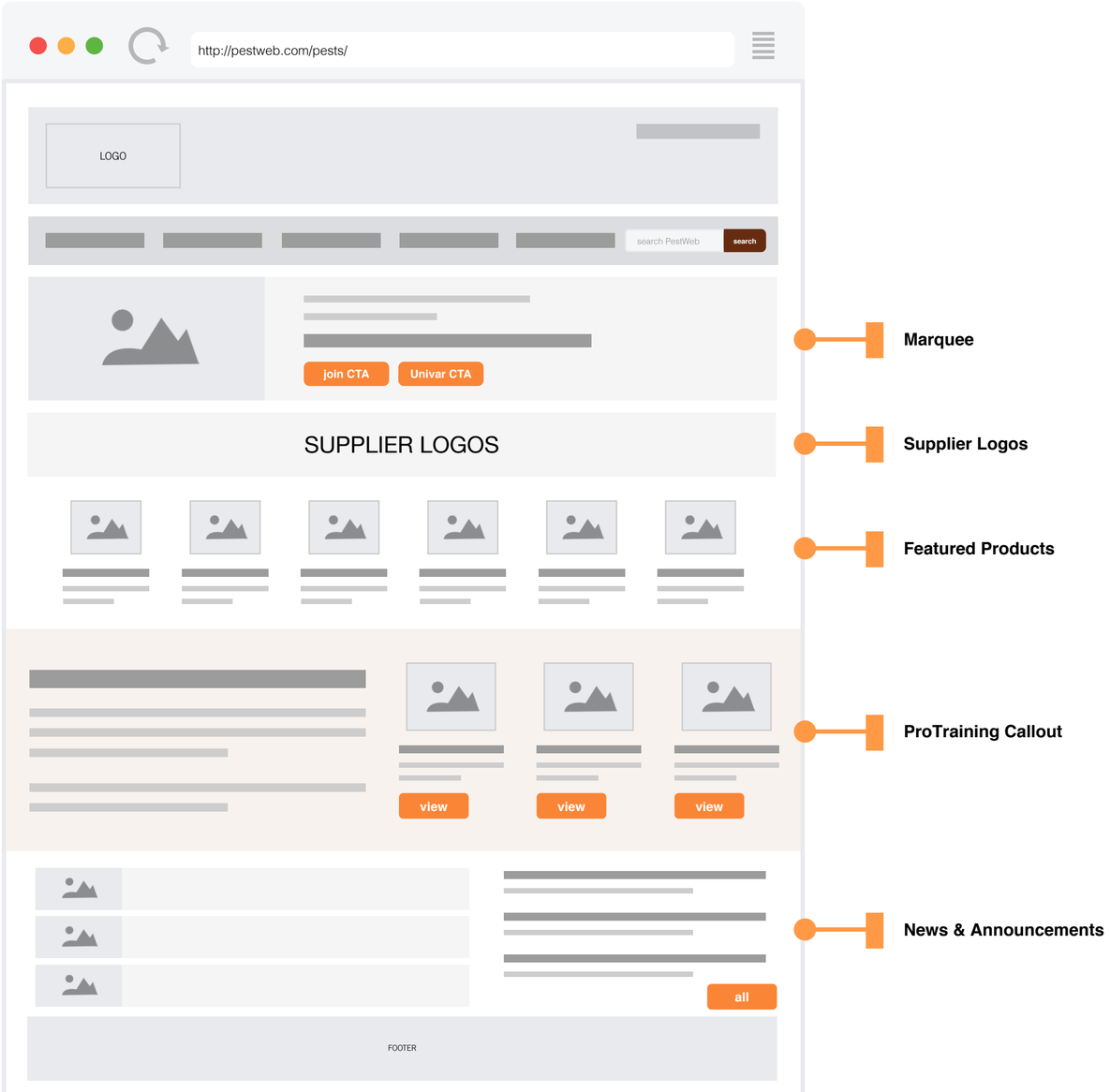
Denotes pages behind a login

Wireframes

Wireframes » Home



layout for content purposes only; not for final wireframe layout

Home Page

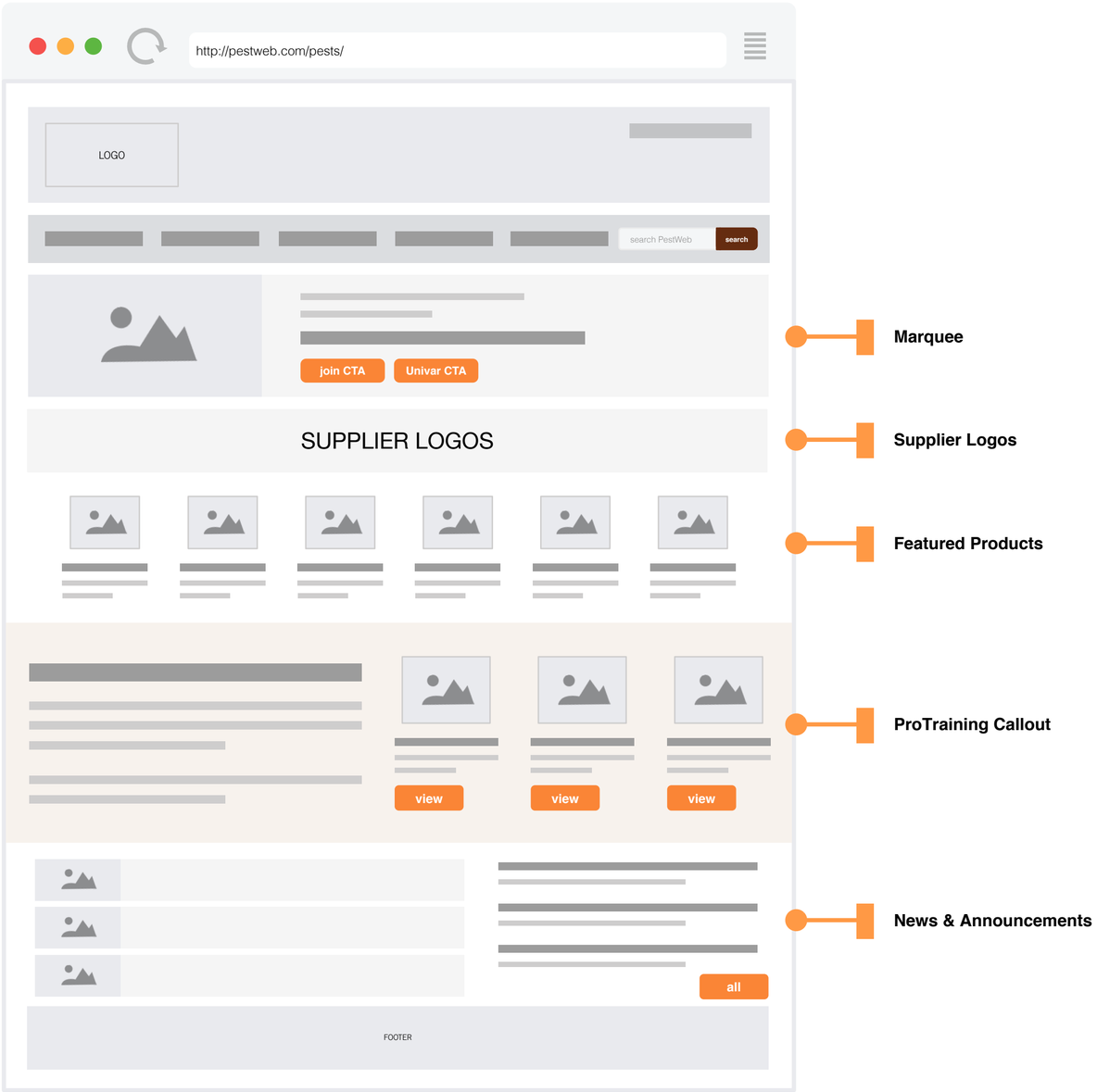
Marquee
The marquee area will featured content specific to users who are logged out as well as users who have logged in.

Supplier Logos

Featured Products
This area is dedicated to the POM and other highlighted product offerings.

ProTraining Callout
Highlighting the purpose of ProTraining and featured courses.

News & Announcements



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Home Page » CropWeb

Marquee

The marquee area will featured content specific to users who are logged out as well as users who have logged in.

Supplier Logos

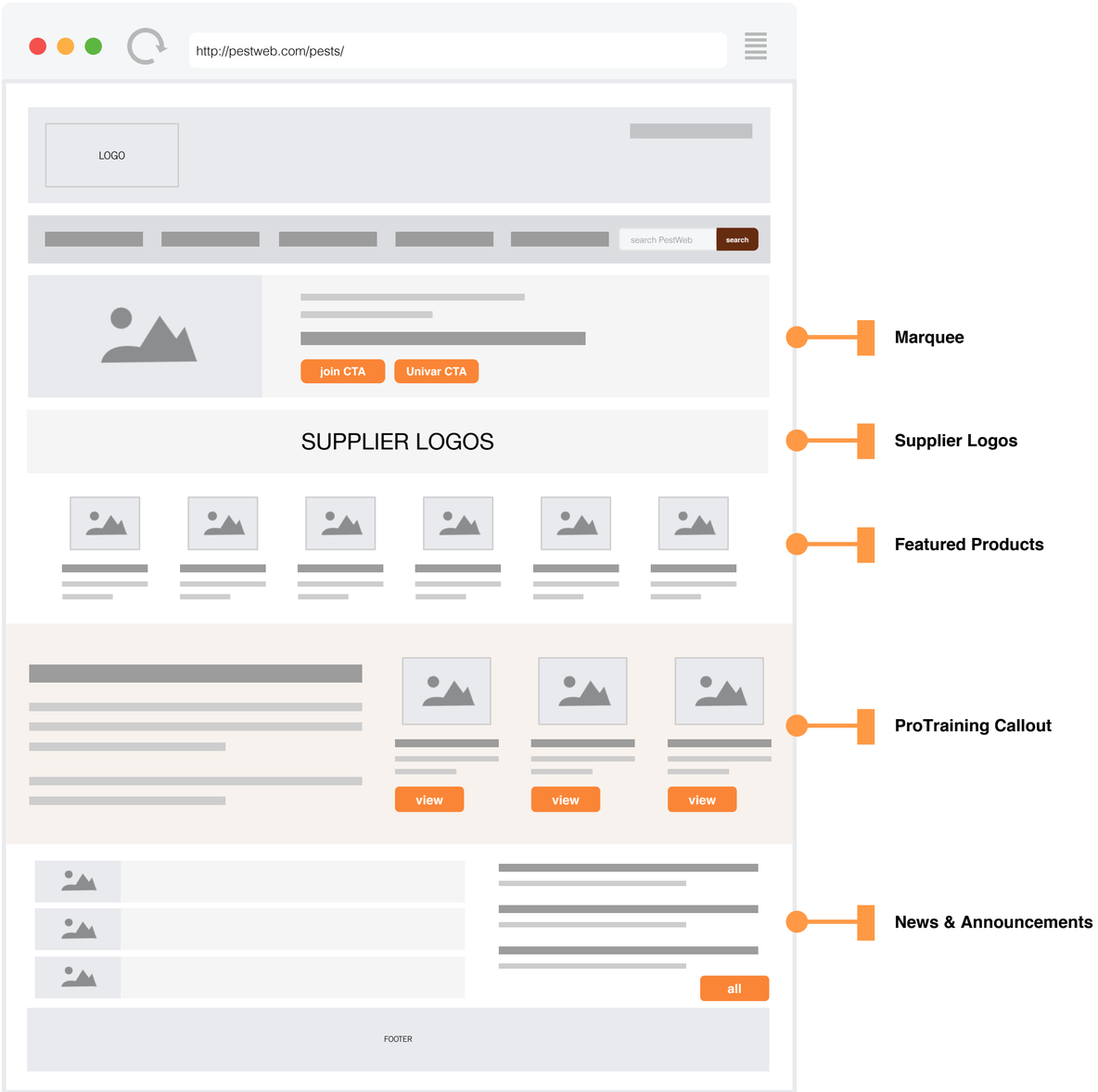
Featured Products

This area is dedicated to the POM and other highlighted product offerings. **For Discussion: What should this area highlight if not products? Videos?**

ProTraining Callout

Highlighting the purpose of ProTraining and featured courses.

News & Announcements



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Home Page » ProVMWeb

Marquee

The marquee area will featured content specific to users who are logged out as well as users who have logged in.

Supplier Logos

Featured Products

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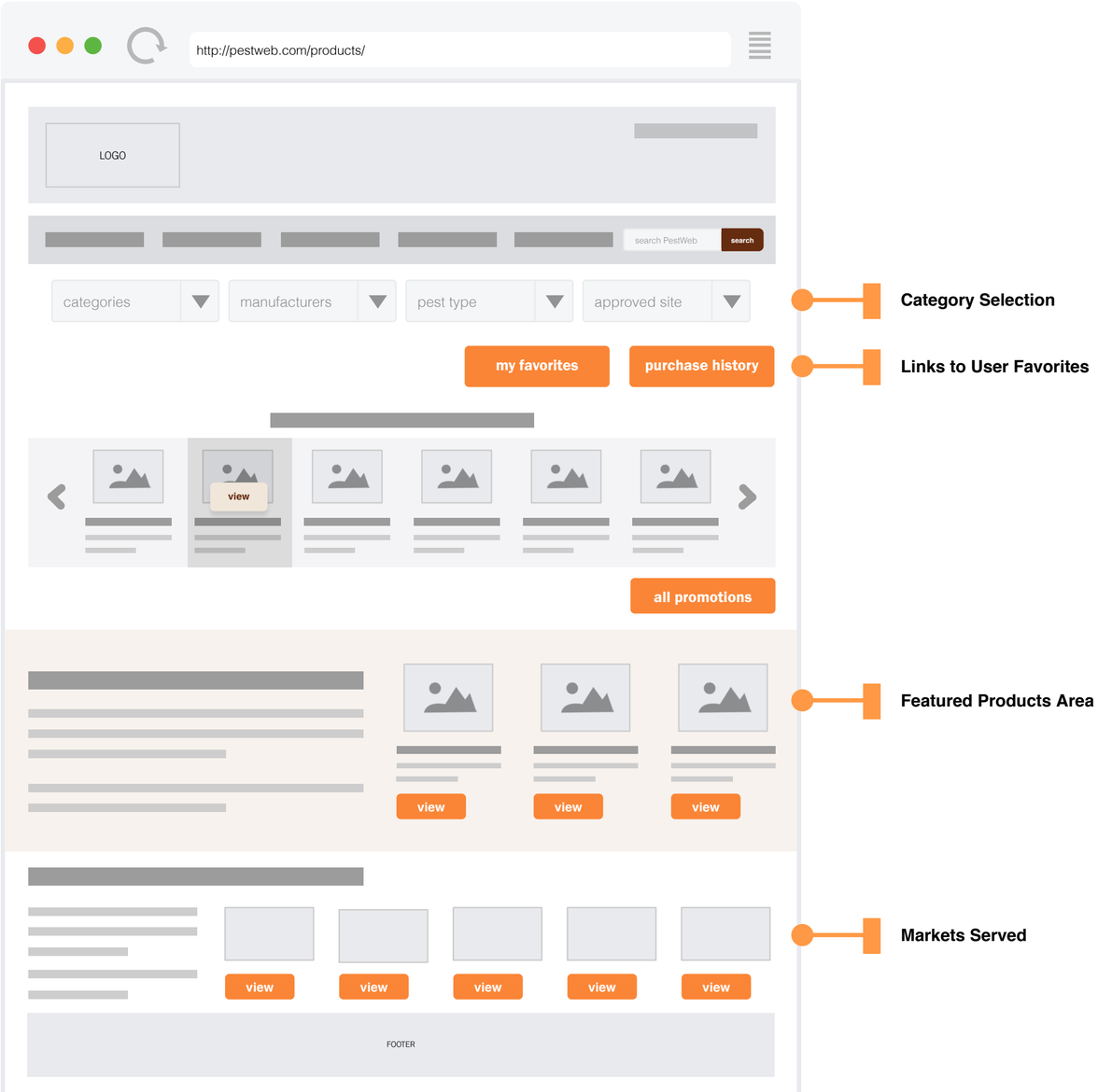
Wireframes » Products



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Products HQ Page

The Products HQ page will act as a one-stop repository for featured, promotional, and other highlighted products by Univar.

It will also serve to allow quick access to search and category filtering, as well as a user's saved products.

Links to User Favorites

Quick access to view favorite products, and products recently purchased. If a user is not logged in (favorites & purchases), or does not have purchase capabilities (purchases), the appropriate button would not be displayed.

Category Selection

This area will be used for drilling down to specific products by category (i.e. all products by BASF). Categories will be organized with slide-in sub-categorization *(see category selection functionality)*

Featured Products Area

This area will provide Univar with the space to promote featured, seasonal, hot topic, or increased margin products. There will be space dedicated to copy for communicating a theme/message connected to the featured products.

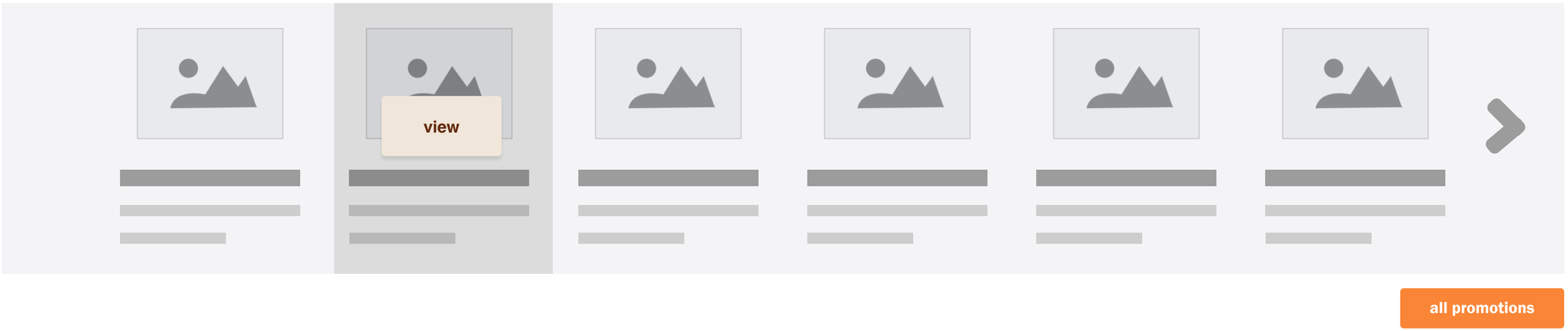
Markets Served

This will be a cross-sell area to highlight Univar's reach across markets.

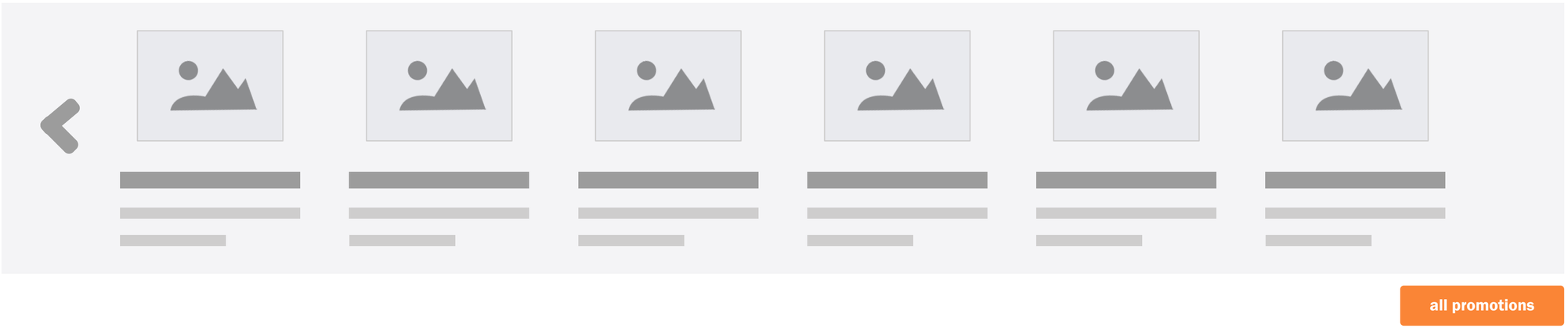
Products HQ Page » Promotions Carousel

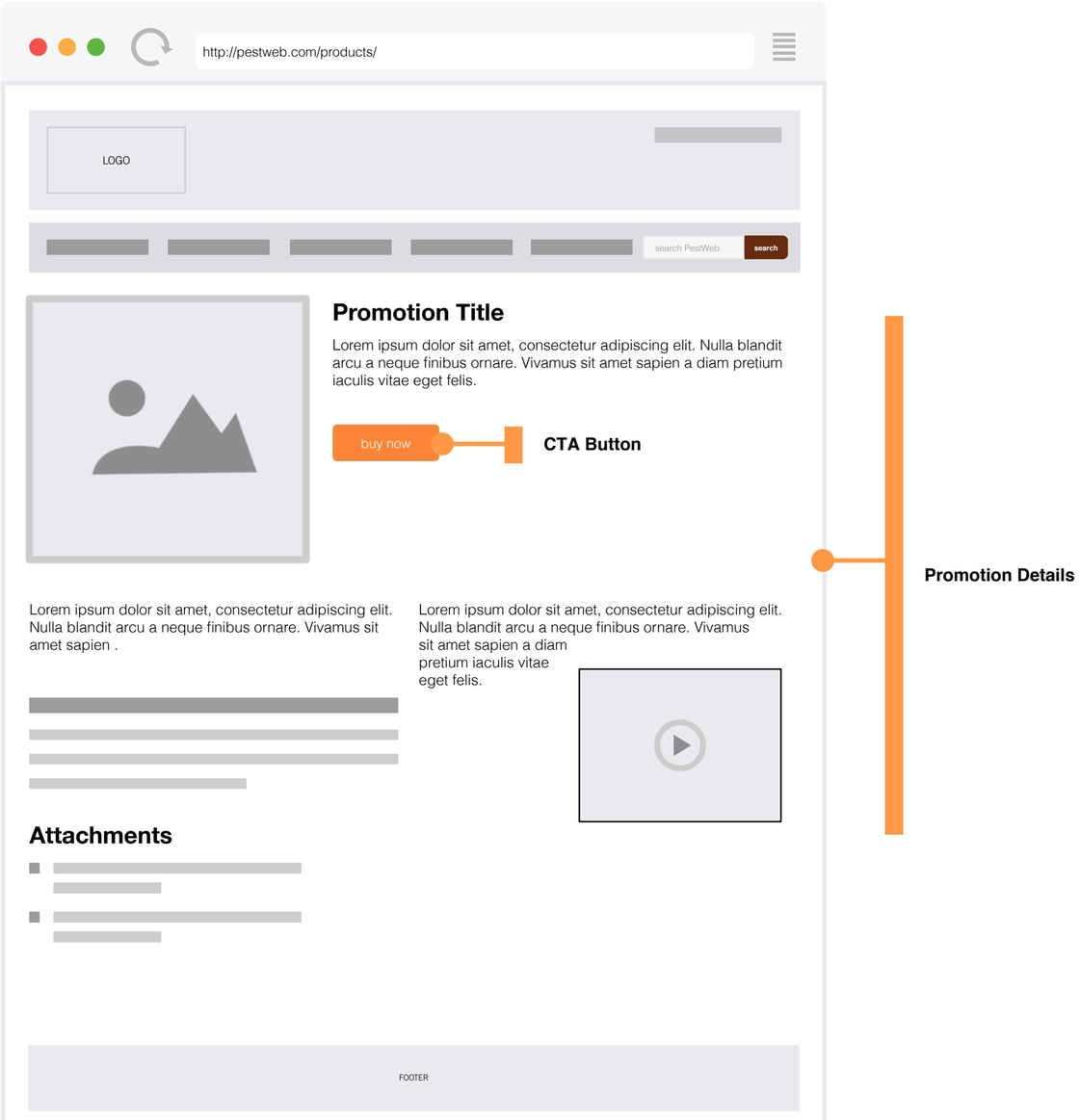
The Products HQ page promotions carousel will include two slides of products, totaling 12 promotions. Additional promotions can be accessed via the 'all promotions' button below the carousel. Additionally, the first promotional spot would be reserved for the POM. When a user hovers over a promotion, they will be able to click to that promotion's details page.

First Carousel Slide



Second Carousel Slide





layout for content purposes only; not for final wireframe layout

Subpage Wireframe » Products » Individual Promotion

New product promotions will provide more flexibility for suppliers, and provide a better user experience to the customer.

Promotion Details

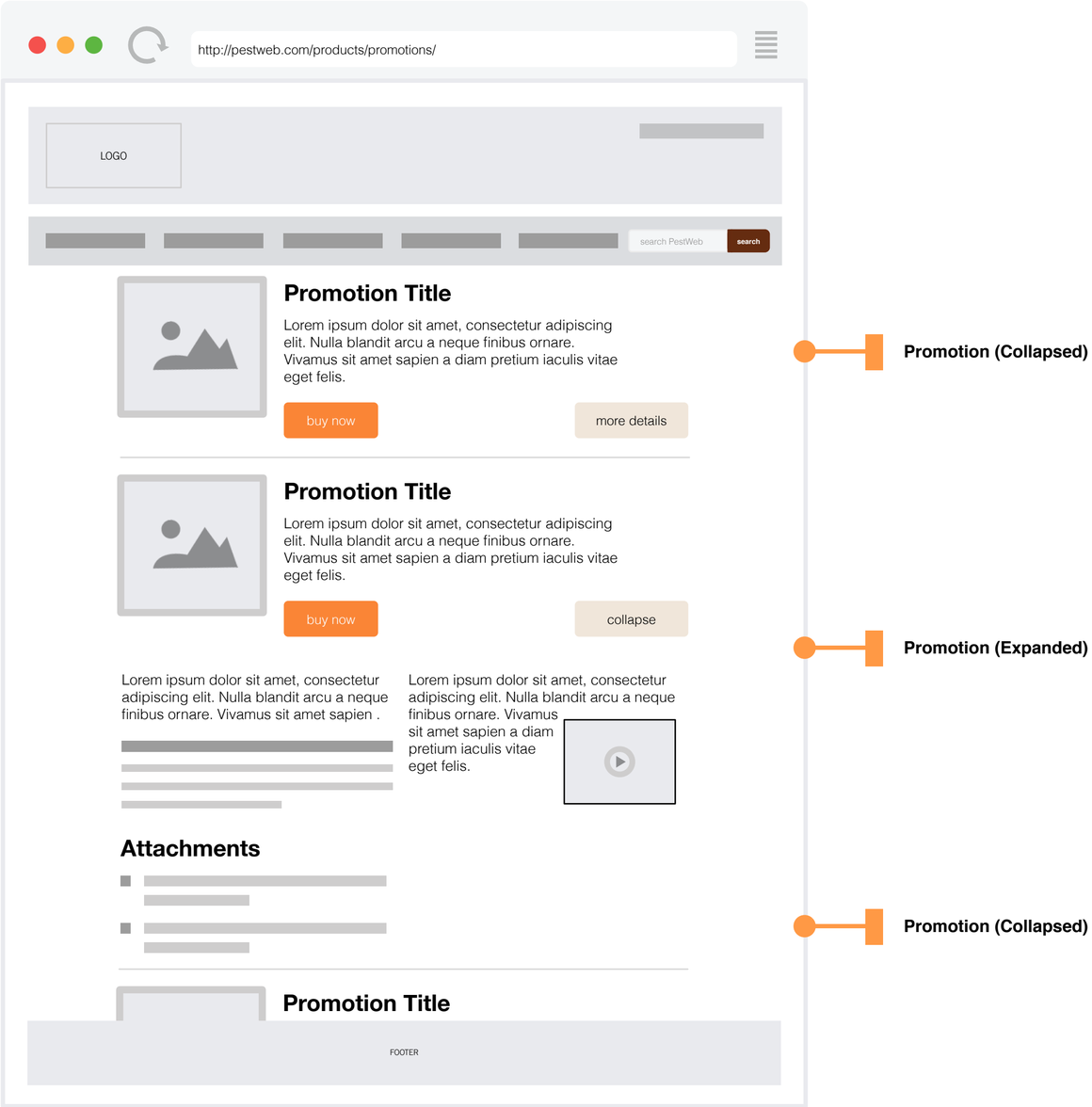
New promotions will now have the following attributes for each:

- Promotion/Product Title
  Suggested: 2 lines maximum
- Subtitle
  Suggested: 1 line maximum
- Product/Promotion Image
  Suggested: 500px x 500px
- Description
  Suggested: 250 character maximum
- Product Details
  Suggested: WYSIWYG field, displayed over two columns
- Attachments
  Suggested: multi-file upload

CTA Button

Additionally, two options for 'buy now' style buttons will be offered, according to the type of promotion that's being offered:

- If only one SKU exists, a 'buy now' button would be included, and link to the product page in the Online Store
- If more than one SKU exists, a 'view in Online Store' button would be included an link to the promotions section of the Online Store



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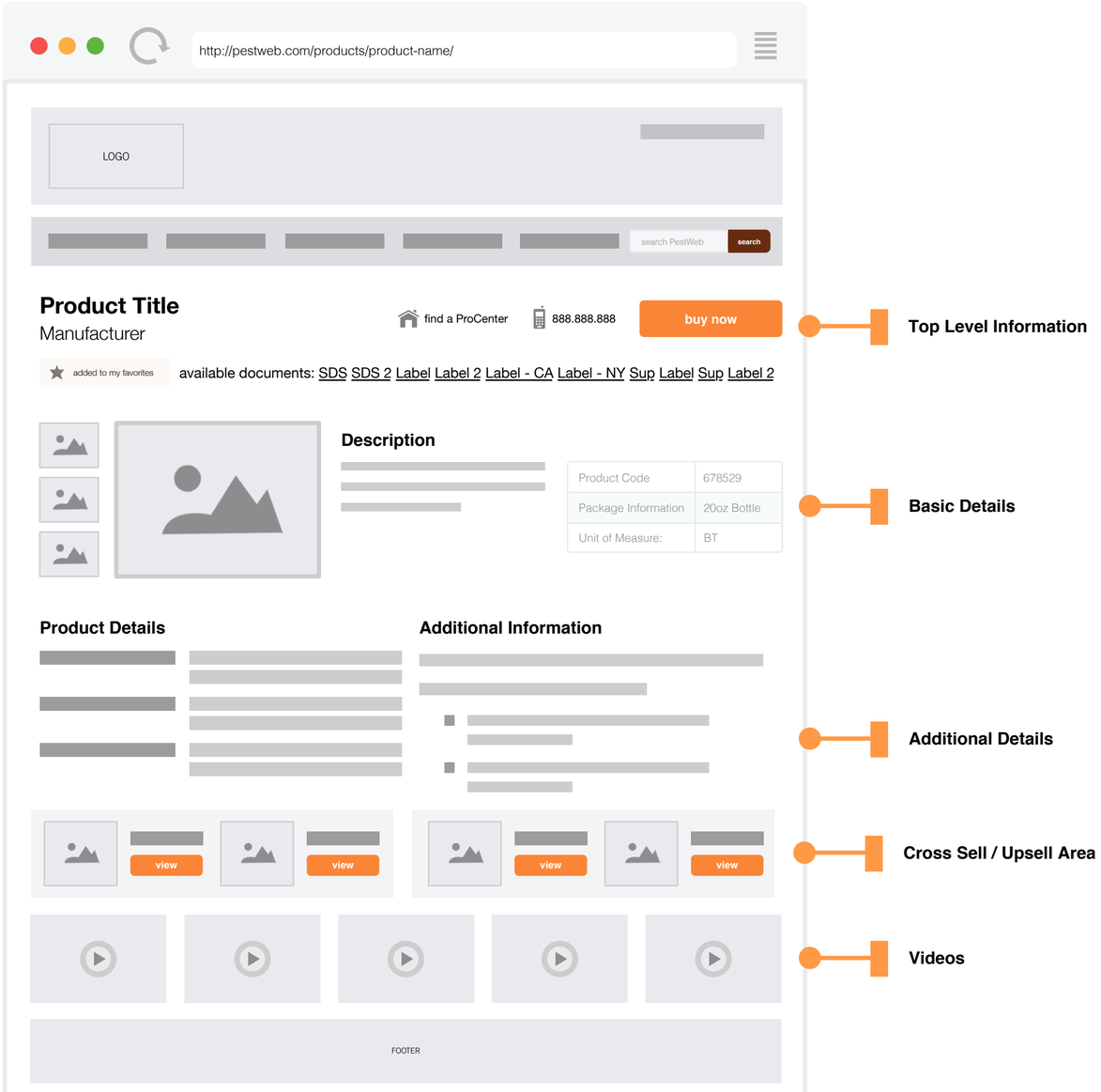
Subpage Wireframe » Products » All Promotions

An all promotions page will accommodate promotions exceeding the space allotted on the Product HQ page carousel.

All fields available on the promotional modal will be available on this page as well. Clicking on a promotional details will expand the fine print details.



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Subpage Wireframe » Products » Individual Product

The product pages mirrors the content that's seen on the Online Store, but provides a layout that's more conducive to researching a product. Important actions — like purchasing — are easy to direct users to the Online Store.

Top Level Information

This top row contains only the most important information: title, manufacturer, size, purchase buttons, add to favorites, and downloadable documents.

Basic Details

This second row provides important, secondary information.

Additional Details

This row provides in-depth details and fine print.

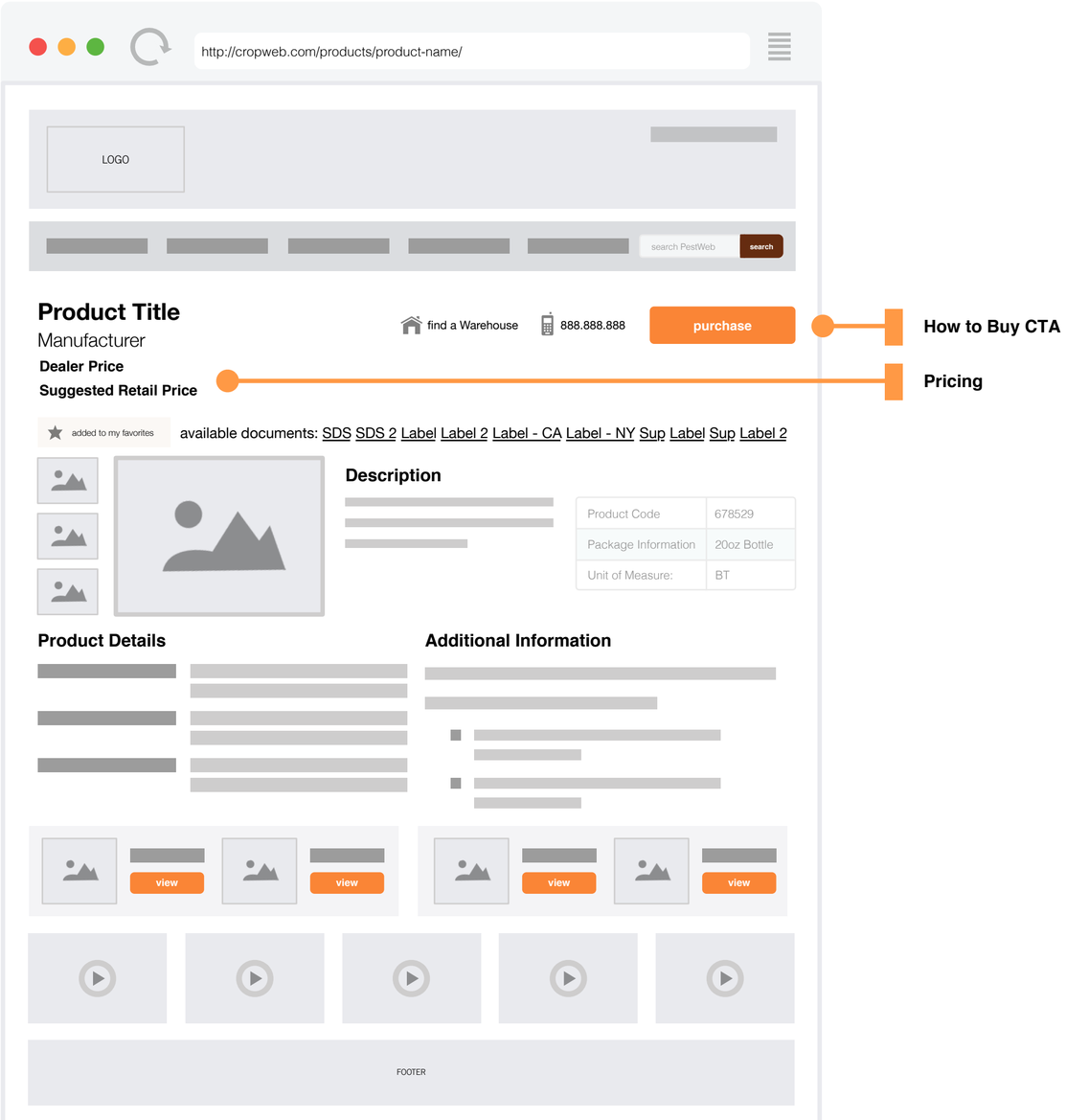
Cross Sell / Upsell

This area will promote products related to the current product.

Videos

Videos would open in a modal window.

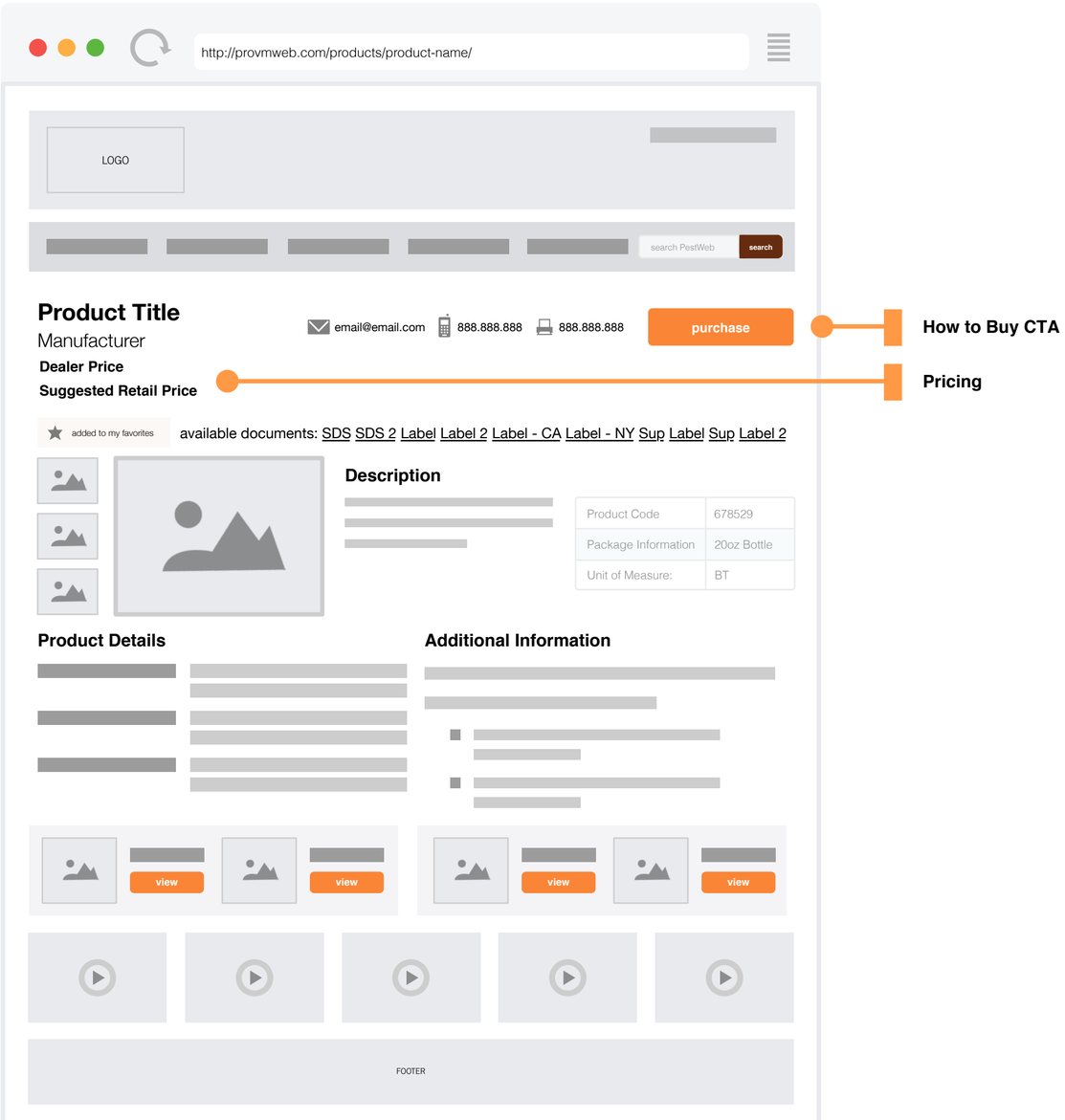
Note: Reviews have been removed from the page layout.



layout for content purposes only; not for final wireframe layout

Subpage Wireframe » Products » Individual Product » CropWeb

Notable differences from the PestWeb version of the Individual Product page include the addition of pricing (when logged in), tweaks to purchase CTAs, and linking the purchase button to the How to Purchase page.



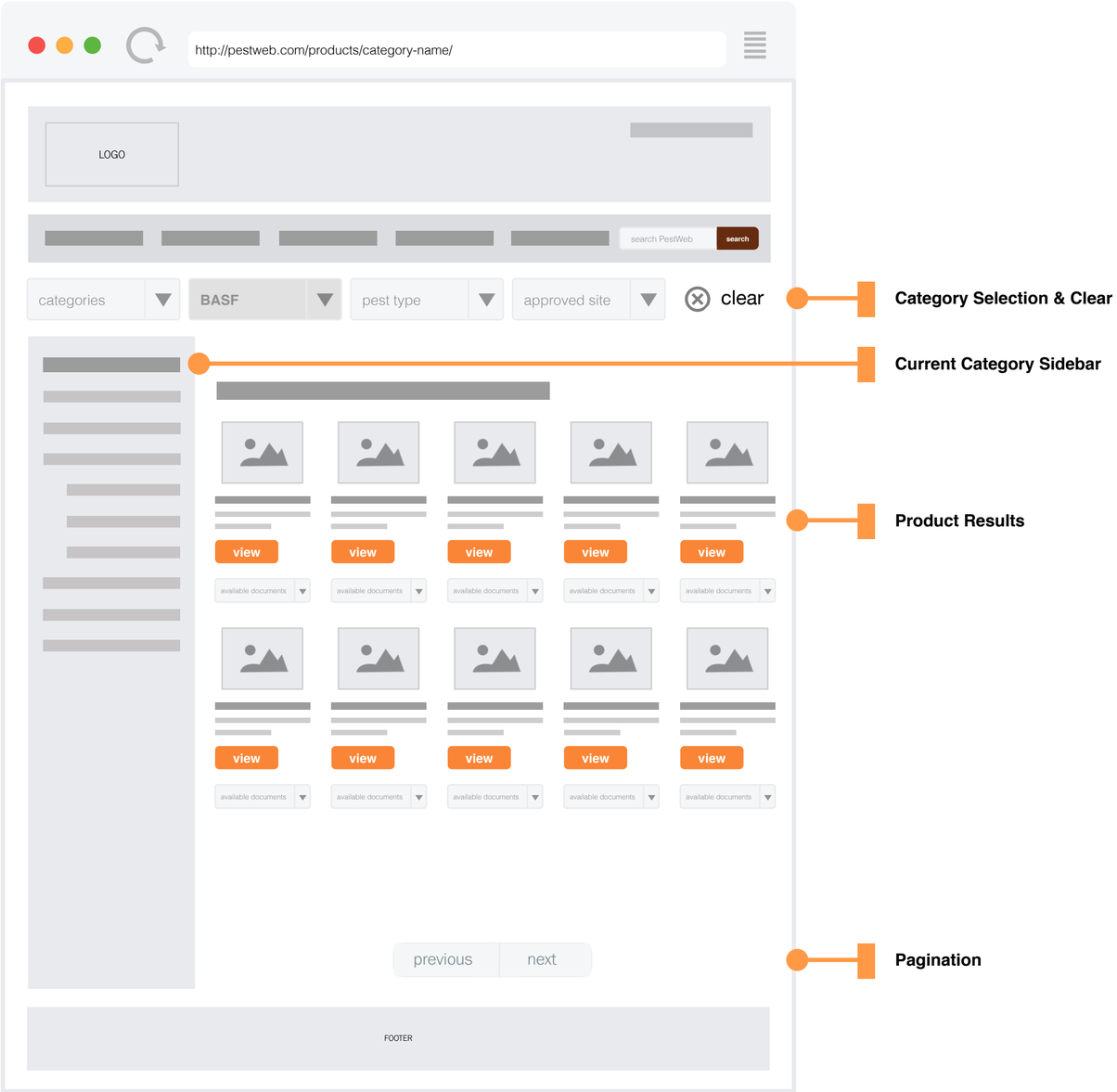
layout for content purposes only; not for final wireframe layout

Subpage Wireframe » Products » Individual Product » ProVMWeb

Notable differences from the PestWeb version of the Individual Product page include the addition of pricing (when logged in), tweaks to purchase CTAs, and linking the purchase button to the How to Purchase page.

Questions to Ask:

- **What are the requirements for credit card and account credit purchases?**



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Subpage Wireframe » Products » Category Display Page

Viewing a product listing by category type (category, manufacturer, pest type, or approved site) will be displayed in a block layout with appropriate top-level details.

A user would arrive on this page, after having selected any of the categories listed on the HQ page.

Category Selection & Clear

On this view, the category selected would be visible in its respective dropdown, with the dropdown indicating an active state. Users would be able to select any of the dropdowns to change the category view, or click the clear button to return to the Products HQ page.

Current Category Sidebar

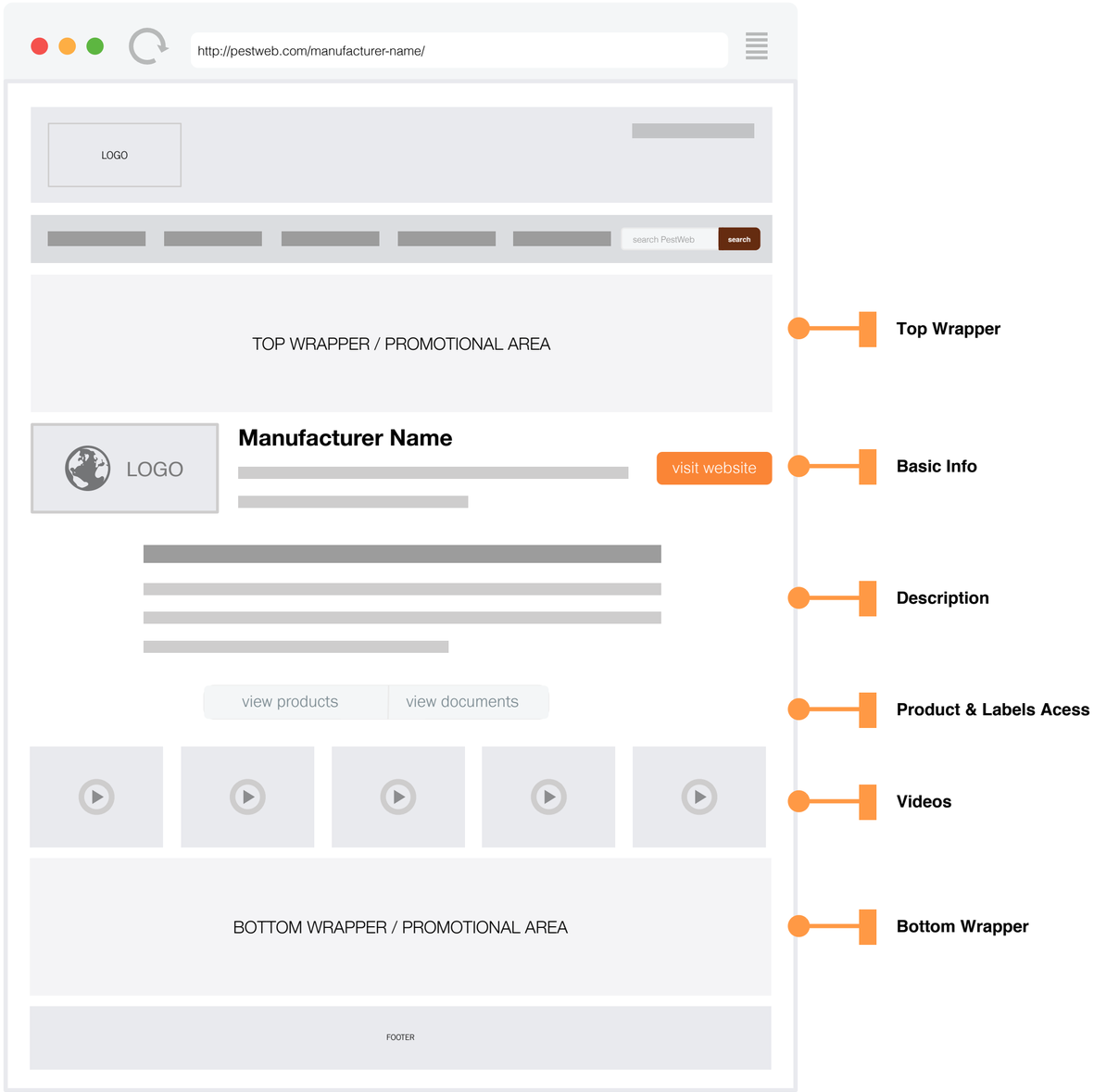
This sidebar will display the current category, and all sibling and children categories, so that the user can easily identify their current spot in the hierarchy.

Product Results

Products will be laid with comparable options to the Online Store. (*The number of products or rows shown is not reflective in this wireframe.)*

Pagination

For Future Discussion: Use of dropdowns to display available documents



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Subpage Wireframe » Products » Individual Manufacturer

In trying to reimagine the manufacturer pages, we're looking to create a landing page that all paying manufacturers can take advantage of.

Top & Bottom Wrappers

These promotional areas will allow for manufacturers to provide more of their own branding onto their landing page. The areas can be used for specific campaigns or promotions and allow for linking. *Specific specs & implementation TBD.*

Basic Info

Basic information will include the manufacturer's name, location, logo, and link to their website.

Description

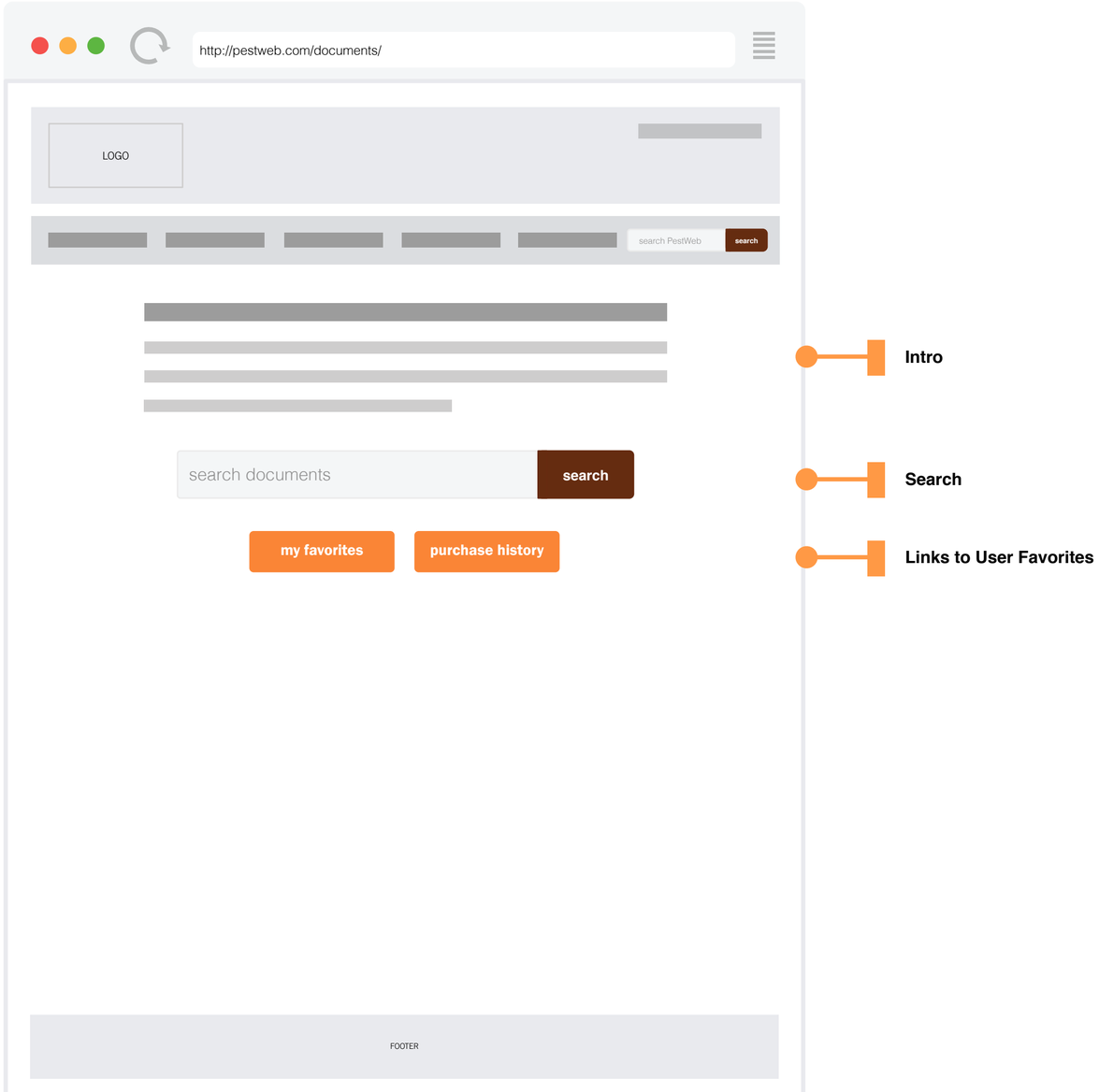
This area will allow for a limited, but free-form area of HTML. Vendors will have to comply with any design standards Univar sets.

Product & Labels Access

This area will be quick access to product or document listings specifically for the manufacturer.

Videos

Wireframes » Product Documents



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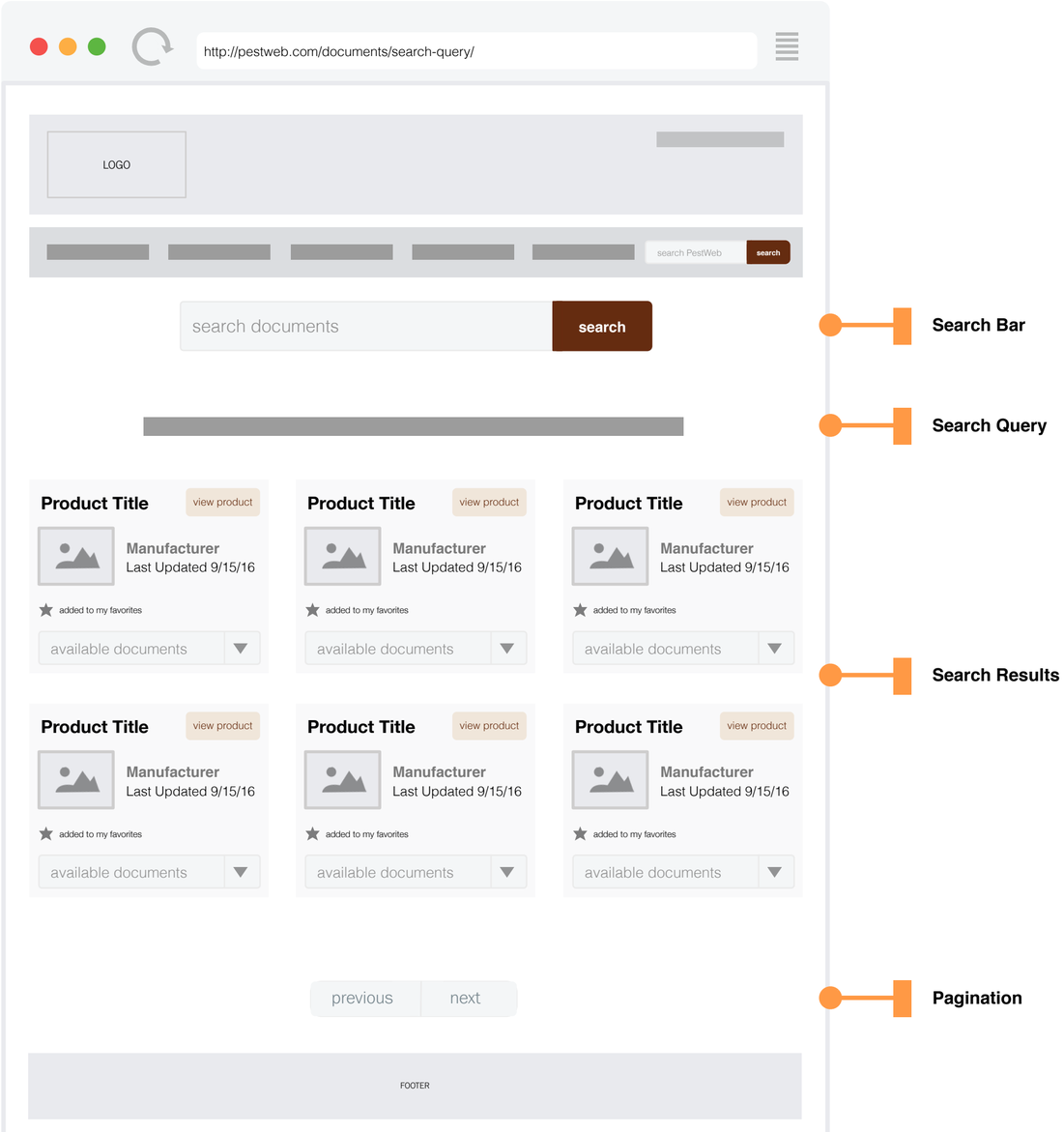
Product Documents HQ Page

While users will still be able to easily and conveniently access documents elsewhere on the site, a standalone document center will be included. The intention is to bring labels & SDS into the forefront as a main component of PestWeb, and provide an additional option to search for documentation.

Intro

Search

This section-specific search box will allow users to search documents by product name or manufacturer. (Note: Product Documents is the only section with a search box specific to its results; whereas the other sections rely on the global search, or filtering search queries.)



layout for content purposes only; not for final wireframe layout

Subpage Wireframe » Product Documents » Search Results Page

This document search results page will be displayed when a user searches from any of the using a labels/SDS-specific search box (located on the Product Documents HQ page and this search results page.)

Search Bar

Here the user will be able to quickly perform another search.

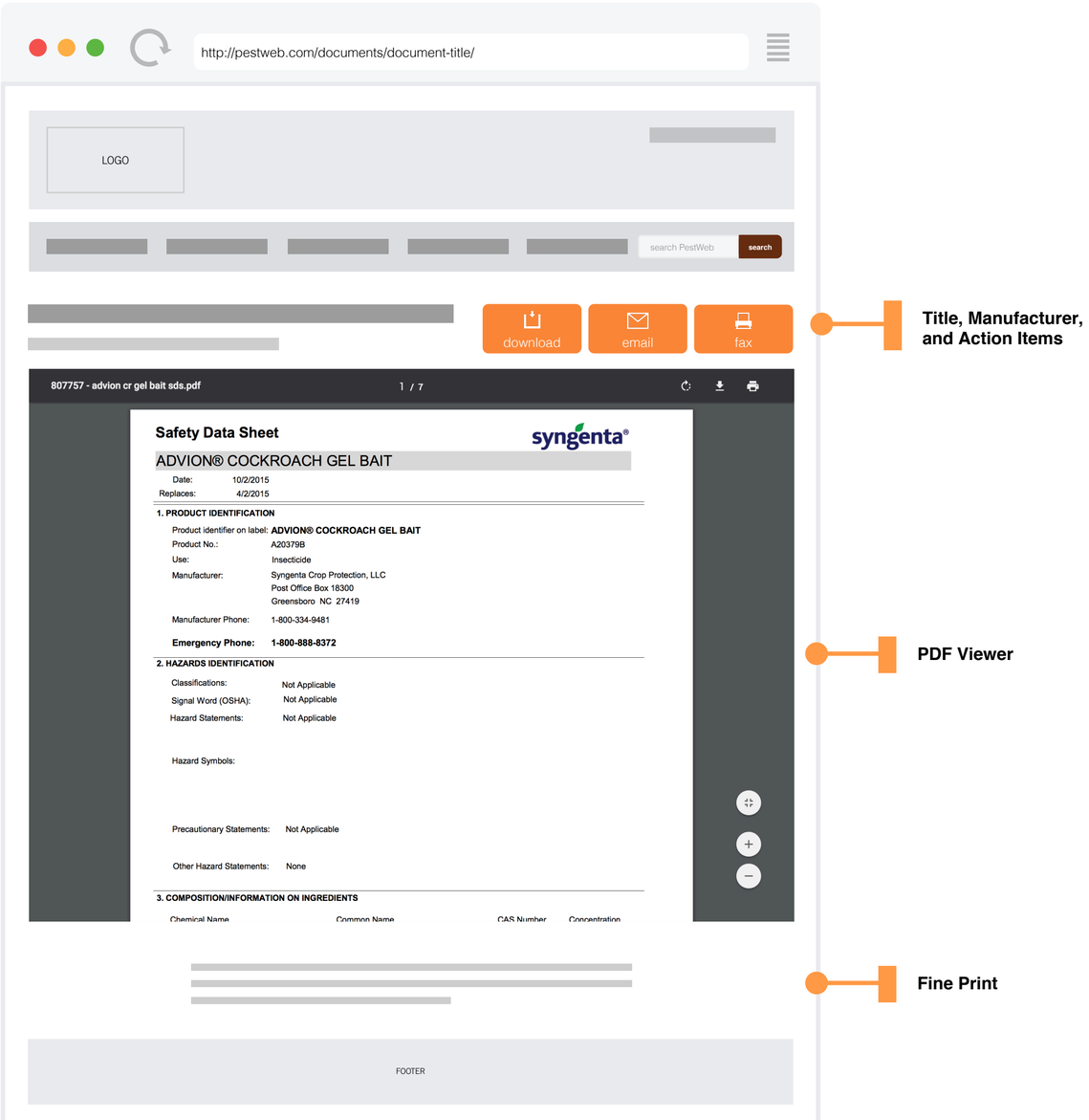
Search Query

This information will include the text searched for, and the number of results.

Search Results

Results will be displayed 1, 2, 3 or 4 across, depending on the screen width, and provide a drop down to select specific documents to view. This will allow uniformity when products have a wide array of document types.

Pagination



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Subpage Wireframe » Product Documents » Individual Document

The label viewer will remain largely the same, with easy access to view and save the document.

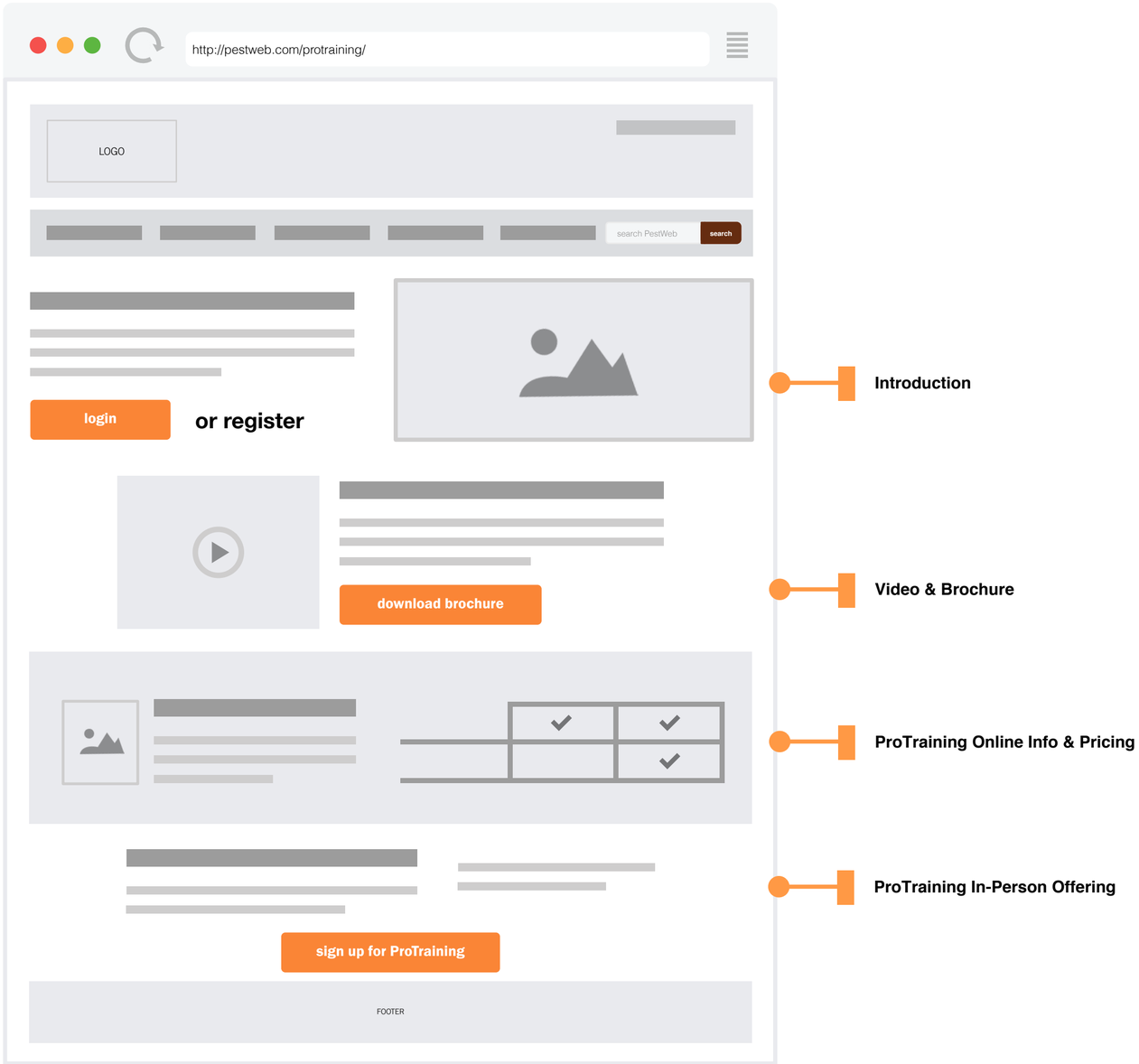
Title, Manufacturer, and Action Items

The product title and manufacturer have been added to the body of the page, for greater SEO visibility. Additionally, the buttons have been reordered.

PDF Viewer

Fine Print

Wireframes » ProTraining



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ProTraining Public Page

This page will be displayed to all users who are not yet logged into PestWeb.

Introduction

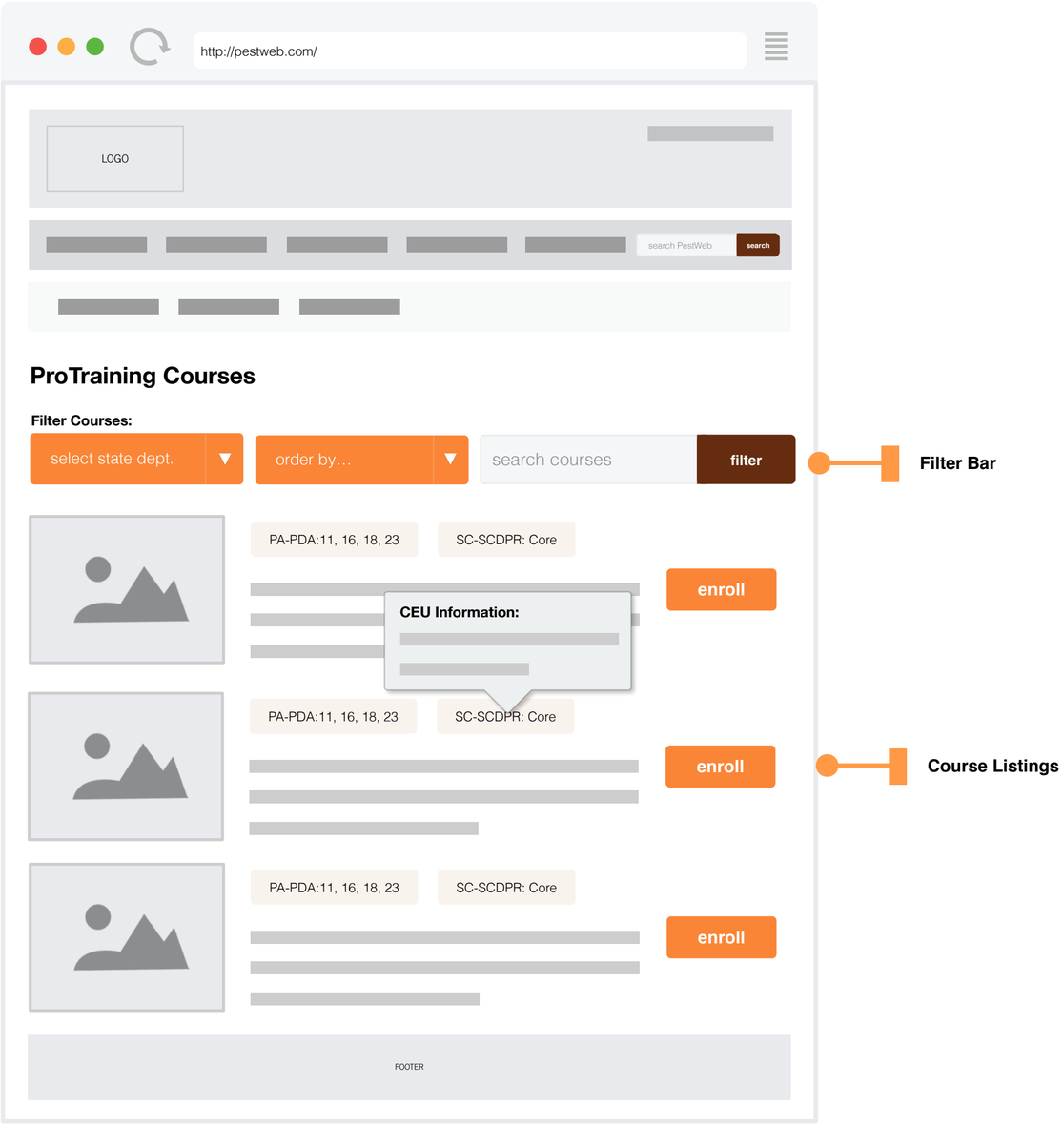
Including copy and positioning ProTraining as the #1 in the industry.

Video & Brochure

ProTraining Online Info & Pricing

ProTraining In-Person Offering

Includes top-level sell-in information (background, about, what in-person ProTraining is, and why its valuable).



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Subpage Wireframe » ProTraining » Public Course Catalog

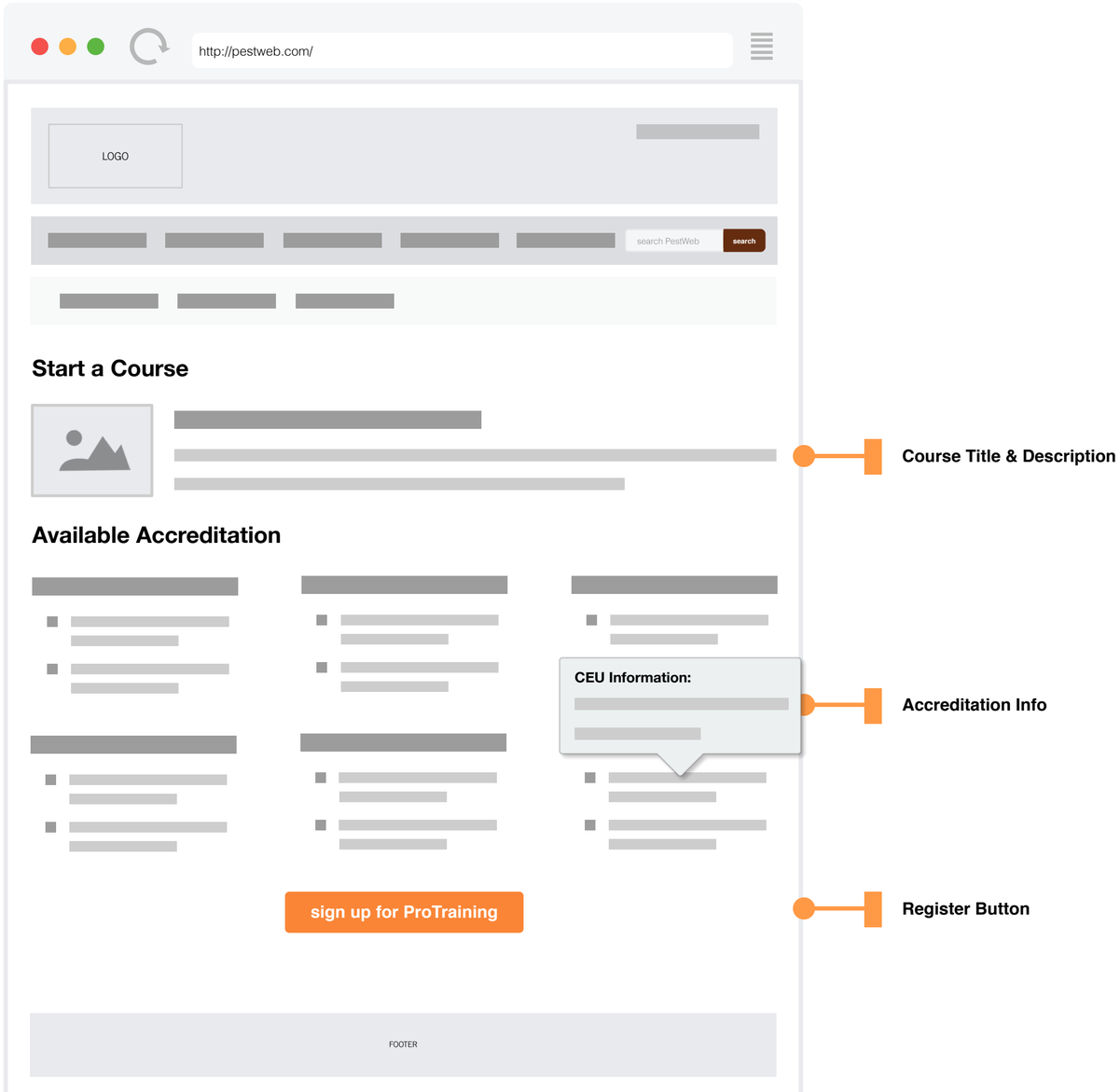
State Requirements Selector

The user's licenses and links to state requirements have been condensed into a dropdown, similar to how other 'jump to' links are used in the PestWeb Plus area.

Filter Bar

While keeping the website's current filter capabilities, the layout would match what exists in the filter bar in the PestWeb Plus area.

Course Listings



layout for content purposes only; not for final wireframe layout

Subpage Wireframe » ProTraining » Public Course Info Page

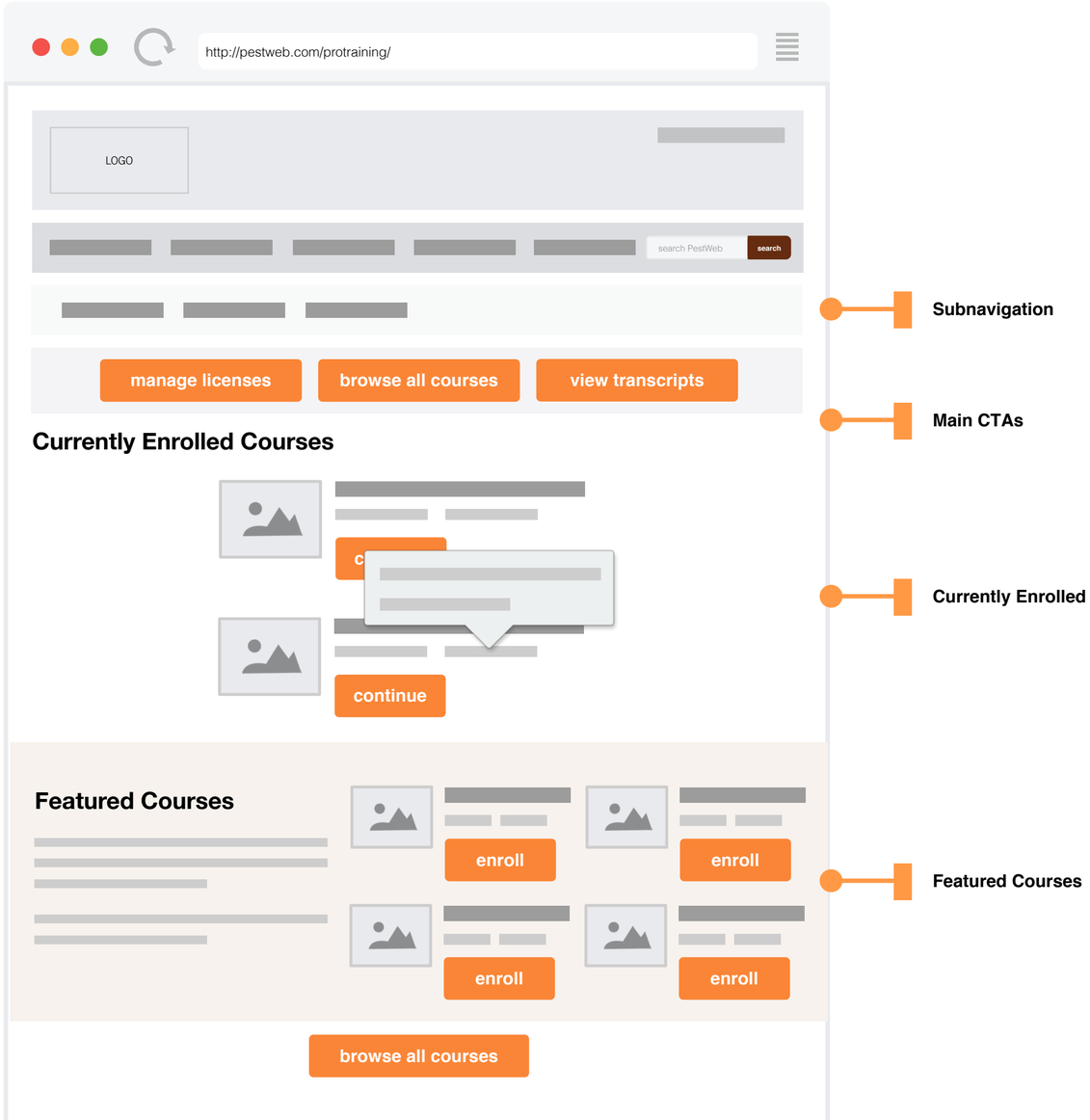
This page is displayed just before a user launches a course. It will display for both users starting a new course, or continuing a course they have previously started.

Course Title & Description

Accreditation Info

This section will outline the available accreditations, organized by State and then State Department. *Note, this information will contain only the pop-up of requirement details; it will not link to the individual state department page. That information will be reserved for logged-in users only.*

Register Button



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ProTraining HQ Page

This page will be displayed to all users who have logged into PestWeb.

Subnavigation

Items to include: Browse all Courses, Manage Licenses, and Transcripts. Included in the sub navigation, if needed, will be dropdowns for items.

Main CTAs

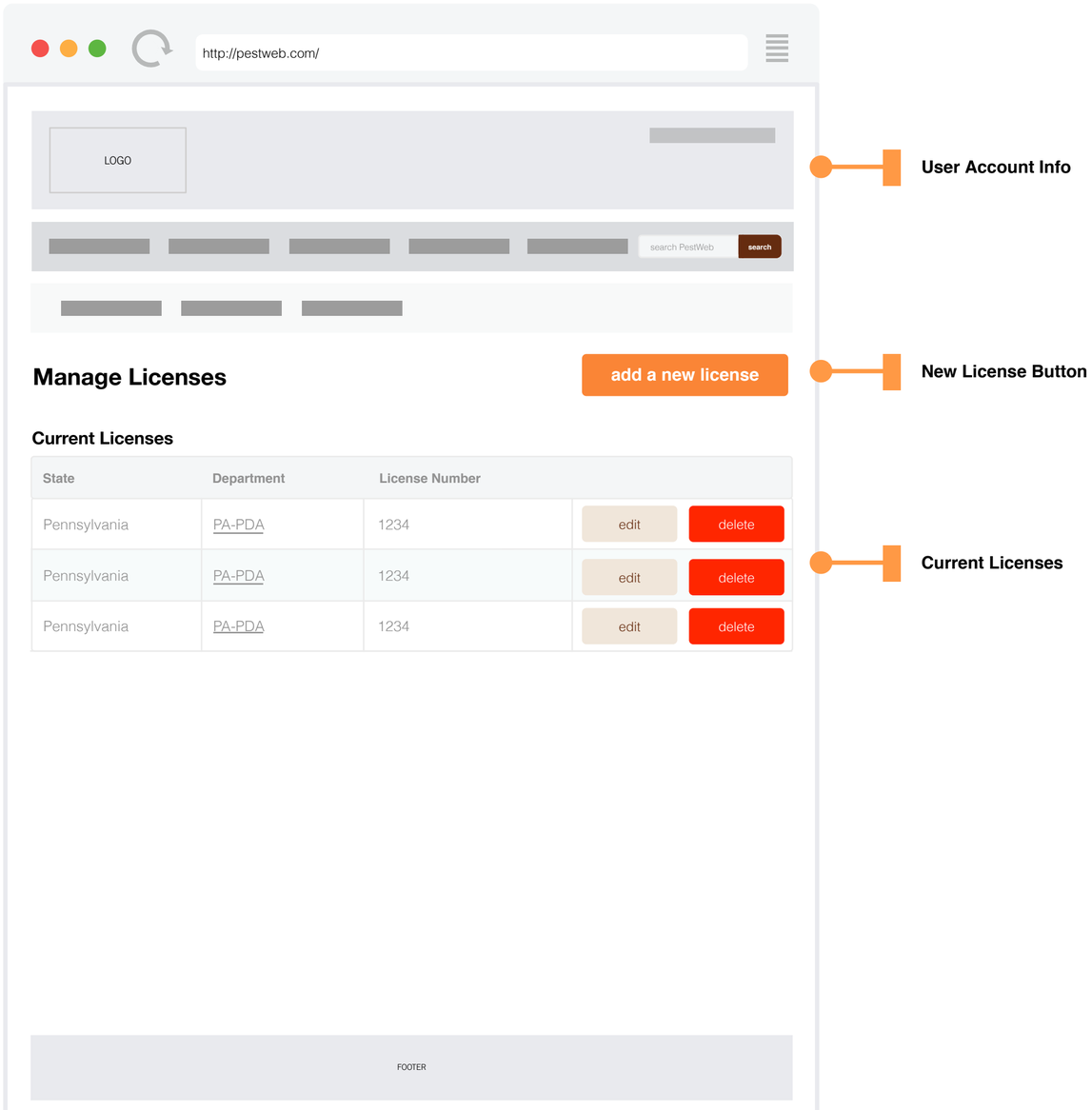
These include buttons to the top three actions: Browser Courses, Manage Licenses, and View Transcripts. This is essentially a more prominent design of the subnavigation. *We will revisit during the design phase, if the subnavigation bar should be removed on this HQ page, because it is redundant.*

Currently Enrolled Courses

Notable changes include eliminating the course description, asking the user to click to learn more.

Featured Courses

This area will additionally feature supporting text and background treatment, similar to the featured area on the Product HQ page.



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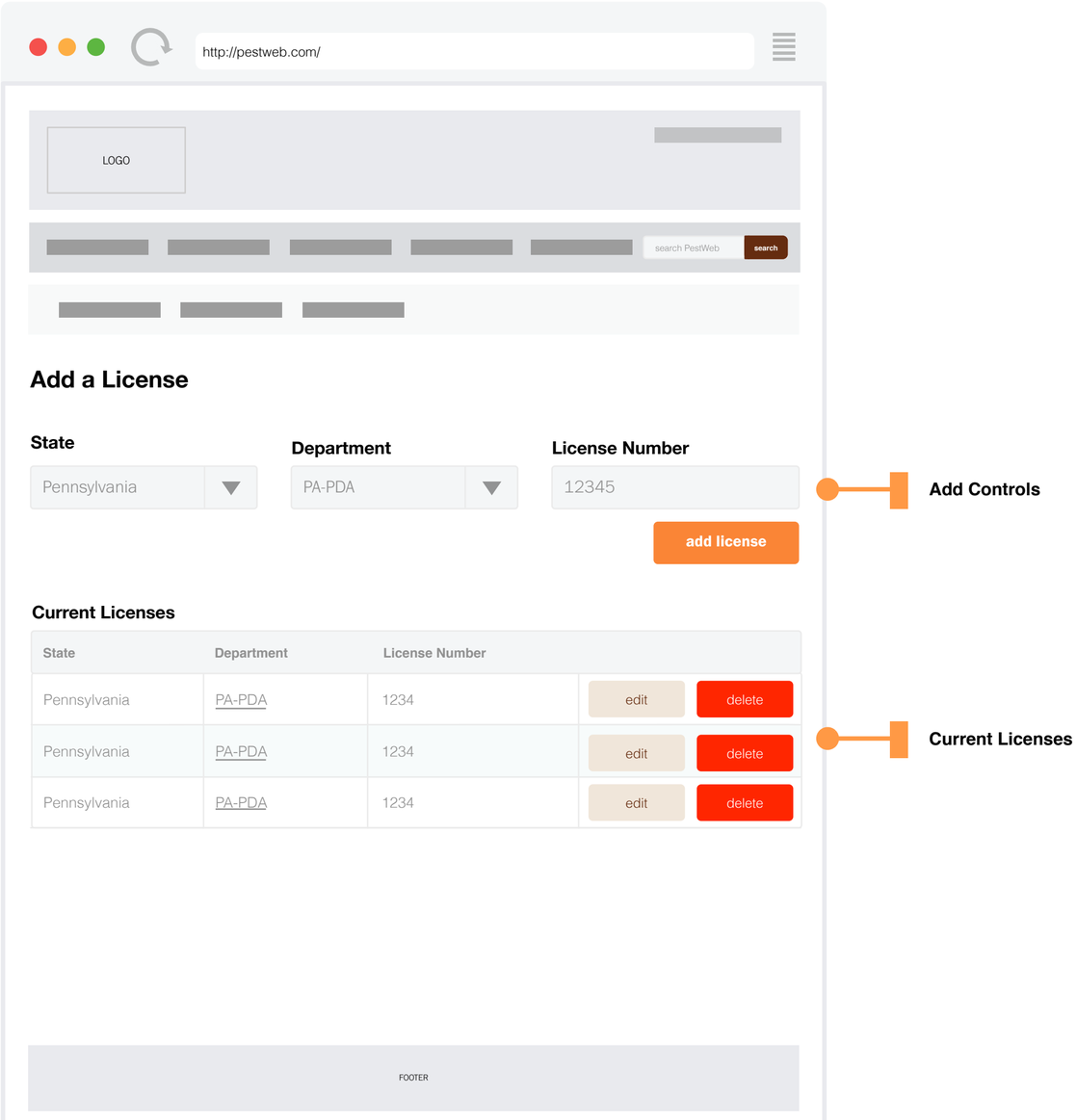
Subpage Wireframe » ProTraining » Manage Licenses

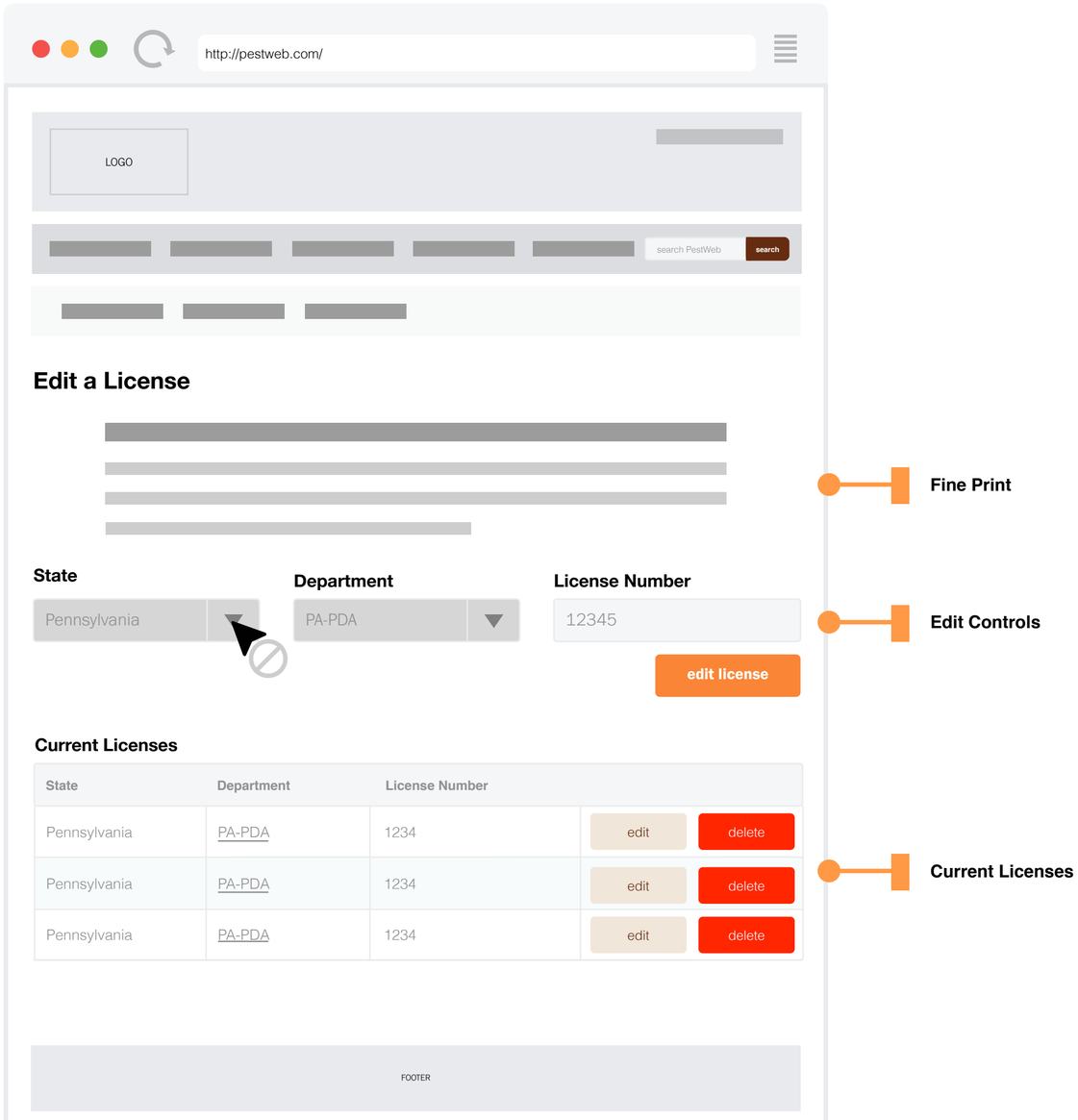
No notable changes were made to this wireframe.



layout for content purposes only; not for final wireframe layout

Subpage Wireframe » ProTraining » Manage Licenses » Add a License

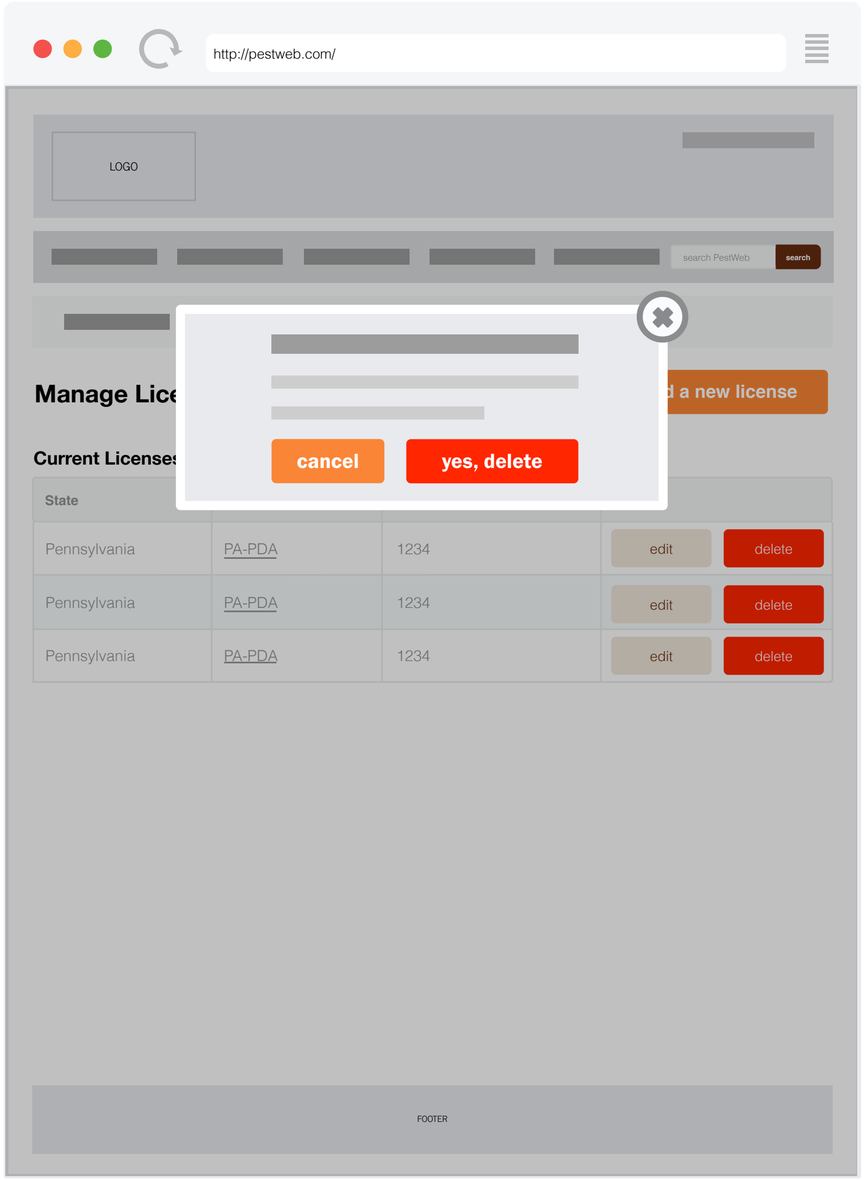
Minor layout changes were made to this wireframe.



layout for content purposes only; not for final wireframe layout

Subpage Wireframe » ProTraining » Manage Licenses » Edit a License

Minor layout changes were made to this wireframe.



layout for content purposes only; not for final wireframe layout

Delete a License Modal

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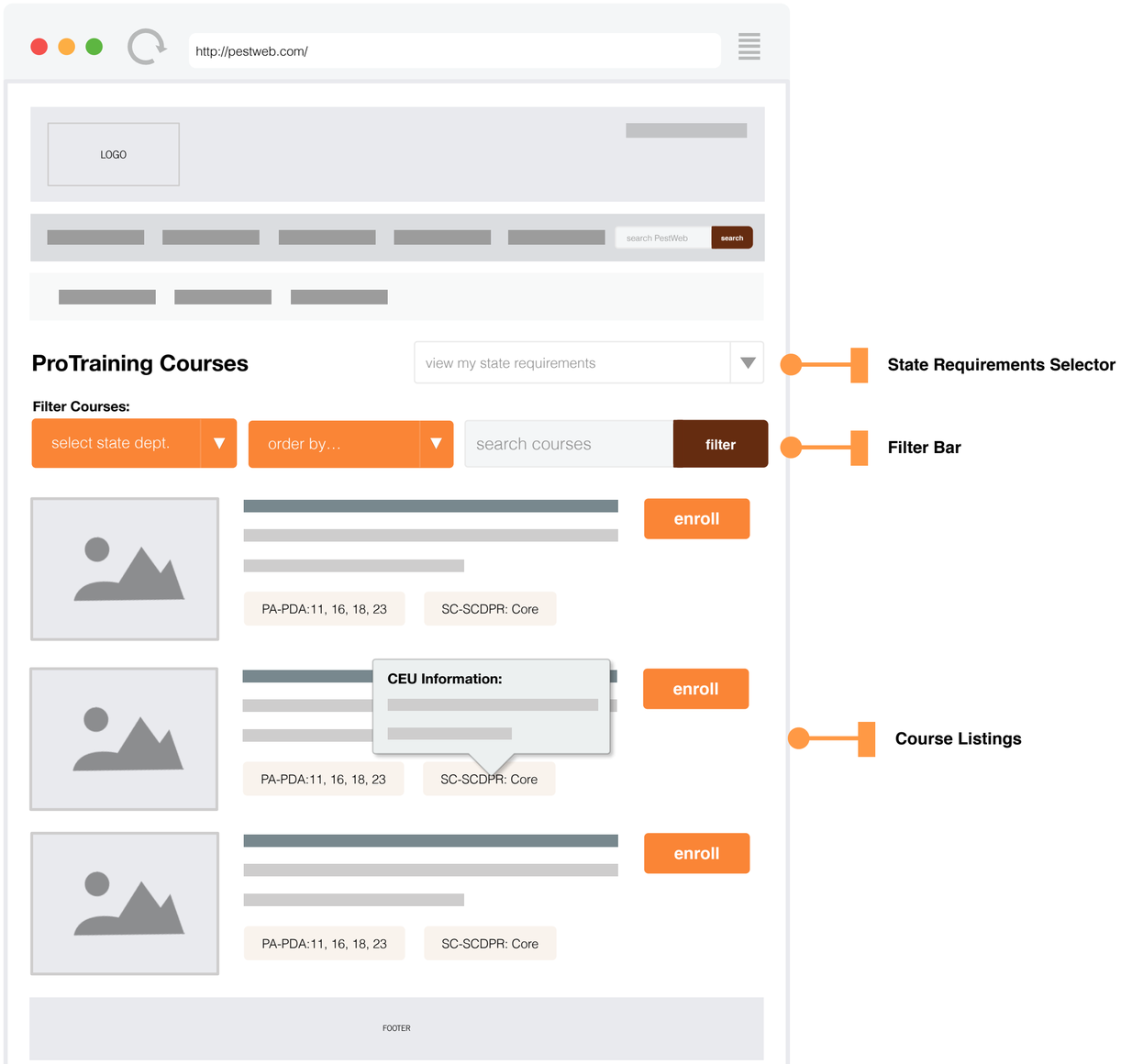


layout for content purposes only; not for final wireframe layout

Subpage Wireframe » ProTraining » Courses

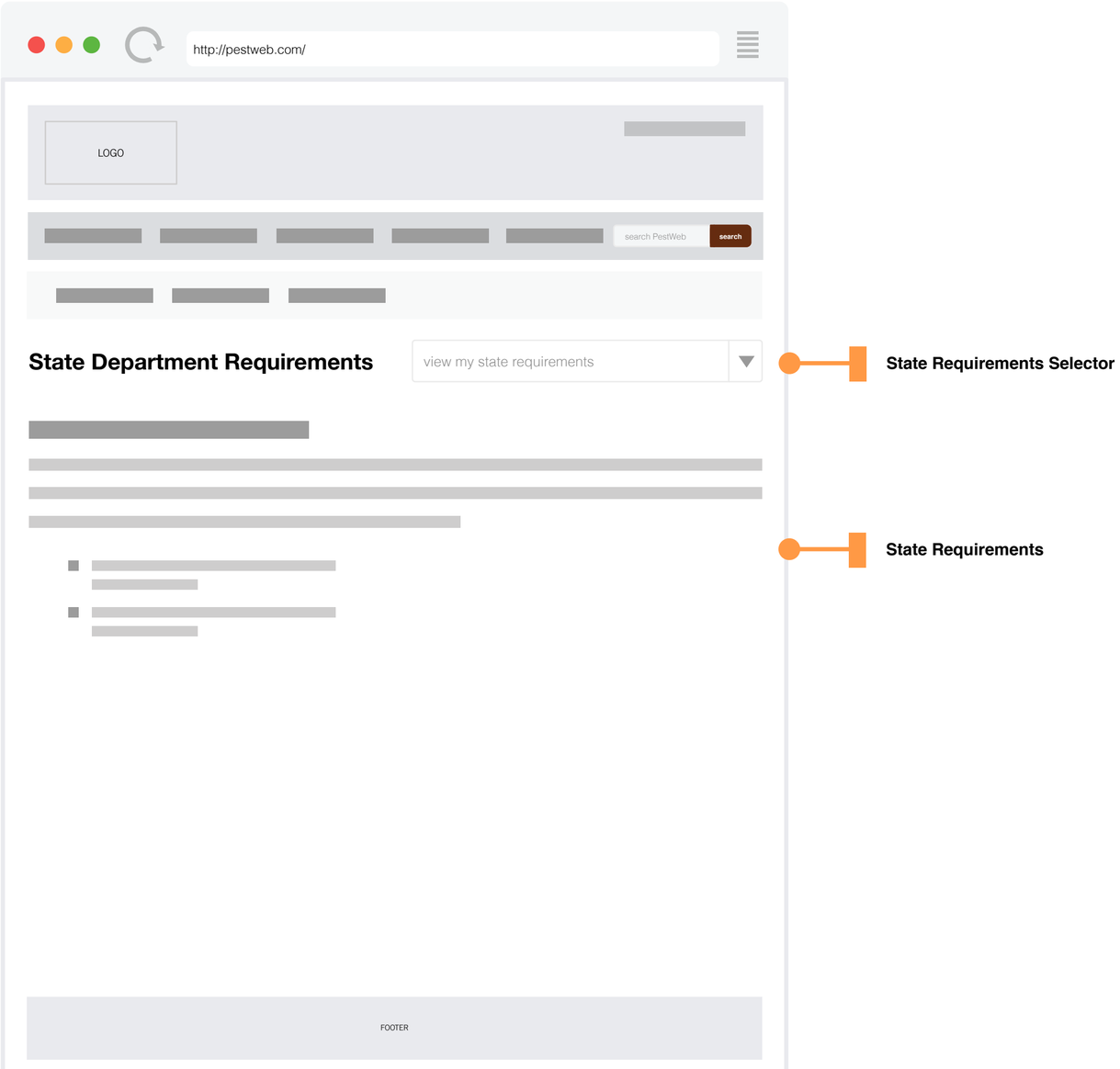
State Requirements Selector

The user's licenses and links to state requirements have been condensed into a dropdown, similar to how other 'jump to' links are used in the PestWeb Plus area.

Filter Bar

While keeping the website's current filter capabilities, the layout would match what exists in the filter bar in the PestWeb Plus area.

Course Listings



layout for content purposes only; not for final wireframe layout

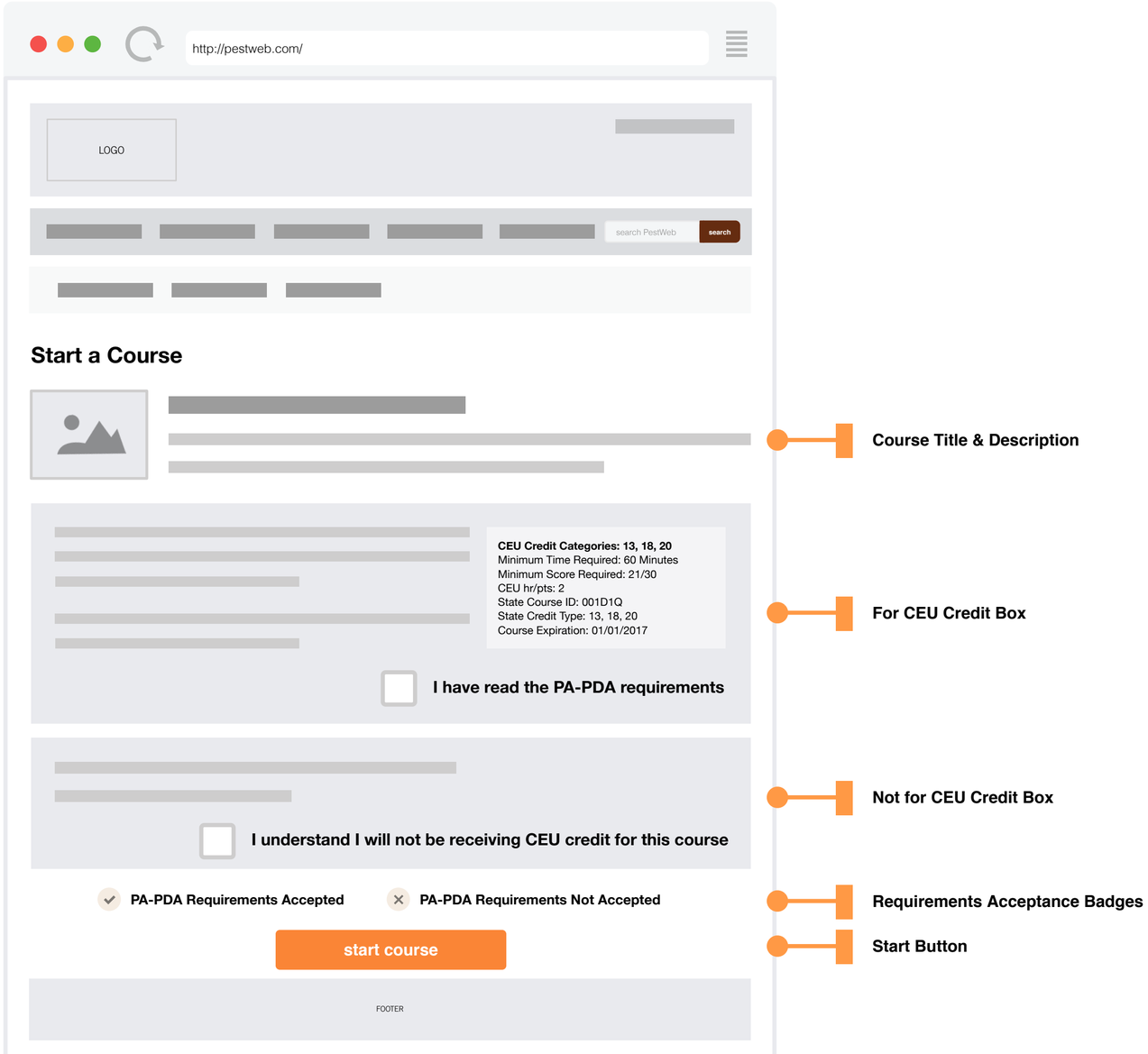
Subpage Wireframe » ProTraining » Individual State Dept. Requirements

State Requirements Selector

Users would continue to select other states they have licenses in, in order to view other state requirements.

State Requirements

This will include the existing text.



layout for content purposes only; not for final wireframe layout

Subpage Wireframe » ProTraining » Course Start Page

This page is displayed just before a user launches a course. It will display for both users starting a new course, or continuing a course they have previously started.

Course Title & Description

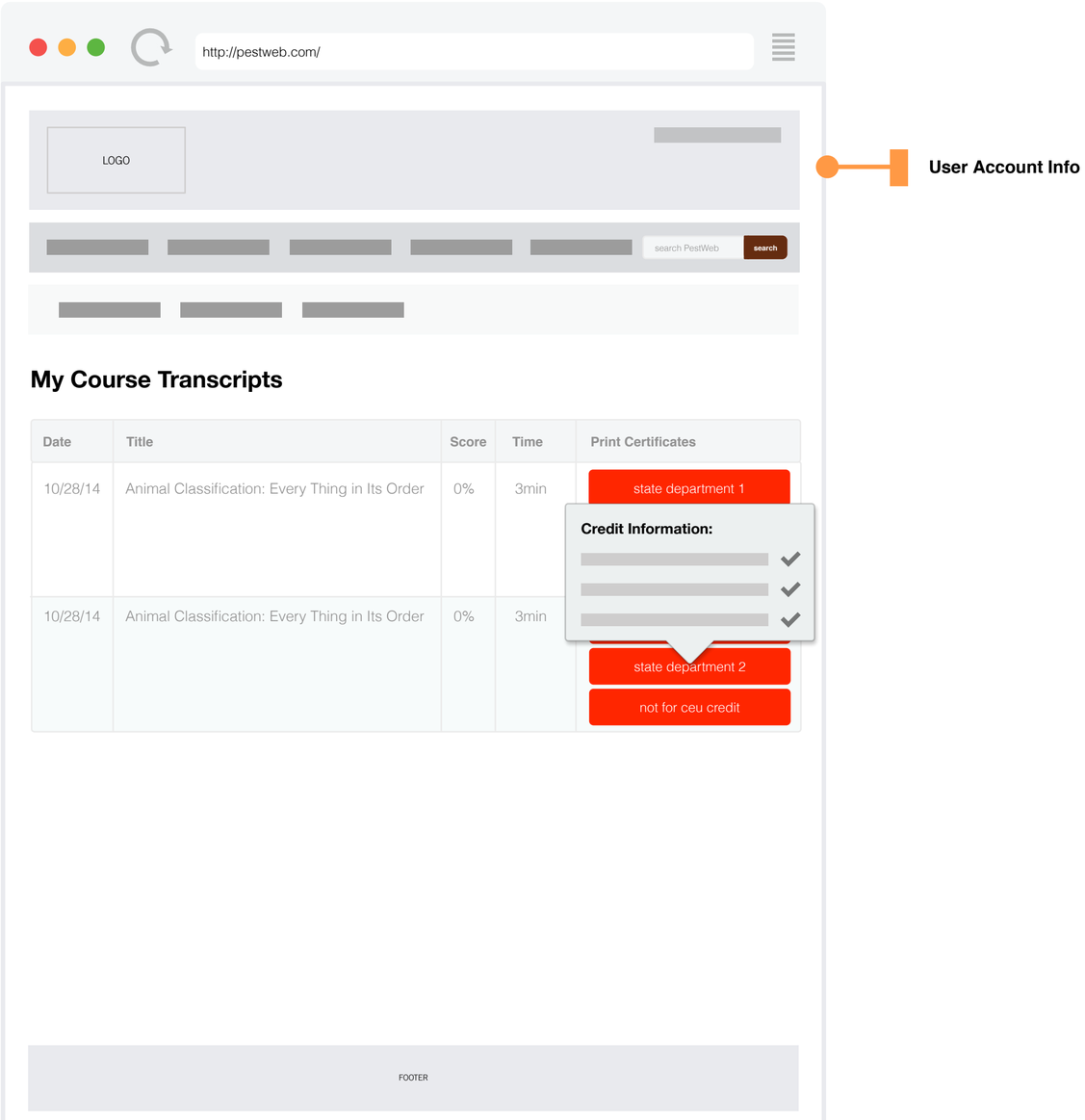
For CEU & Not for CEU Credit Boxes

These sections include a slight modification to the text and requirements boxes layout.

Requirements Acceptance Badges

These will utilize Bootstrap's badge design to separate the visual similarities to the start button. All other functionality will remain the same.

Start Button



layout for content purposes only; not for final wireframe layout

Subpage Wireframe » ProTraining » Transcripts

No notable changes were made to this wireframe.

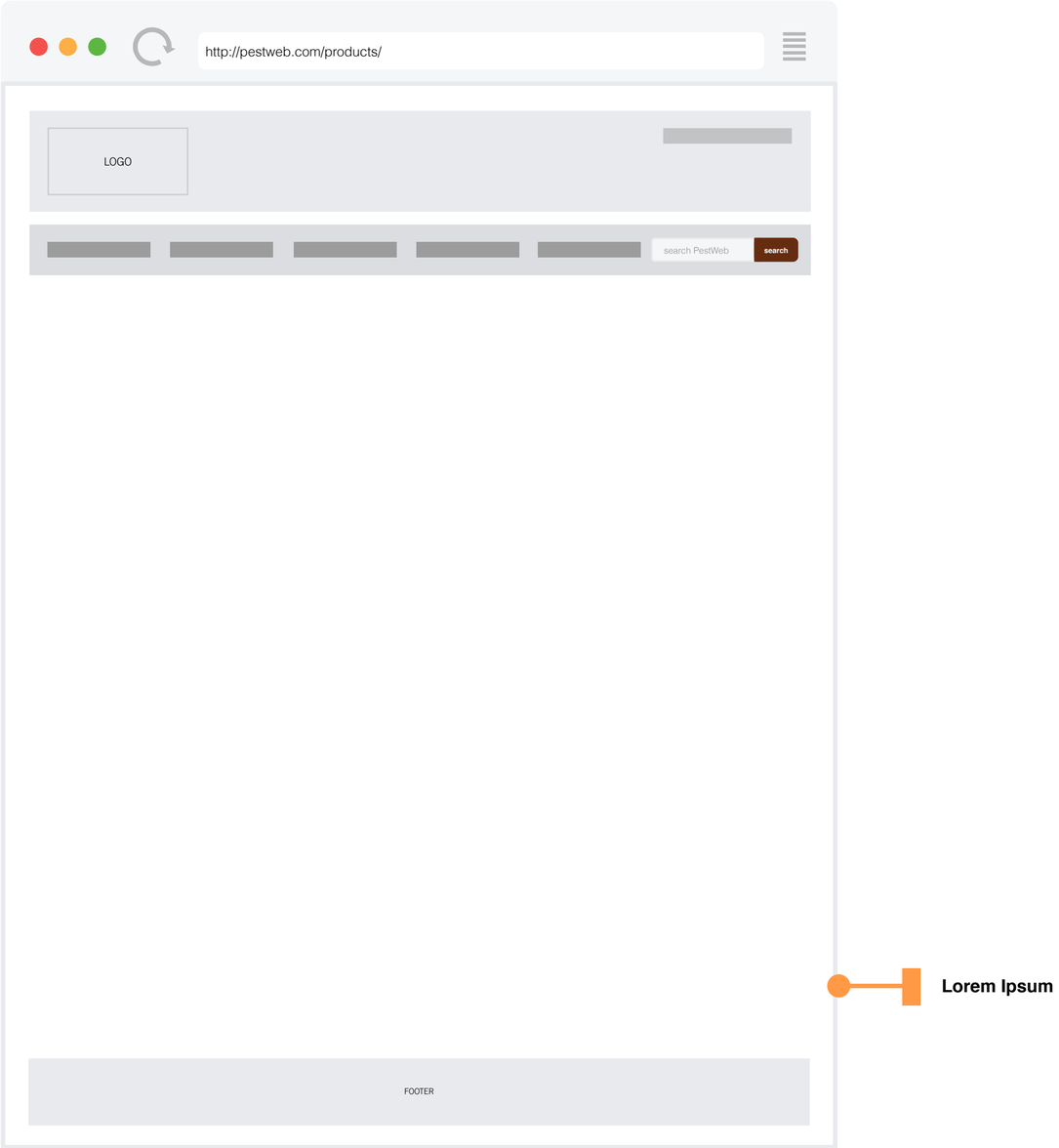
Wireframes » PestWeb Markets

PestWeb Markets » Overview

While structural pest control makes up the largest share of PestWeb's customer base, the product offerings of Univar — and sold on PestWeb — extend into additional markets. These markets are often serviced by the same companies that handle structural pest control needs, so it's imperative that PestWeb's showcase its ability to address various markets.

These markets include:

- Structural Pest
- Turf & Ornamental
- Public Health
- Wildlife
- Animal Health

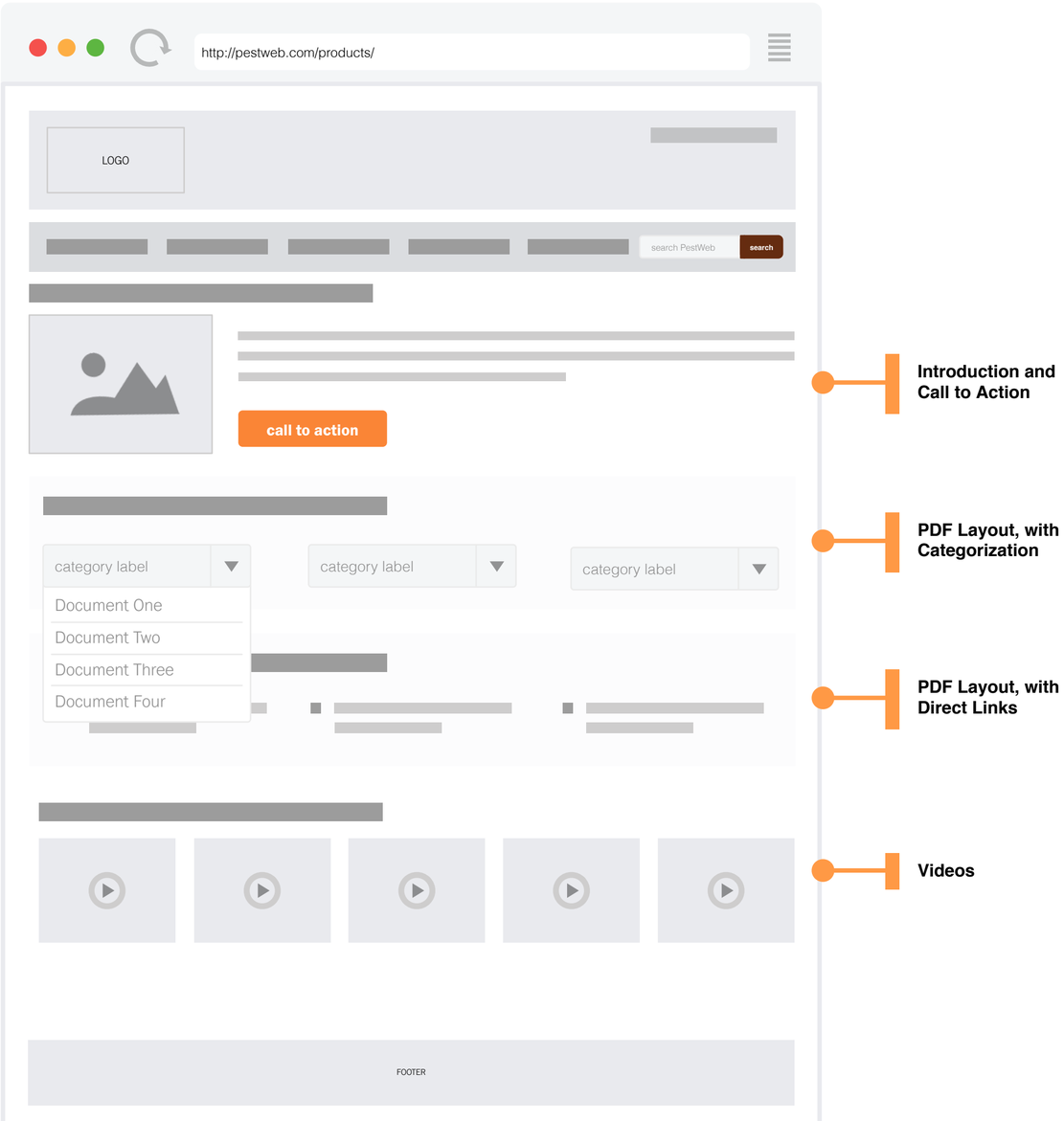


layout for content purposes only; not for final wireframe layout

Markets HQ Page

Content to include:

- Introduction, background, context, brand messaging
- Markets served



layout for content purposes only; not for final wireframe layout

Subpage Wireframe » Markets » Individual Market

This is the individual market page. Each market's content will differ accordingly, so this page shows all of the possible content elements a market page may use.

Introduction and Call to Action

This includes introductory text, and any links to other pages, such as a sales support contact info.

PDF Layout, with Categorization

When PDFs are displayed as a group — for example, all PDFs from BASF — they will be listed in a dropdown.

PDF Layout, with Direct Links

When PDFs are not grouped, the direct links to the PDF will be displayed.

All Links to PDFs, in either layout, will lead to the Individual Document view.

Videos

Below are the individual markets and their respective contents:

Structural Pest

Introduction

- Intro copy
- Find a Rep CTA

Turf & Ornamental

Introduction

- Intro copy
- Find a Rep CTA

General Copy Block

- Contact Information

Early Order Programs

- PDFs, displayed by category for BASF, Bayer, FMC, NuFarm, PBI-Gordon, Quali-Pro, and Syngenta

Additional PDFs

- PDFs, direct link displayed for UES Turf Supplier Partners and Product Categories

Public Health

Introduction

- Intro copy
- Find a Rep CTA

Line Cards

- PDFs, displayed by category for Adulticides, Barrier, Equipment, Foggers/ULV, Larvicides, Misting

Additional PDFs

- PDFs/XLS, direct link displayed for Primer on Mosquito and Calculator

Videos

- Product Demo Videos

Wildlife

Introduction

- Intro copy
- Find a Rep CTA

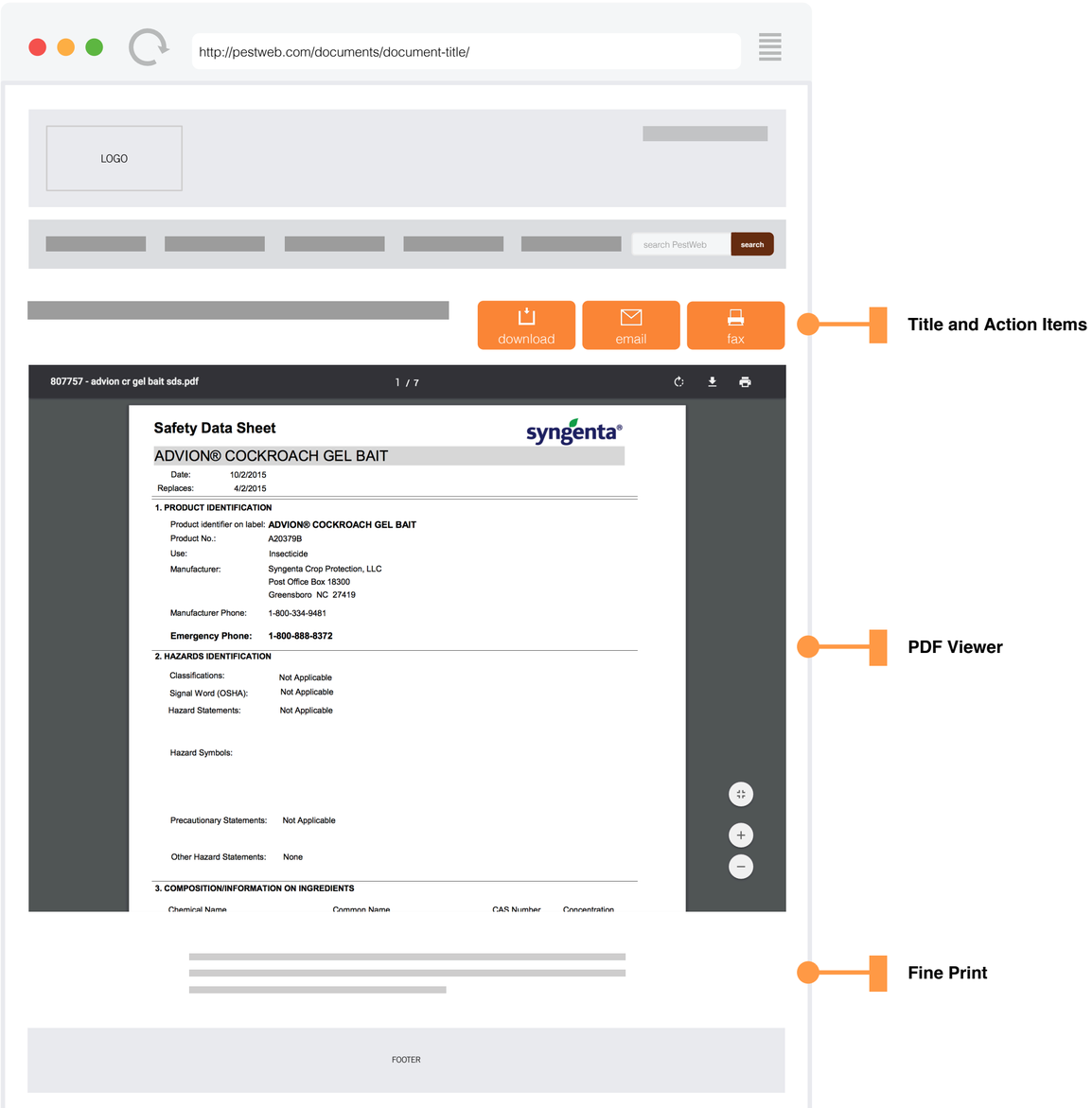
Additional PDFs

- PDFs, direct links for Line Cards and Product Guide

Animal Health

Introduction

- Intro copy
- Find a Rep CTA



layout for content purposes only; not for final wireframe layout

Subpage Wireframe » Markets » Individual Document

This document view will keep consistent with the functions seen on a Product Document page.

Title and Action Items

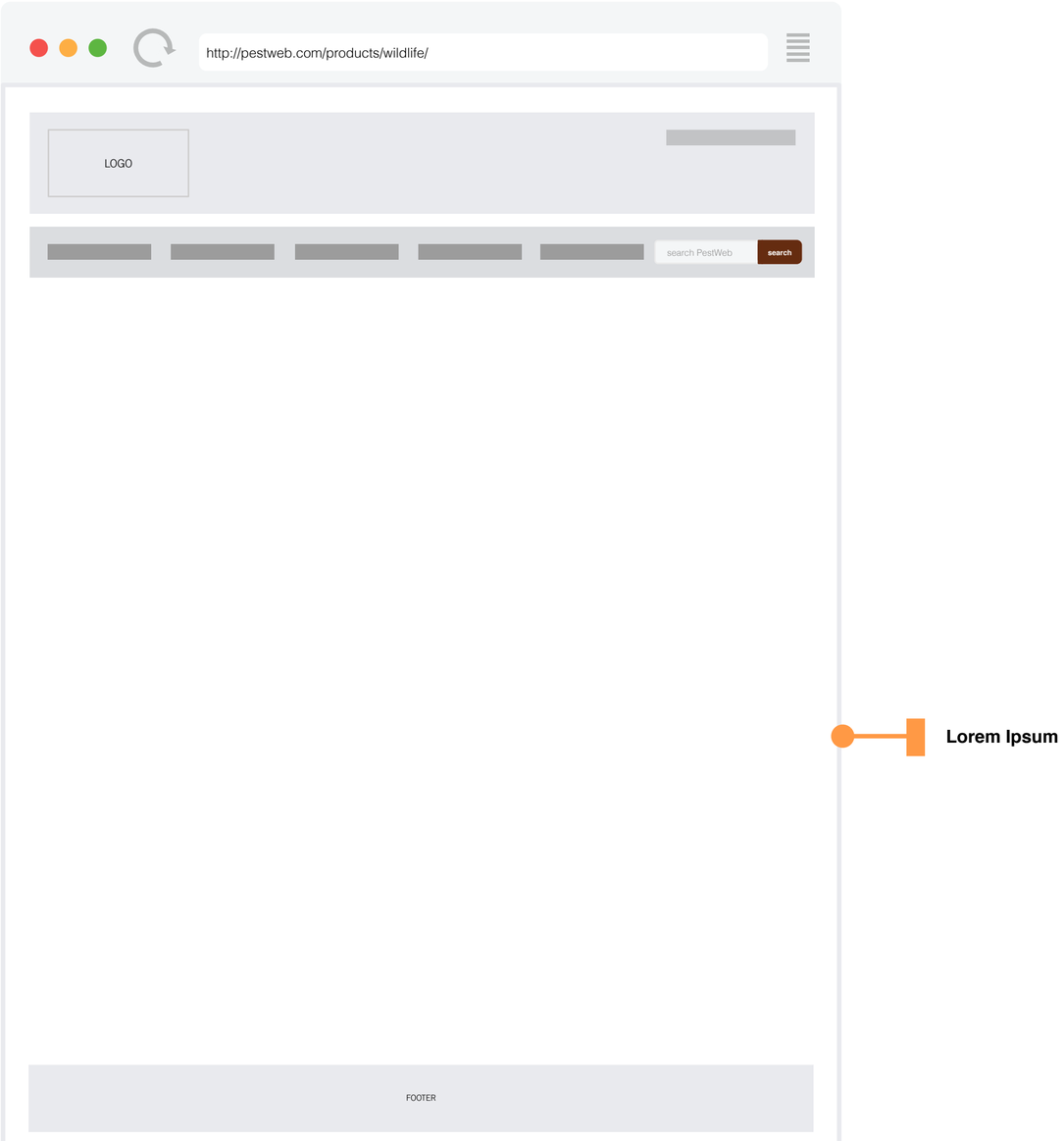
Question for Univar: Do we keep the email and fax buttons? If these are tied with functionality specific to Product Documents, we can keep 'download' as the only action item.

PDF Viewer

Fine Print

This will be unique to the Markets section (i.e. different than the fine print seen on Product Documents) but should be generic to all markets PDFs; not specific for each manufacturer or program)

Wireframes » About

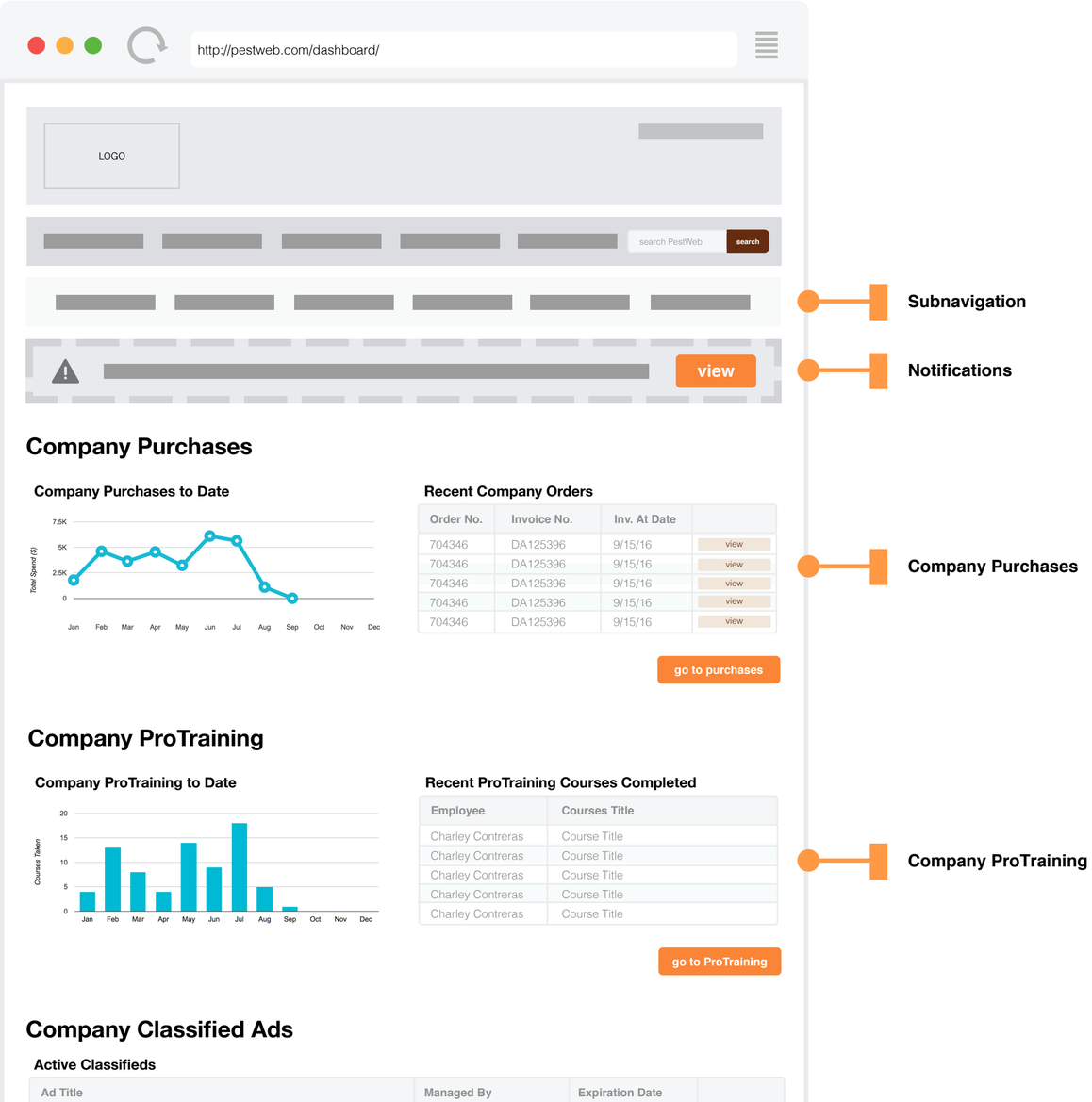


layout for content purposes only; not for final wireframe layout

About Univar ES

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed convallis augue eu nibh luctus, sed lacinia tortor aliquam. In rhoncus sem in ligula tincidunt porttitor.

Membership Pages



layout for content purposes only; not for final wireframe layout

Dashboard Main Page

The dashboard has been reformatted to a full-width layout, with additional labels and sub-labels. Specific new content is outlined below:

Subnavigation

Items to include: Dashboard, User Management, Purchase History, ProTraining History, Classified Ads, Partner Portal

Included in the sub navigation will be dropdowns for items like 'purchases by manufacturer' and 'courses by title'.

Notifications

This area will display all account notifications (currently user management requests; but have potential to include additional notifications, pending enhancements). If no notifications are pending, this area will not display; users will still be able to manage users from the subnavigation.

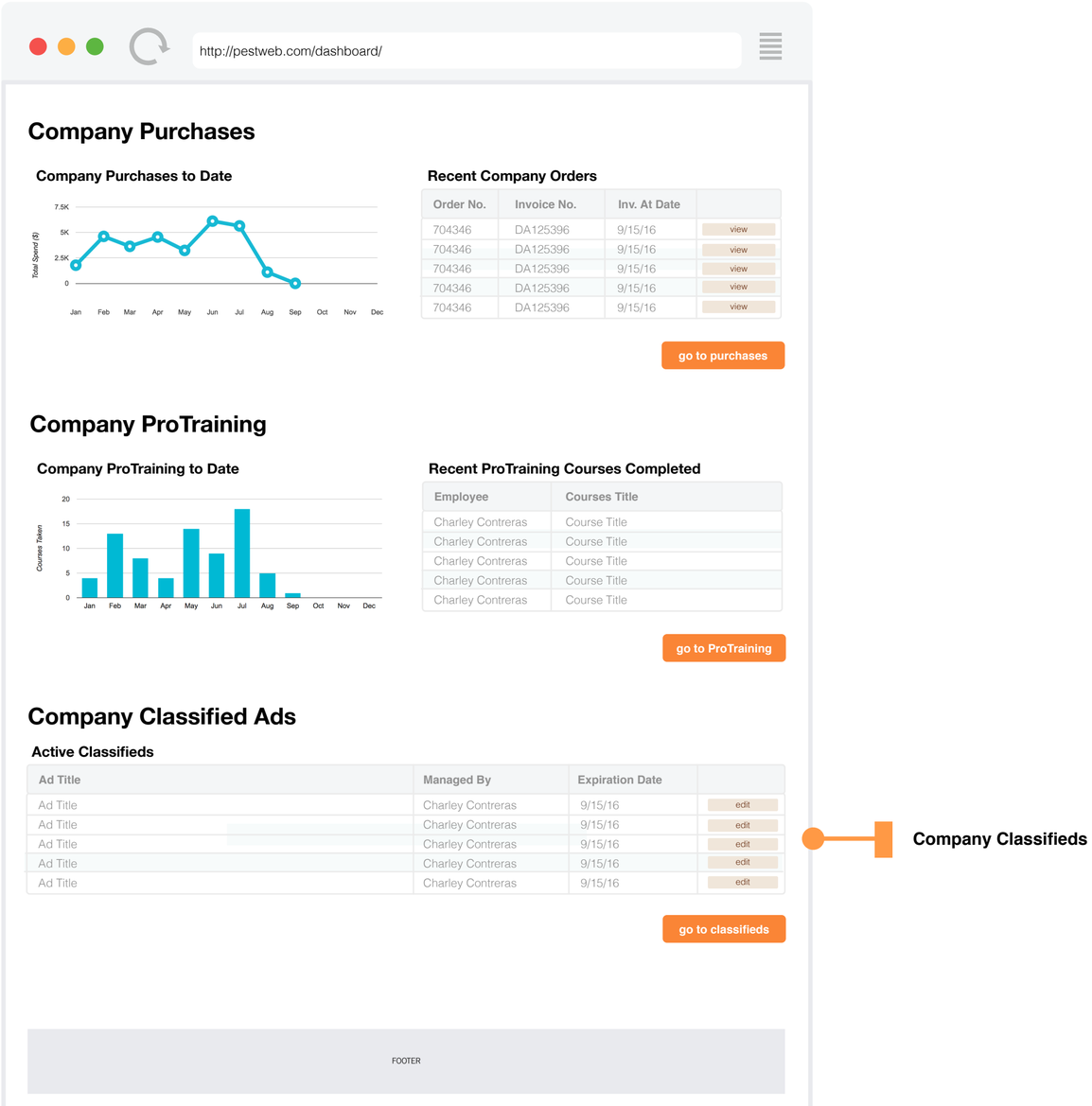
Company Purchases

In addition to the default graph, "quick peek" information seen on the dashboard pop-out is included.

Company ProTraining

In addition to the default graph, "quick peek" information seen on the dashboard pop-out is included.

(continued on next page)



layout for content purposes only; not for final wireframe layout

Dashboard Main Page (cont'd)

Company Classifieds

This remains unchanged from the current dashboard.

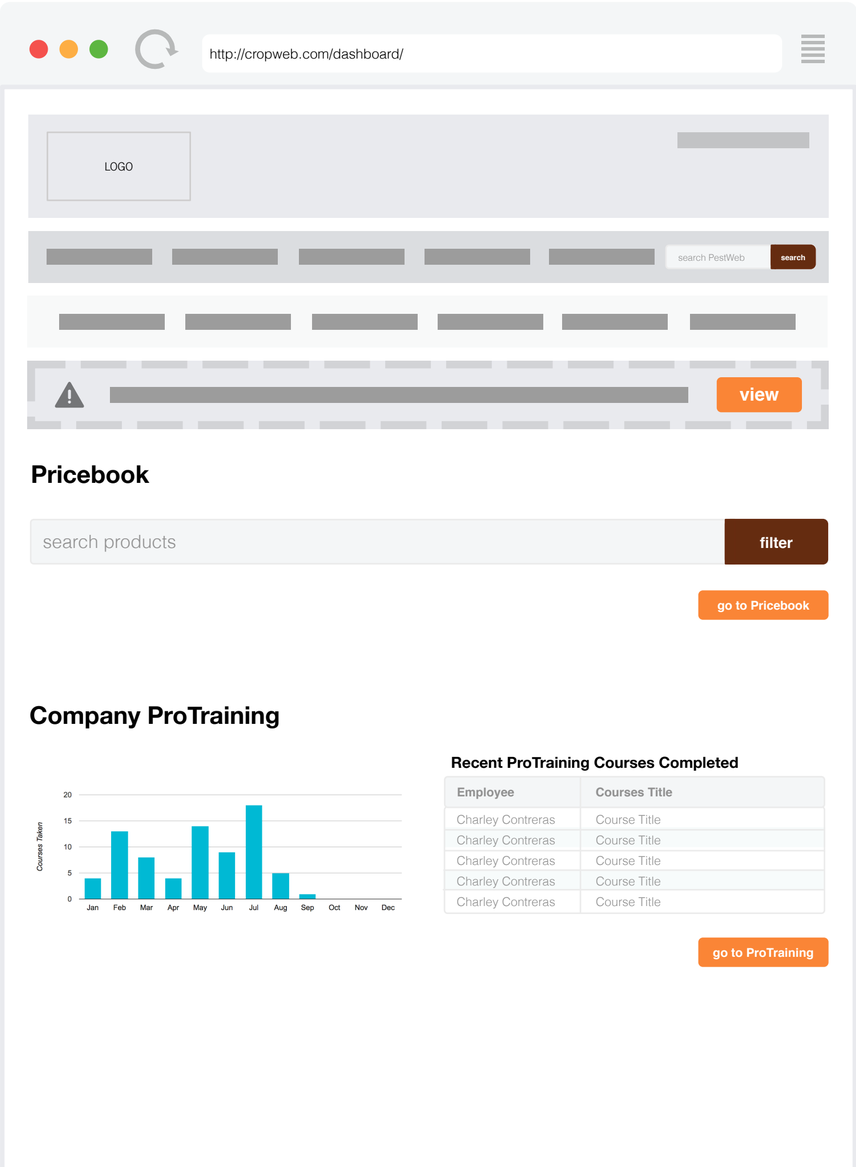
User-Centric Content

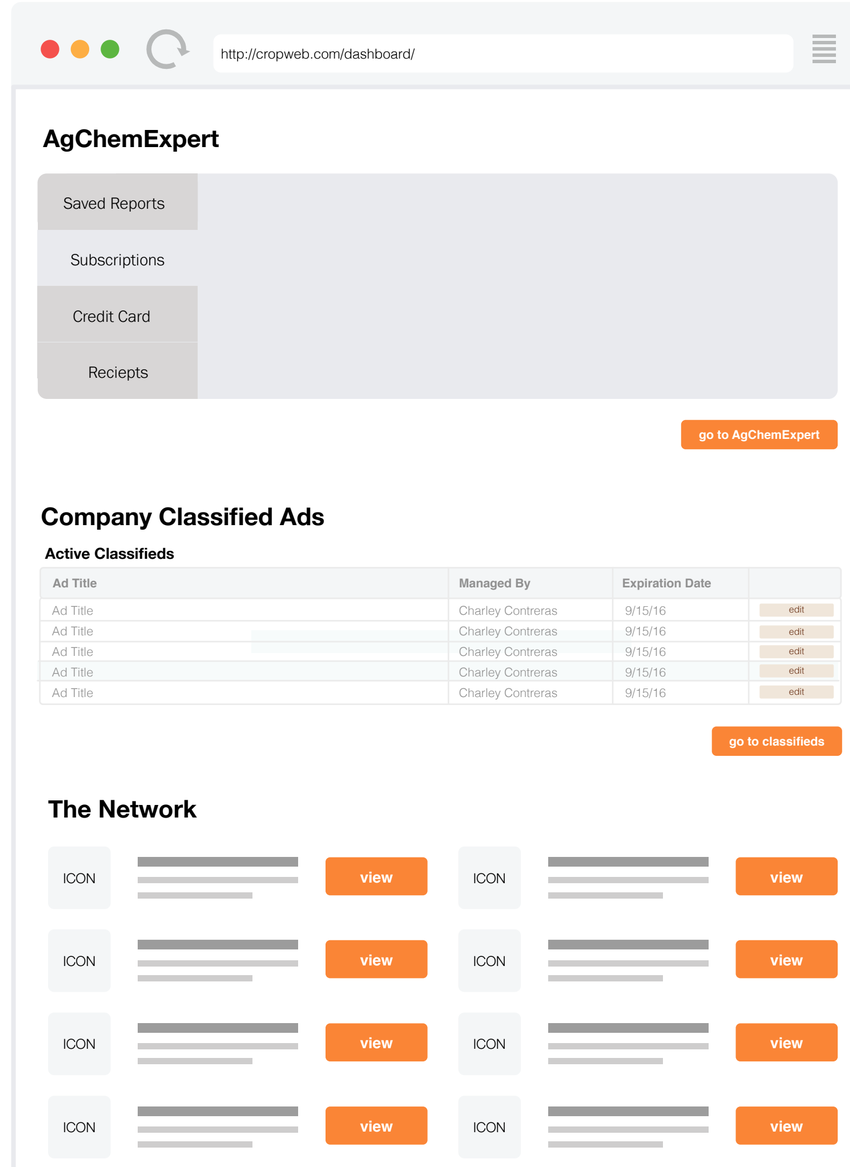
Notably missing from the dashboard is the PestWeb Plus Basic User information. All of this information is accessible now through the dashboard pop-out.

Login Redirection Process:

When a user logs in, they will be directed through the normal SSO process, then redirected to the dashboard.

- If the user is a Manager level, they will remain on the dashboard
- If the user is a Basic User, they will then be redirected to the home page, and the dashboard pop-up (displaying their account information) will open automatically. This redirect will be a seamless transition and done on PestWeb's end; with no adjustments needed to the SSO.

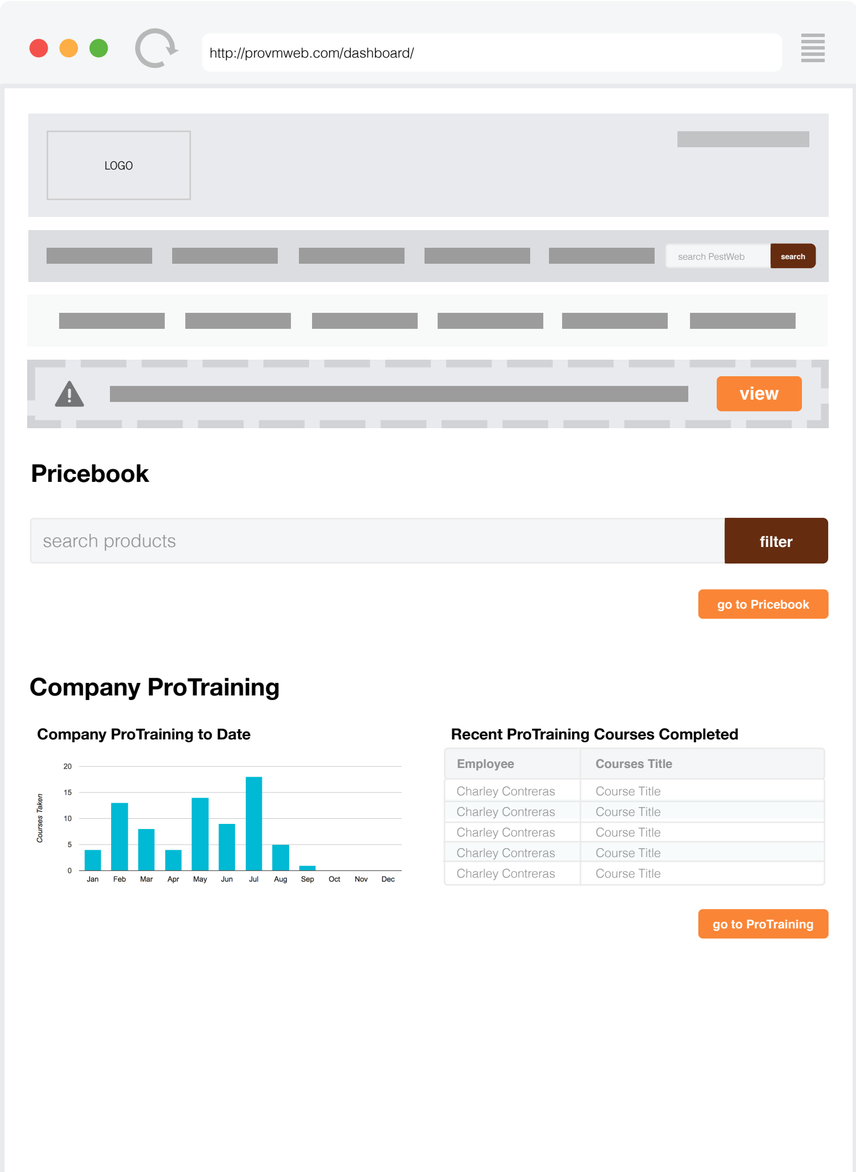


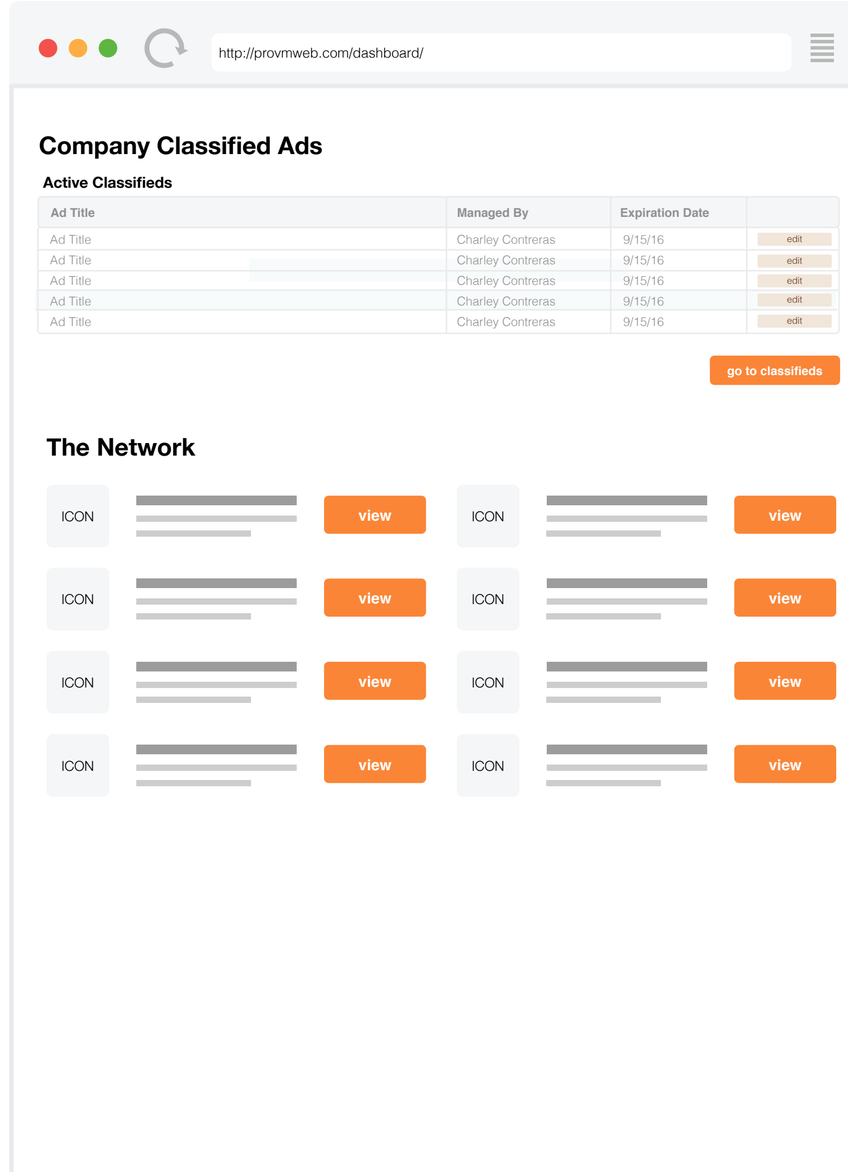


layout for content purposes only; not for final wireframe layout

Dashboard Main Page » CropWeb

Differences include swapping out Purchase History information with Pricebook information, the addition of AgChemExpert, and the addition of The Network callout.

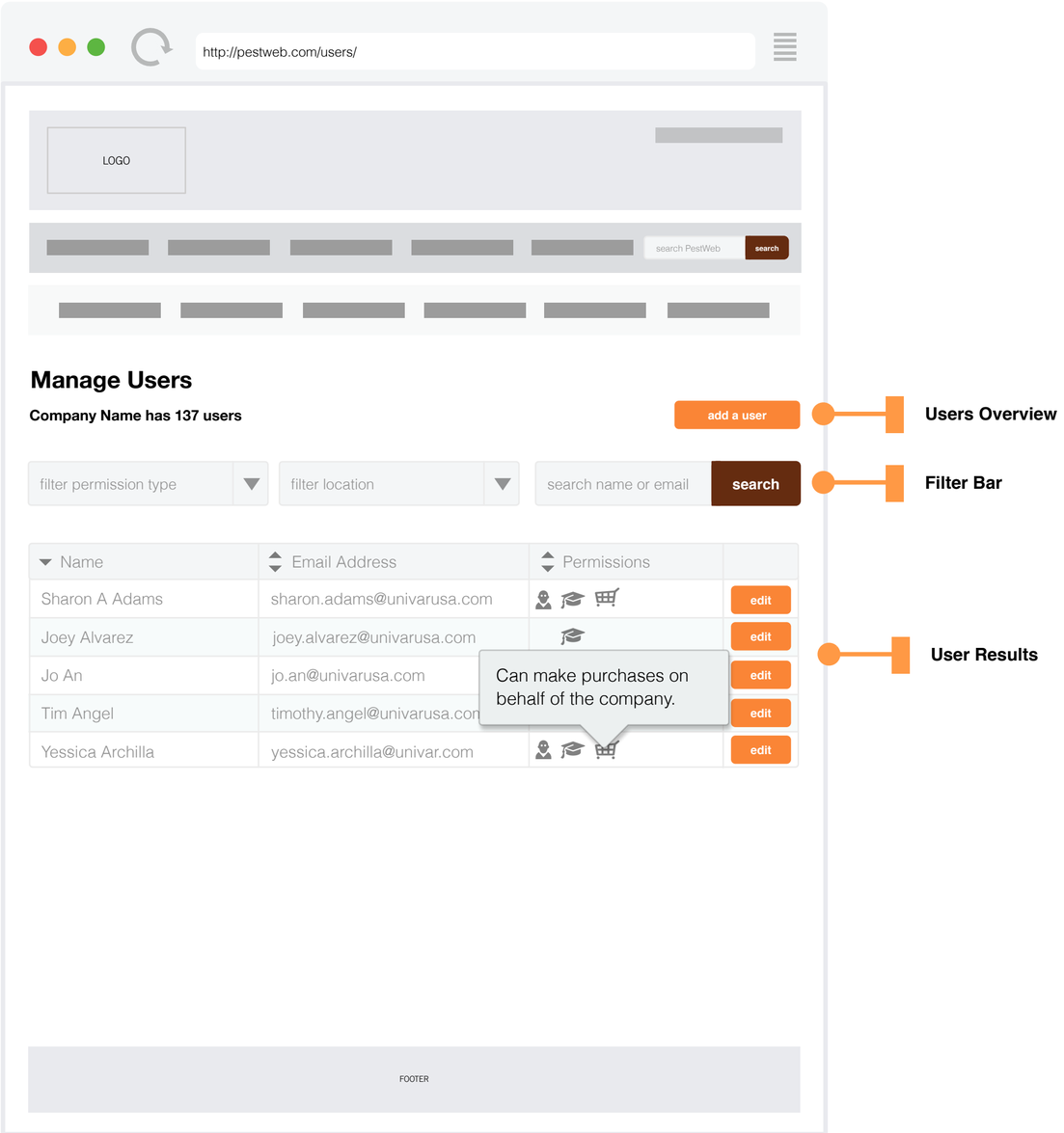




layout for content purposes only; not for final wireframe layout

Dashboard Main Page » ProVMWeb

Differences include swapping out Purchase History information with Pricebook information.



layout for content purposes only; not for final wireframe layout

User Management Page

Users Overview

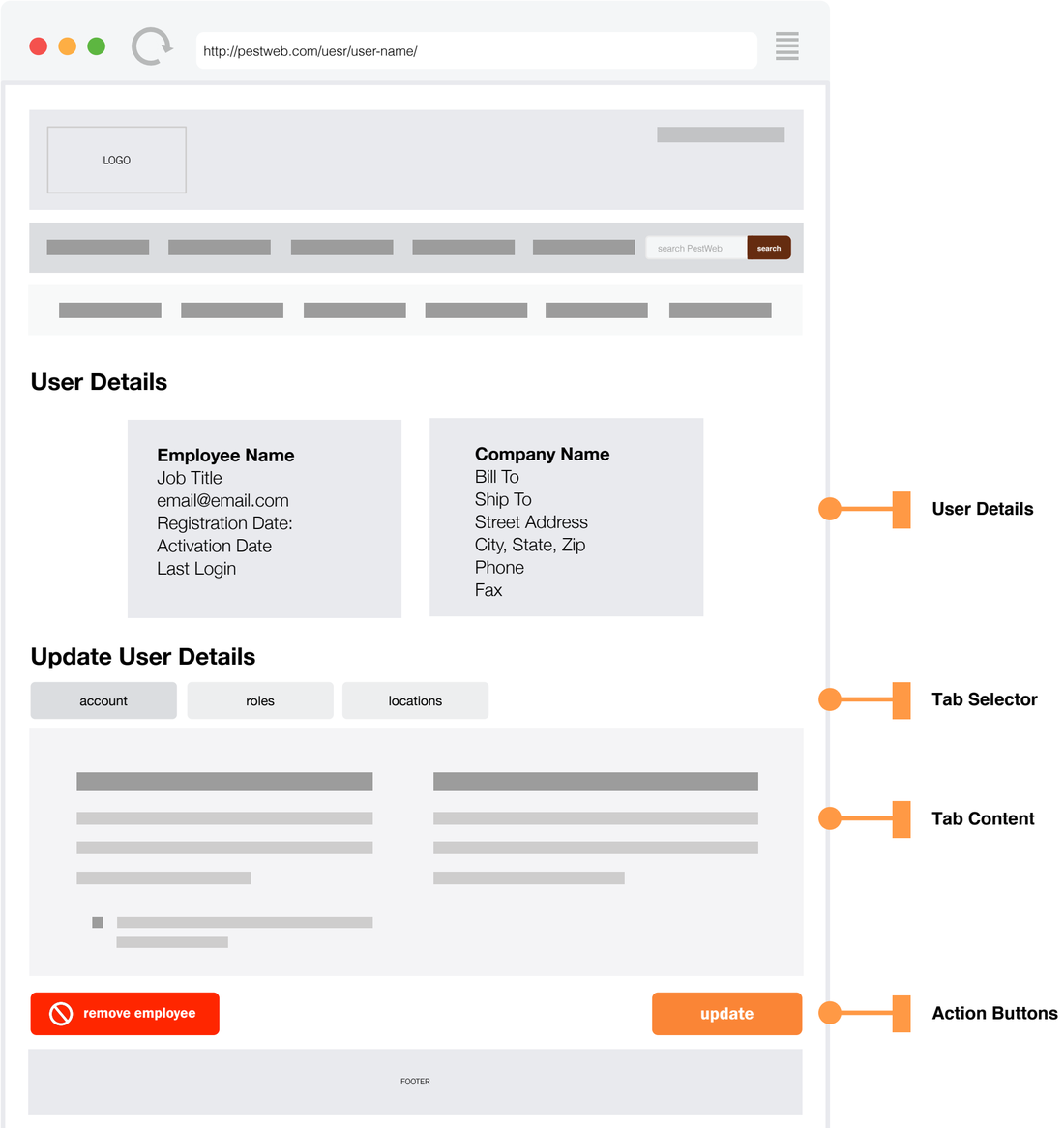
This area defines the number of users and allows for quick access to add a user.

Filter Bar

This allows the manager the ability to filter the list of users by permission type, location, or a search criteria.

User Results

New additions include 'edit' buttons and icons for permission levels.



layout for content purposes only; not for final wireframe layout

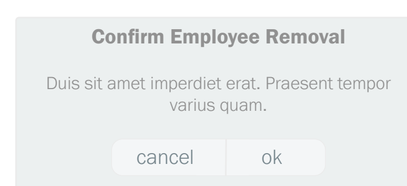
Subpage Wireframe » User Management » Individual User

User Details
This is the user's current saved information.

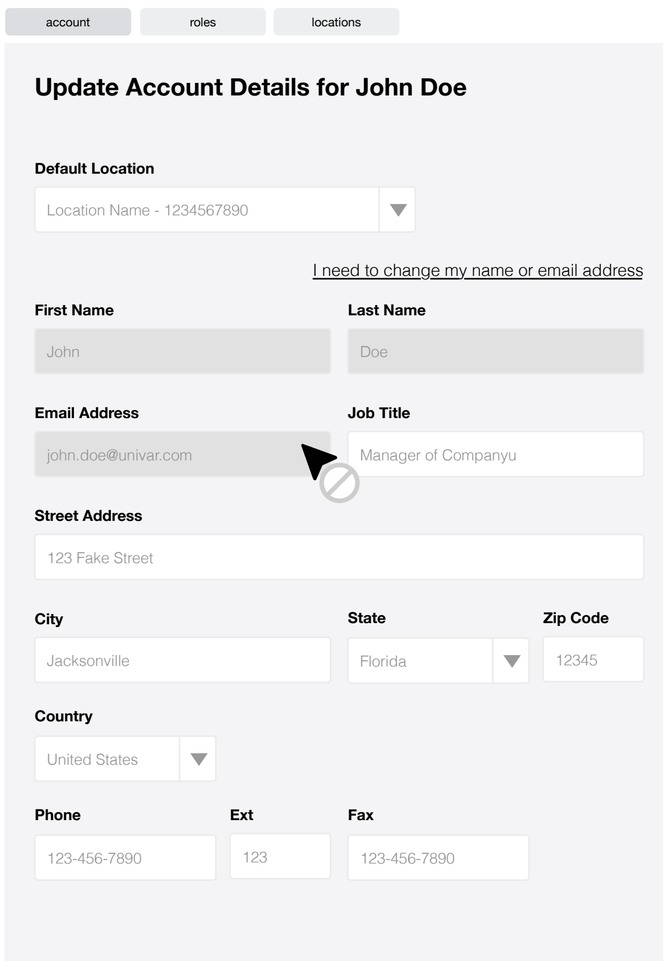
Tab Selector
The various profile details under 'update user details' are housed in a tabbed format.

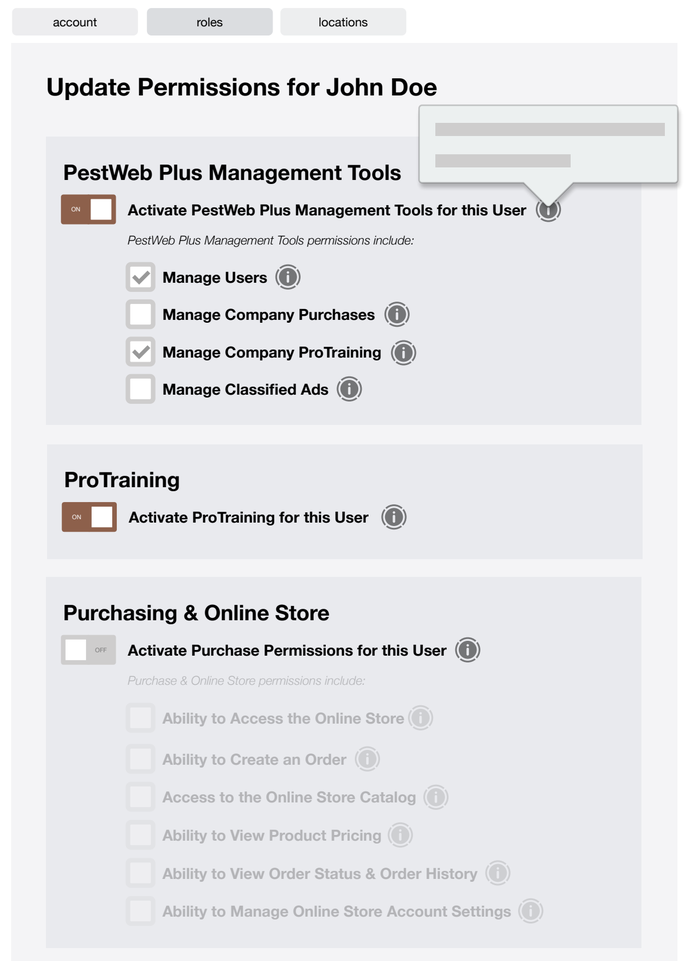
Tab Content
Notable changes include the removal of ProTraining information. This can be found under ProTraining management, and isn't editable like the information in the other tabs is.

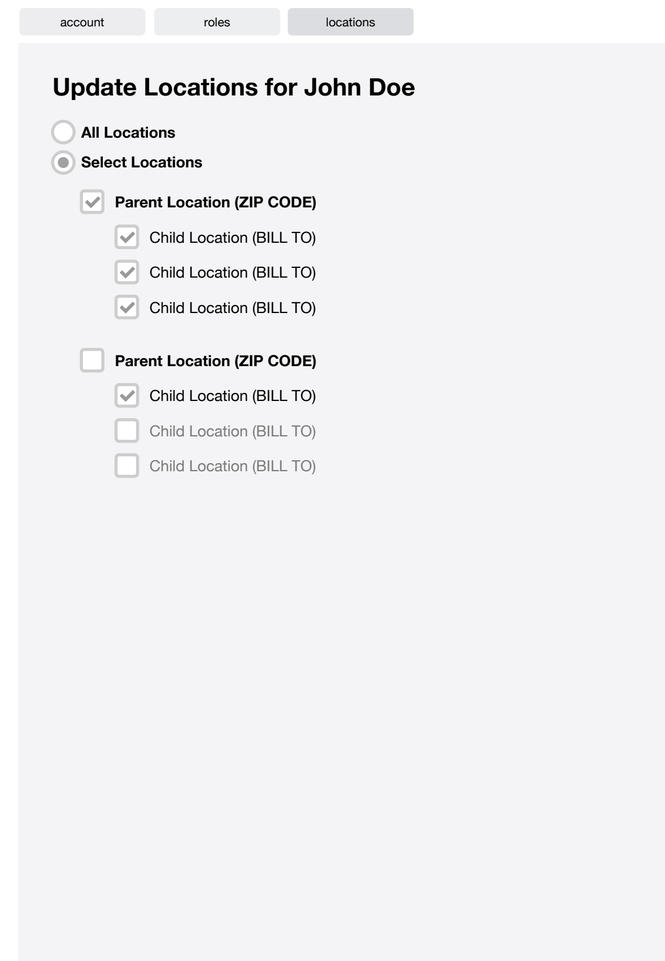
Action Buttons
New additions include a new alignment for the remove button, as well as a pop-up confirmation.



Below are the individual tabs and their respective contents:







Account Details

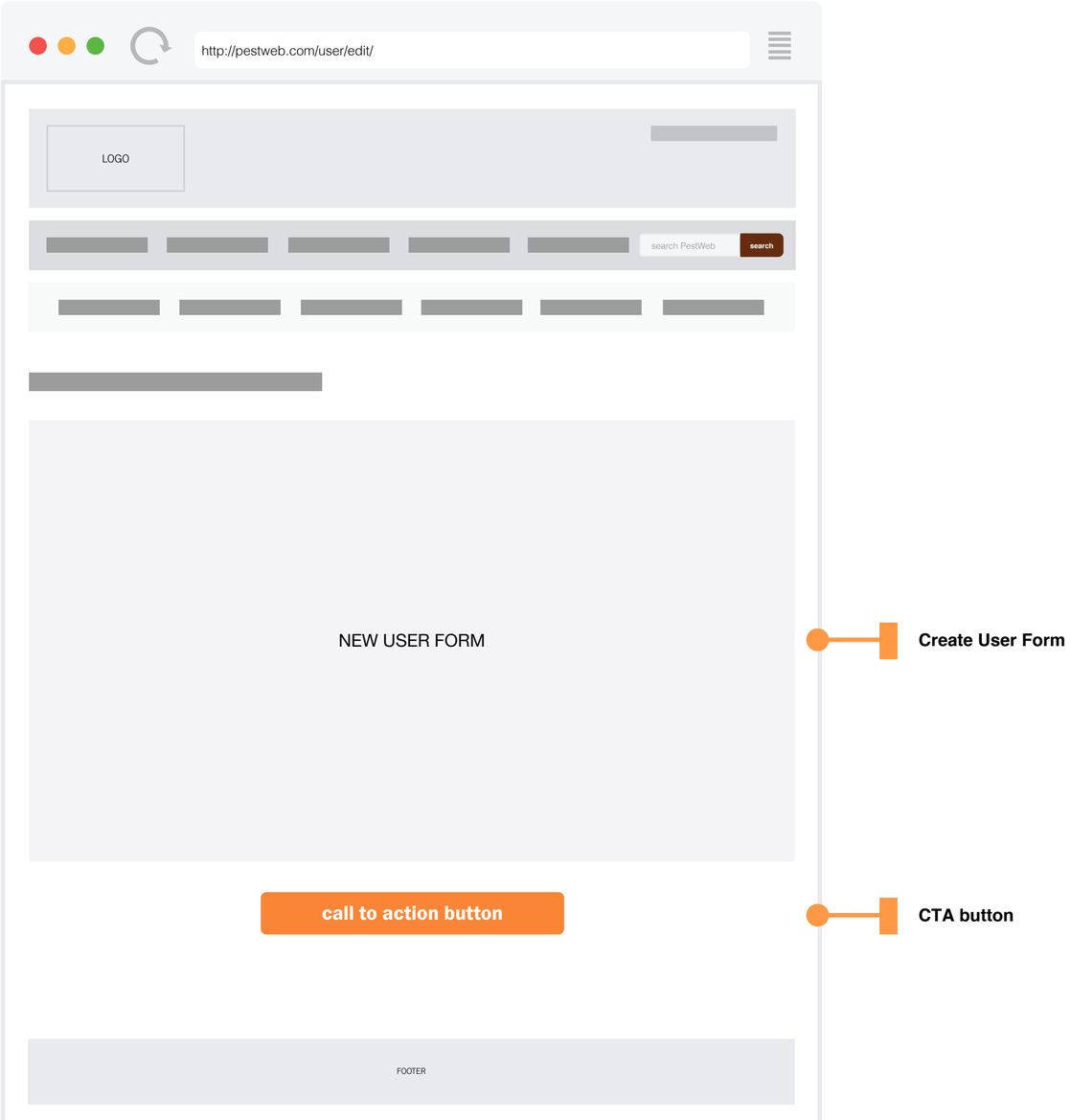
Notable changes include the addition of name in the update details, though it is uneducable like the email address. Also included is help text to change that info.

Permissions

Permissions will utilize overall toggles to activate an area. When an area is active, the checkboxes switch from being greyed out. If an area is toggled off, the permissions that area checked will be greyed out and will not apply. TBD, as to whether the checks will be removed, or should be saved if toggled back on.

Locations

Locations would remain largely the same, with the removal of the accordion functionality **(is this needed for large accounts?)**



layout for content purposes only; not for final wireframe layout

Subpage Wireframe » User Management » Add a New User

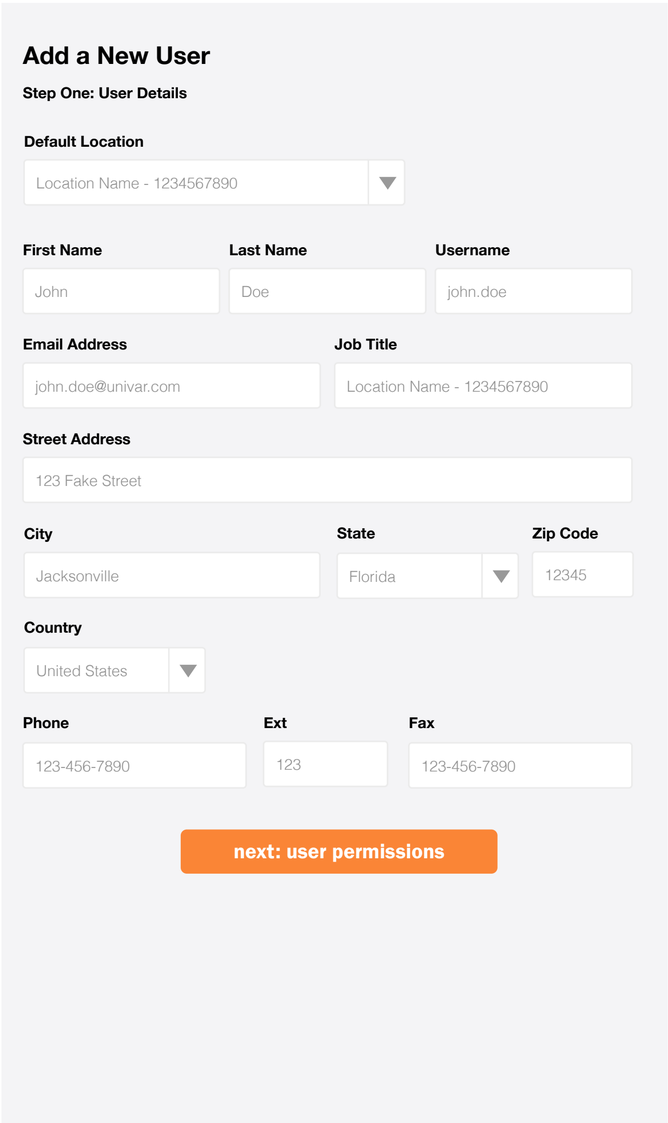
The current user registration process includes two parts: 1) establishing the user's basic information, and 2) selecting the user's permission levels.

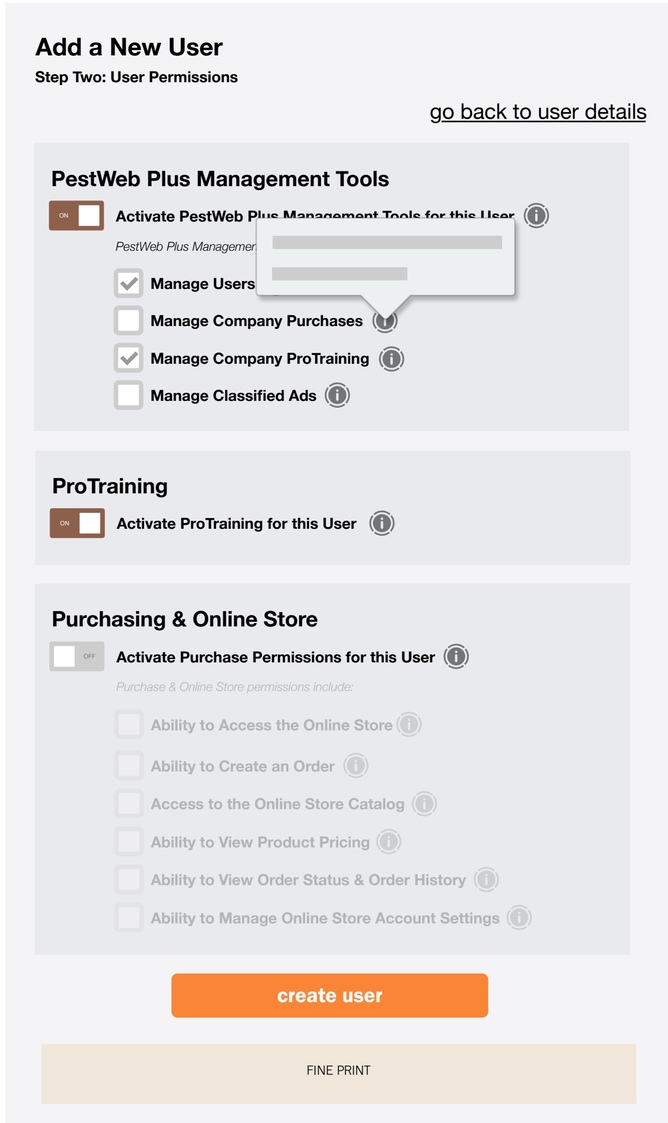
We will continue this process, but change the way the tabs are handled. Since both tabs are necessary for creating new users, we'll move from a tab format to a multi-screen format.

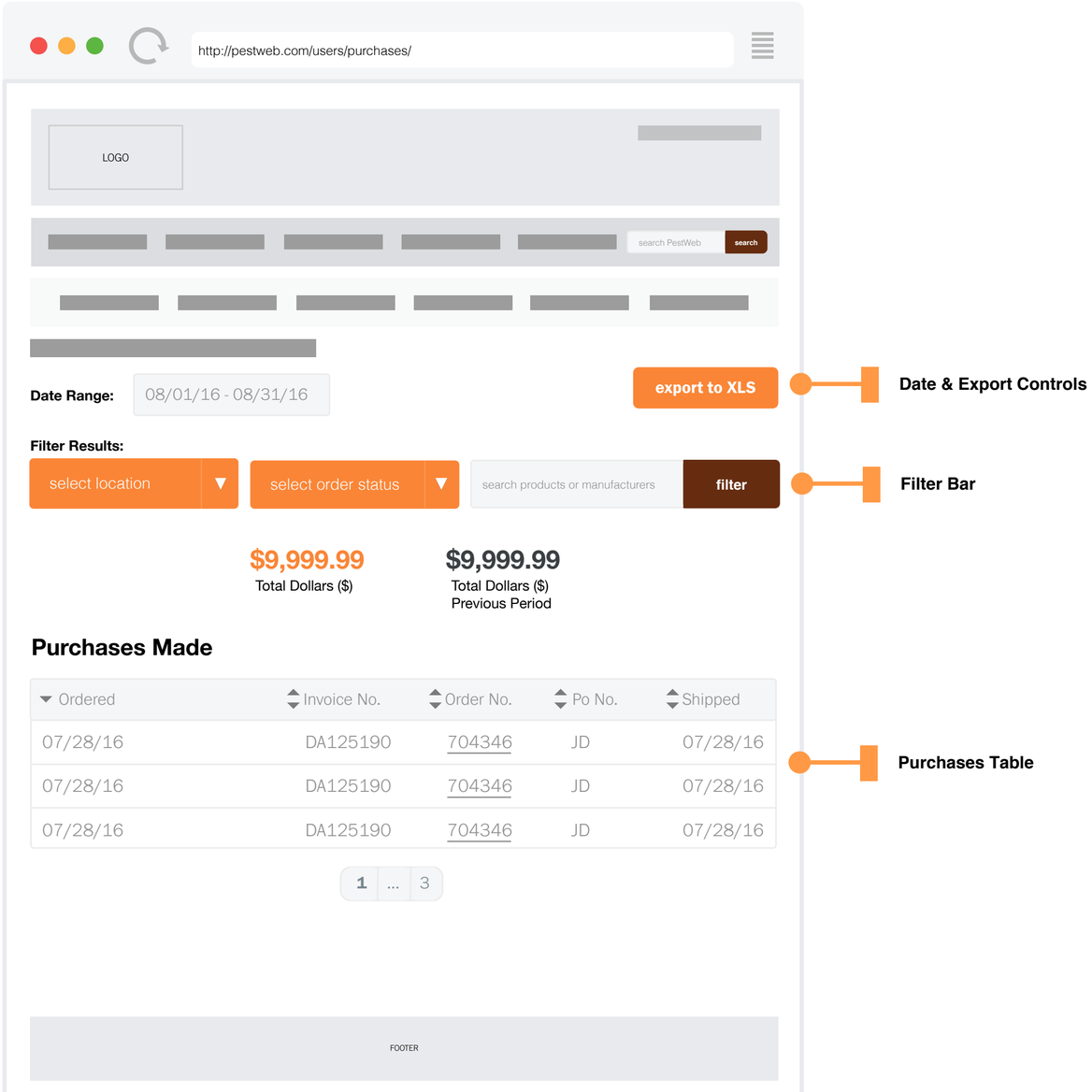
The first screen will include all of the user details and the default location. The second screen will include the permission levels.

Specific screen details are shown on the next slide.

Below are the individual tabs and their respective contents:







layout for content purposes only; not for final wireframe layout

Purchase Management Page

Date & Export Controls

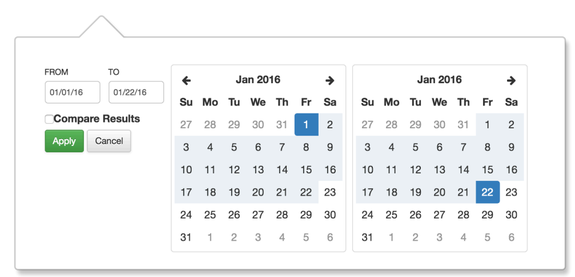
The date range has been moved away from the filters, as the user interactions vary slightly (one is to define parameters for a search, the other is to narrow that search).

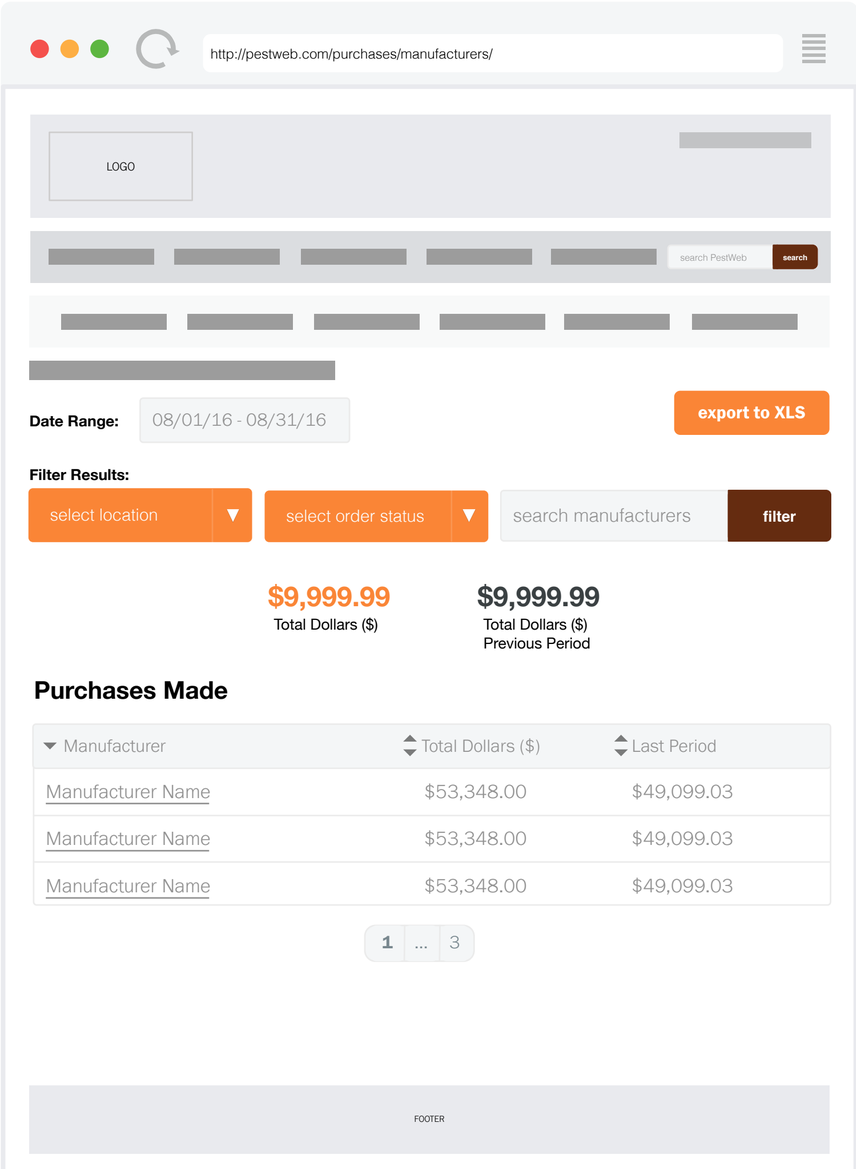
Filter Bar

Since the filter bar is three separate filters, the dropdowns would be button drops, instead of a form-style dropdown. Clicking an item in the dropdown would cause an action, in the same manner a button click would.

Purchases Table

Date Range Dropdown:

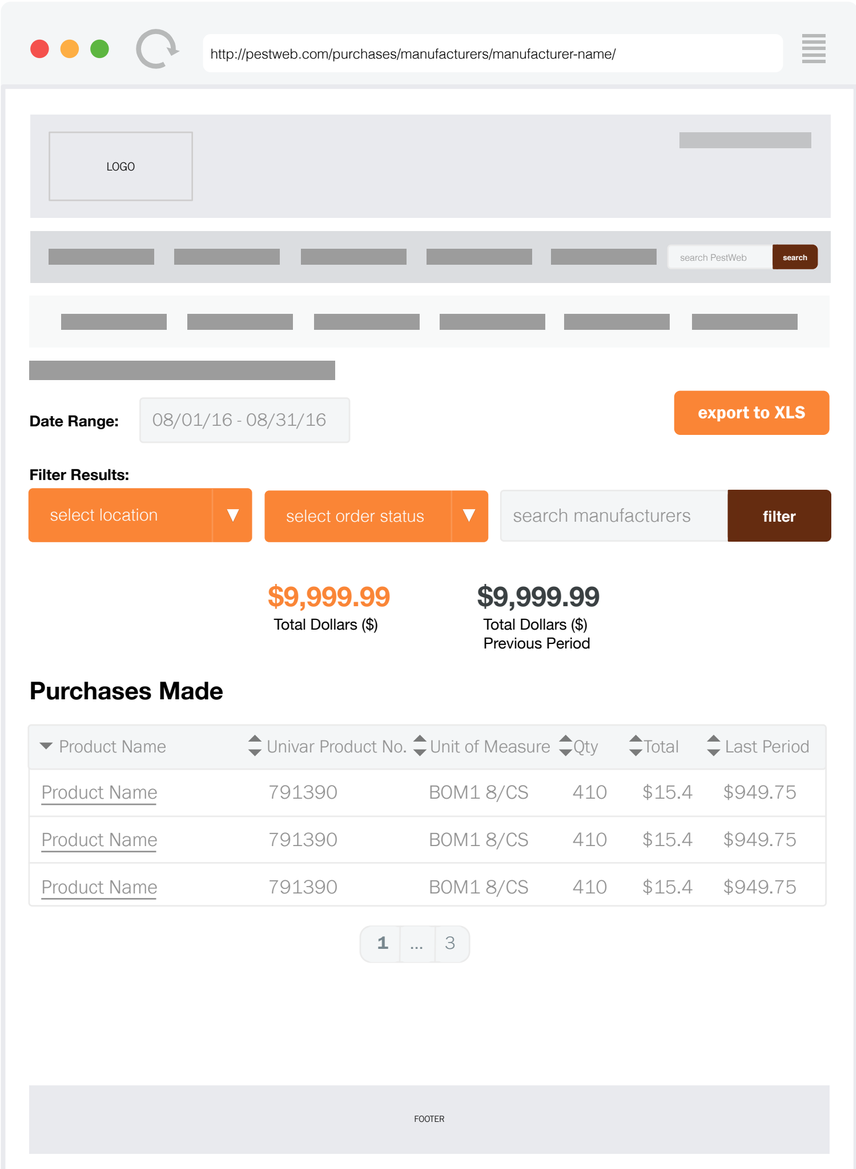




layout for content purposes only; not for final wireframe layout

Subpage Wireframe » Purchase Management » By Manufacturer

No notable changes were made to this wireframe beyond the changes introduced on the main Purchase Management page.



layout for content purposes only; not for final wireframe layout

Subpage Wireframe » Purchase Management » By Manufacturer » Individual Manufacturer

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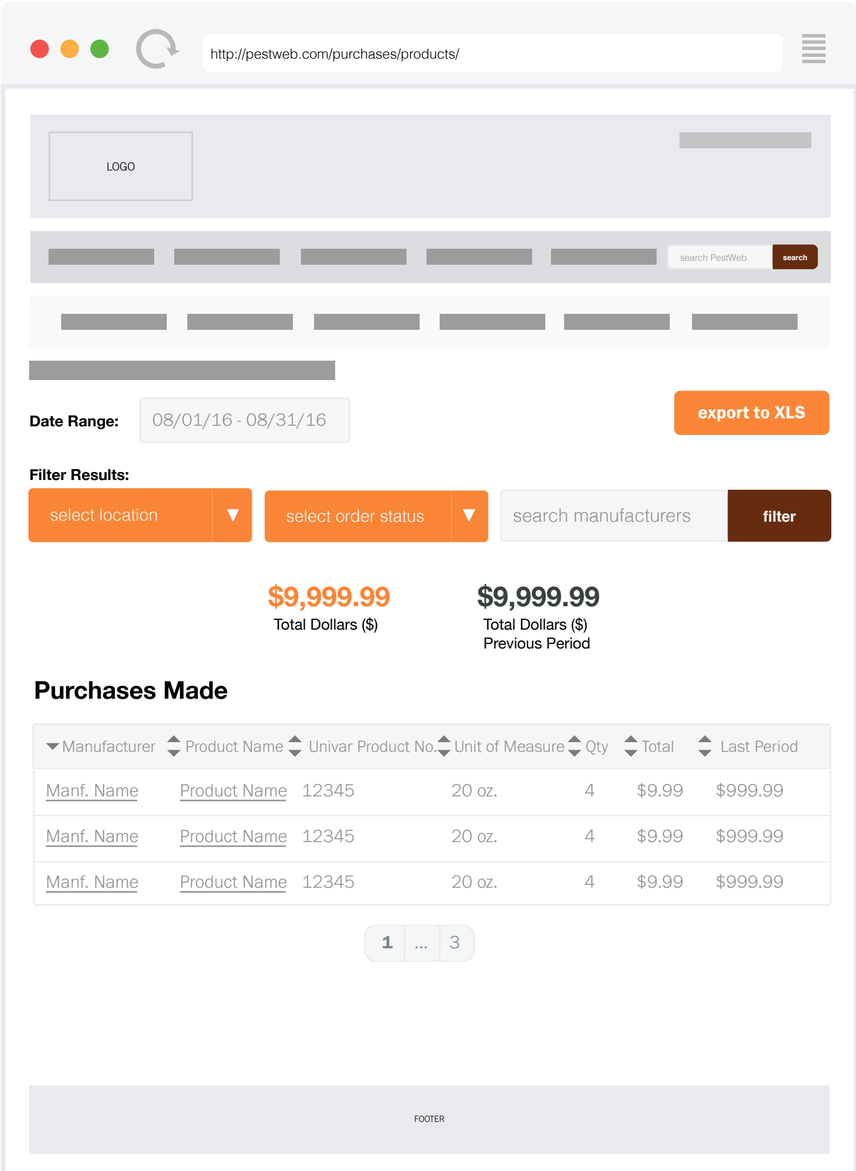
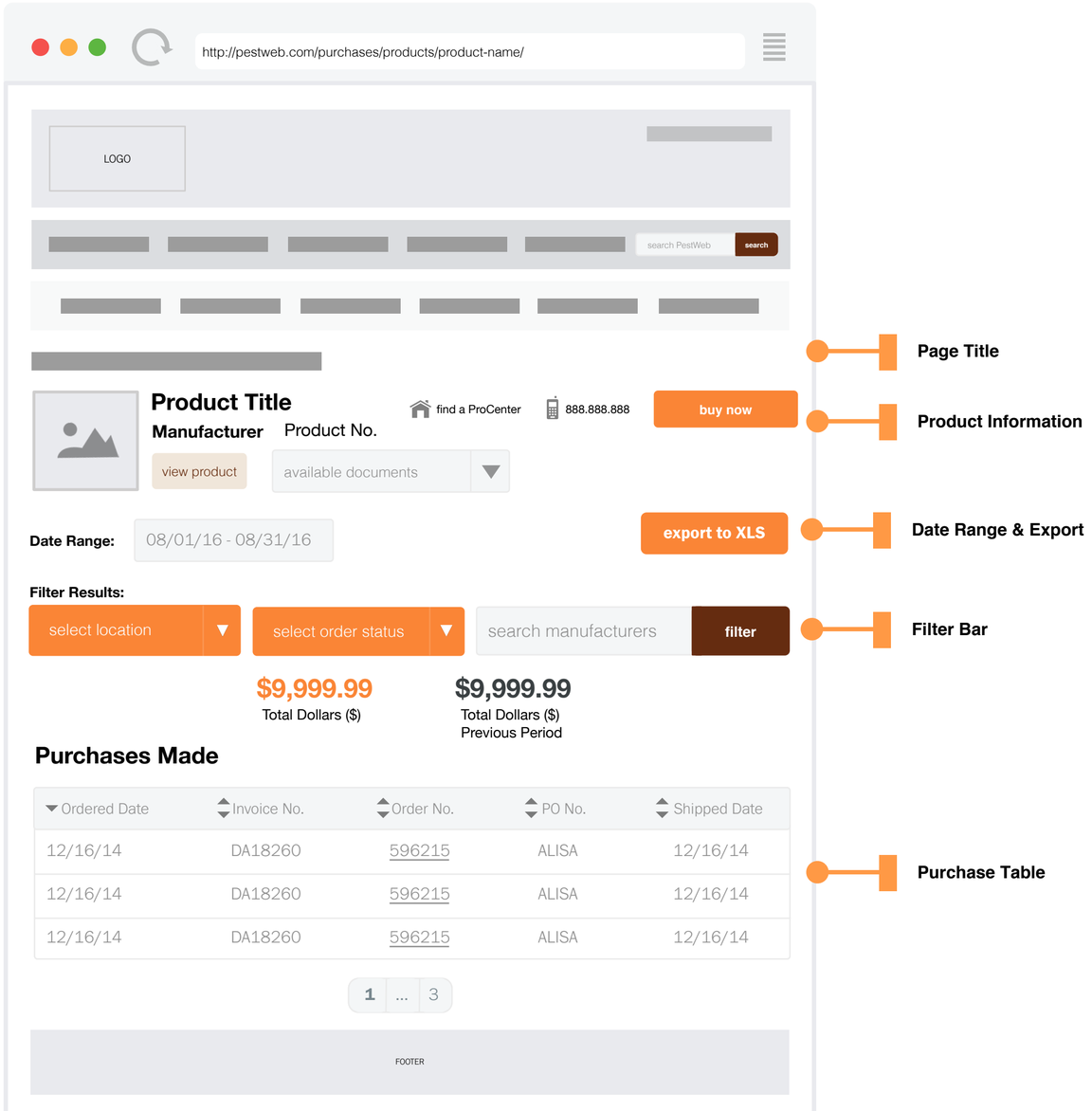


layout for content purposes only; not for final wireframe layout

Subpage Wireframe » Purchase Management » By Product

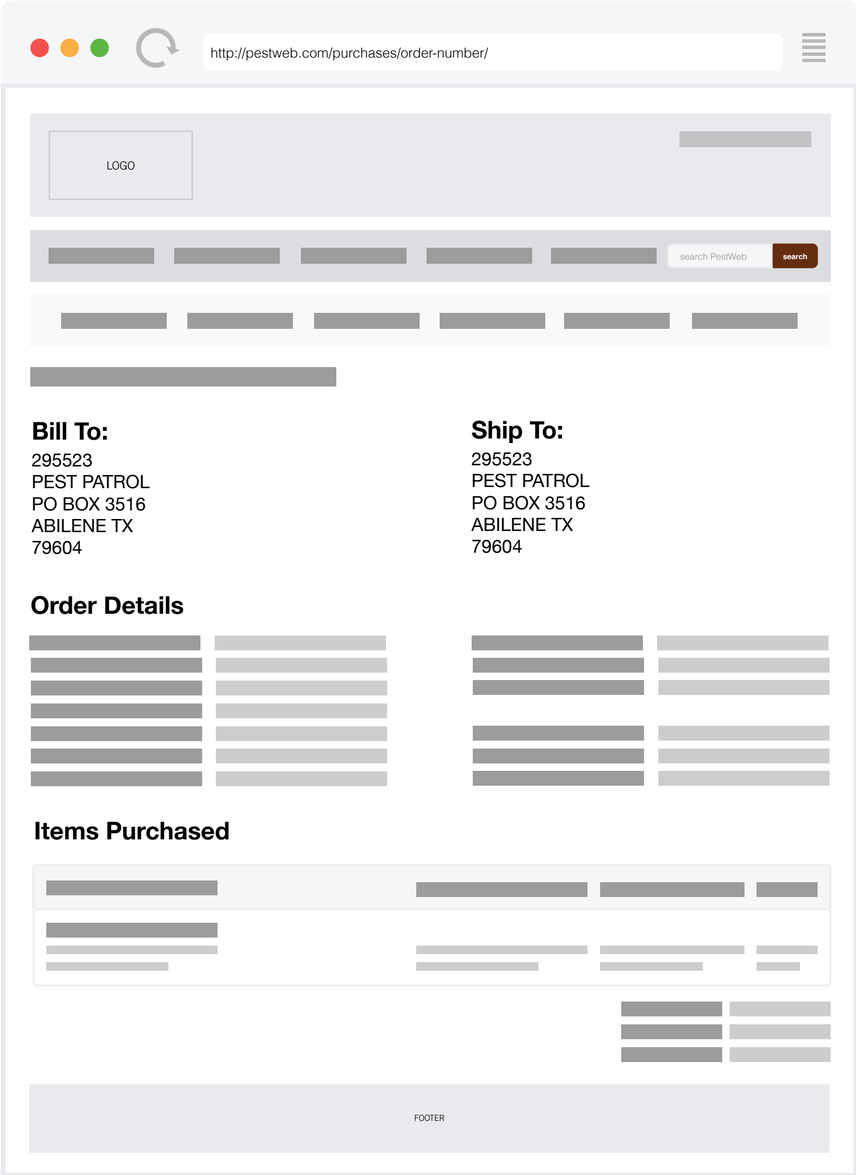
Notable changes (beyond the changes introduced on the main Purchase Management page) include the ability to link to the individual manufacturer by clicking the manufacturer name.



layout for content purposes only; not for final wireframe layout

Subpage Wireframe » Purchase Management » By Product » Individual Product

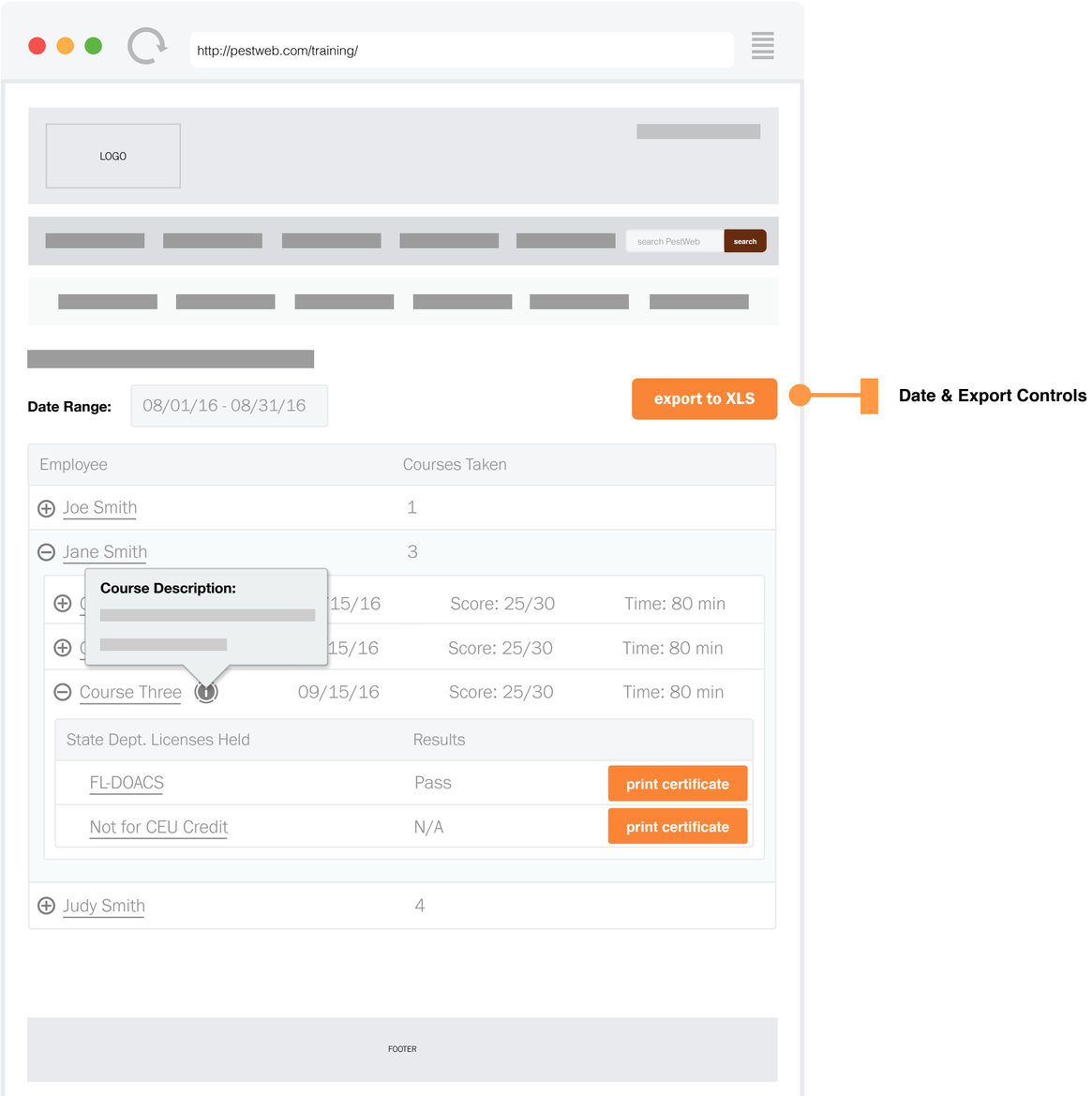
This page has been reordered, to provide the definition information first (what the product is, and details of the product), followed by the search parameters, filter parameters, and results.



layout for content purposes only; not for final wireframe layout

Subpage Wireframe » Purchase Management » Indivdual Order

No notable changes were made to this wireframe.

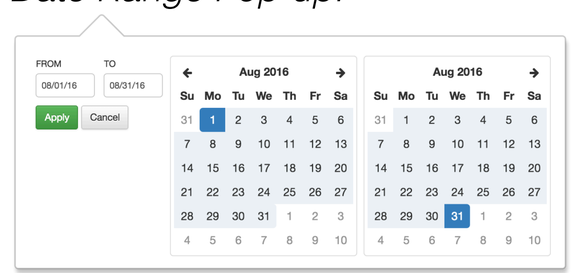


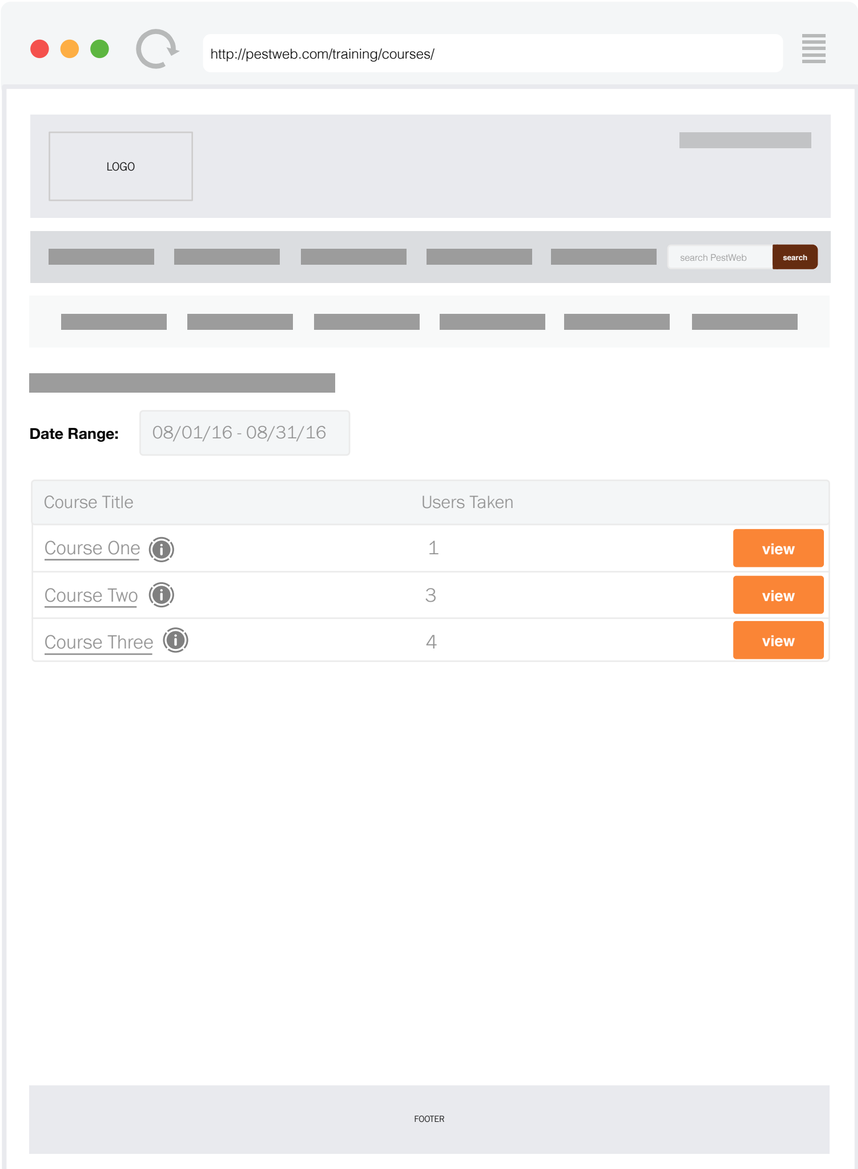
layout for content purposes only; not for final wireframe layout

Training Management Page

Notable differences include moving the export button to the top to align with the date range, and the ability to click a course title to view the individual course history.

Date Range Pop-up:

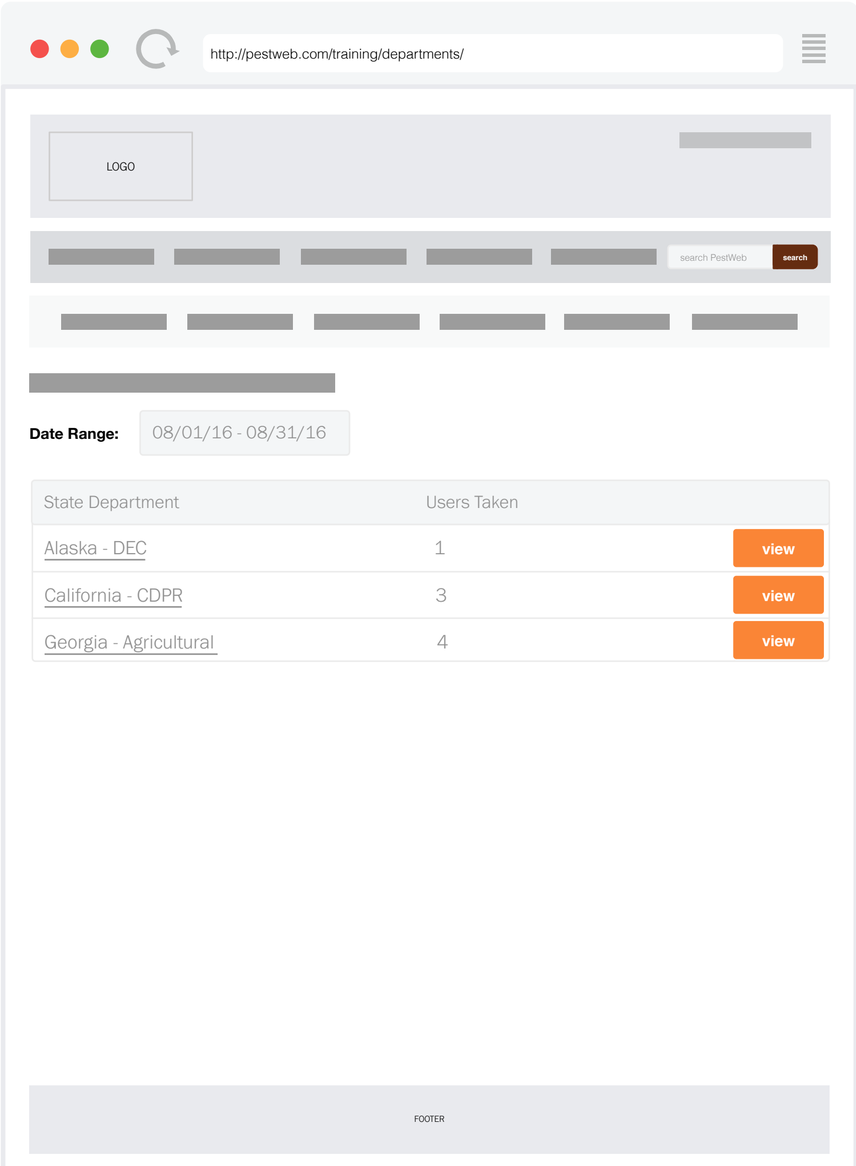




layout for content purposes only; not for final wireframe layout

Subpage Wireframe » Training Management » By Course Title

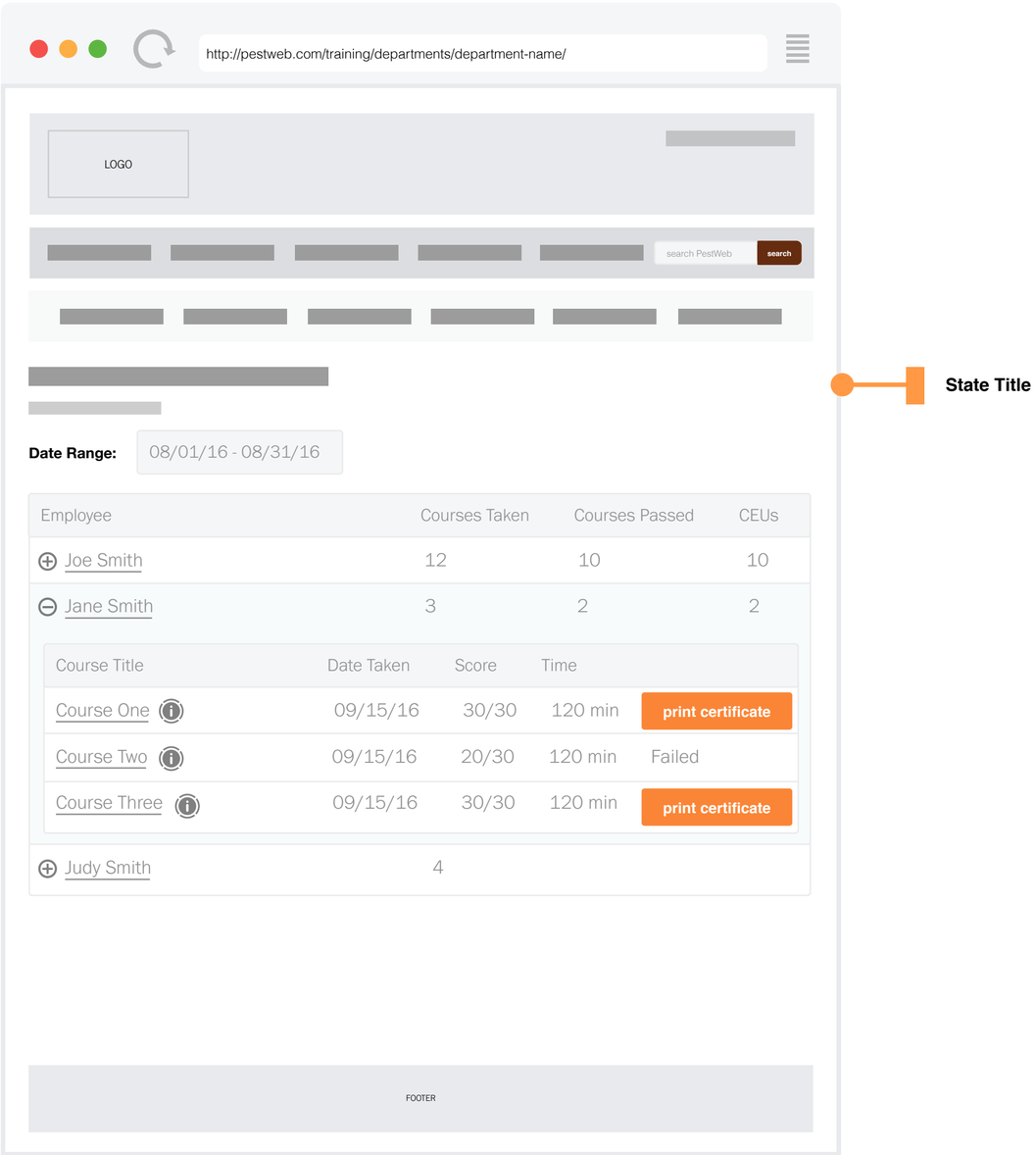
No notable changes were made to this view.



layout for content purposes only; not for final wireframe layout

Subpage Wireframe » Training Management » By State Department

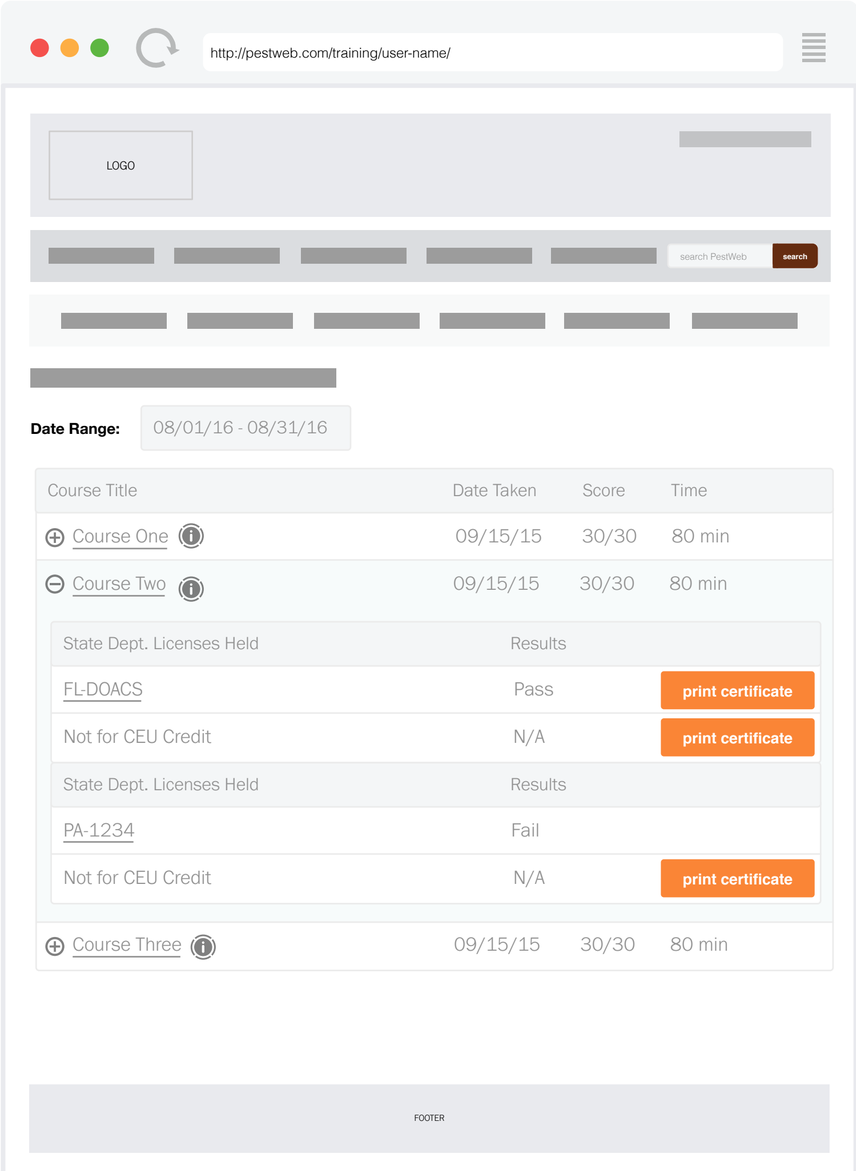
No notable changes were made to this view.



layout for content purposes only; not for final wireframe layout

Subpage Wireframe » Training Management » By State Department » Individual Department

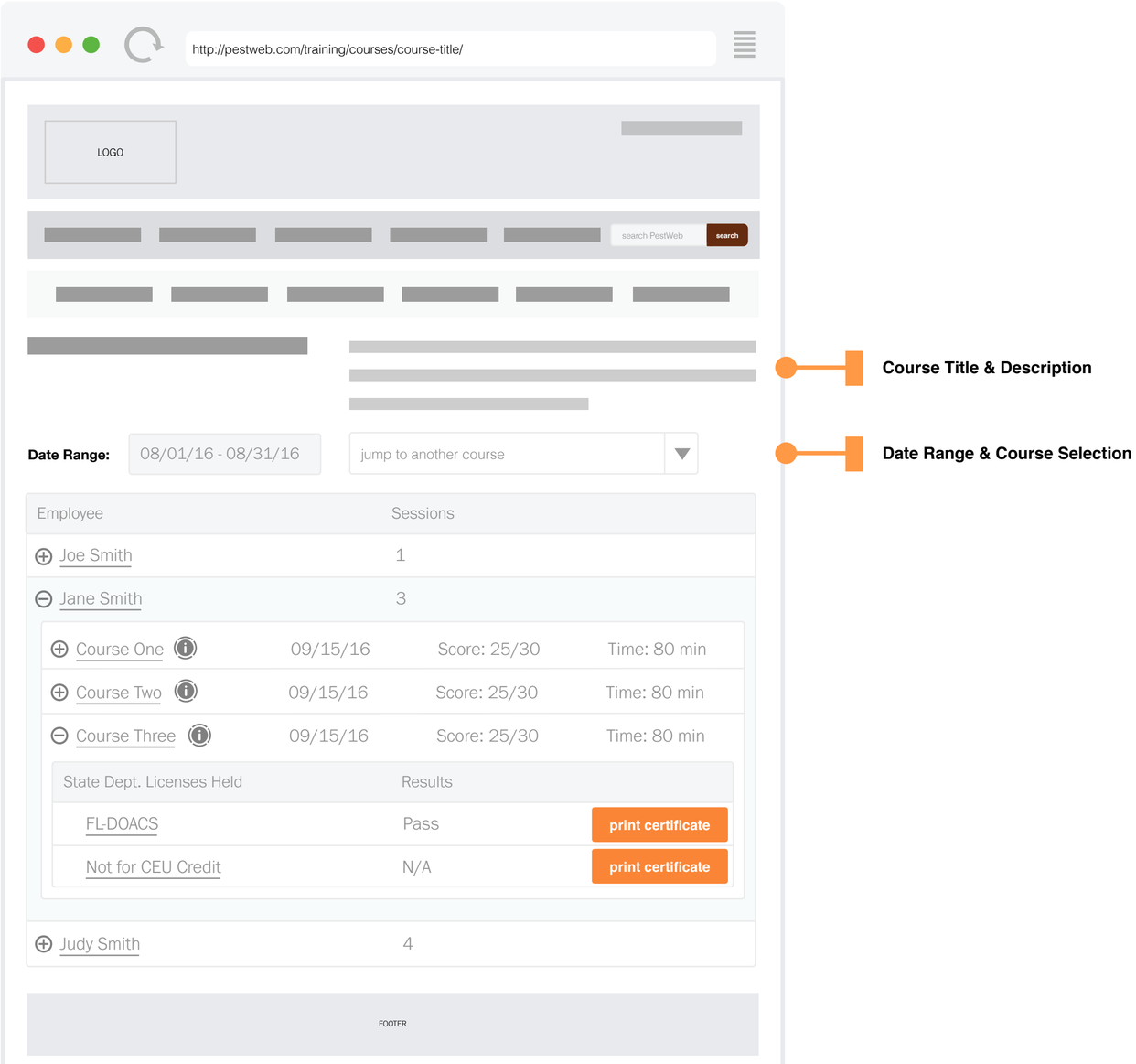
No notable changes were made to this view.



layout for content purposes only; not for final wireframe layout

Subpage Wireframe » Training Management » Individual User Training History

No notable changes were made to this view.



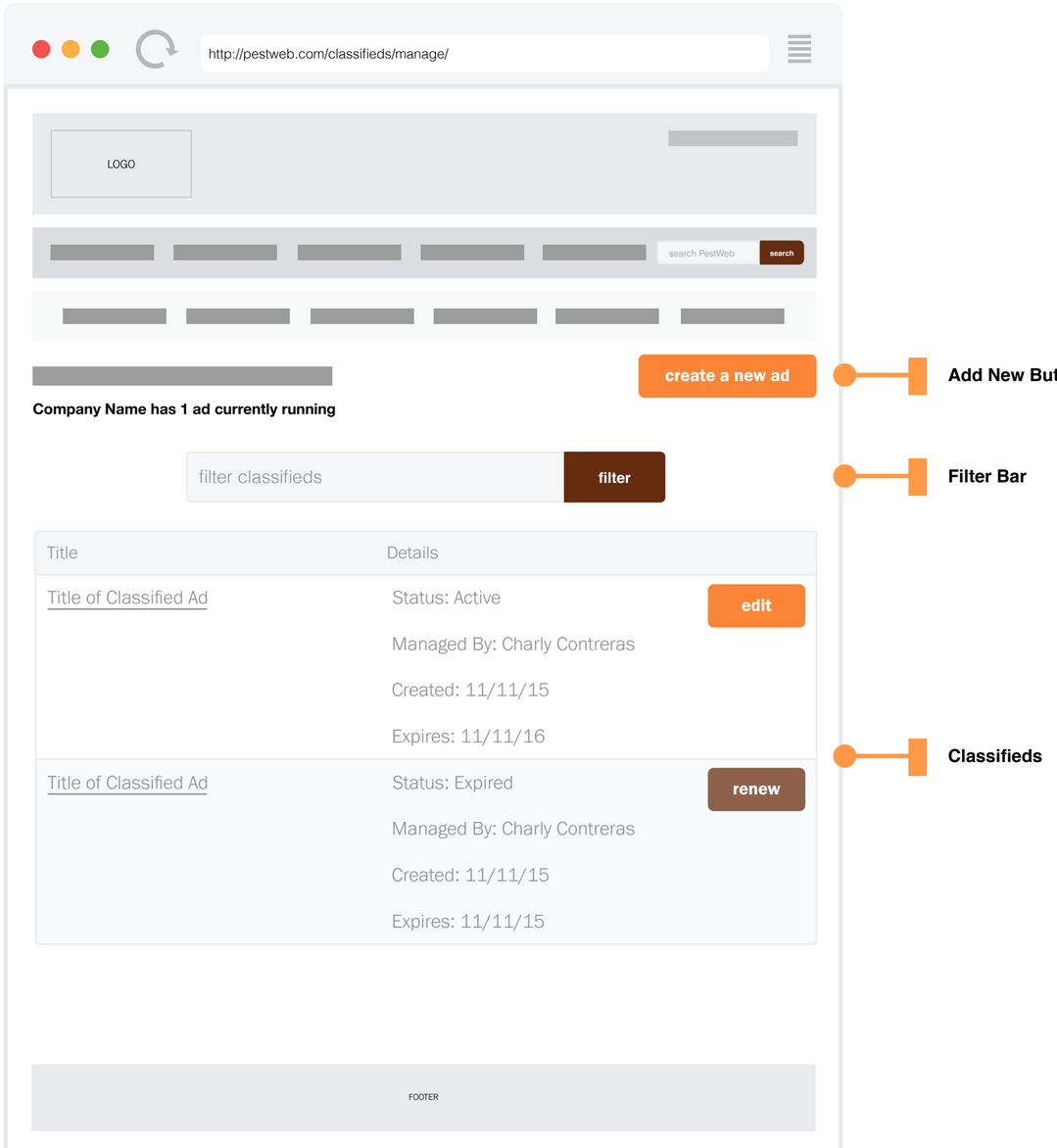
layout for content purposes only; not for final wireframe layout

Subpage Wireframe » Training Management » Individual Course History

Course Title & Description

Date Range & Course Selection

This wireframe slightly adjusts the placement of the date range indicator (to separate it from the course description above it) and aligns the jump to dropdown below the title and description.



layout for content purposes only; not for final wireframe layout

Classifieds Management Page

Add New Button

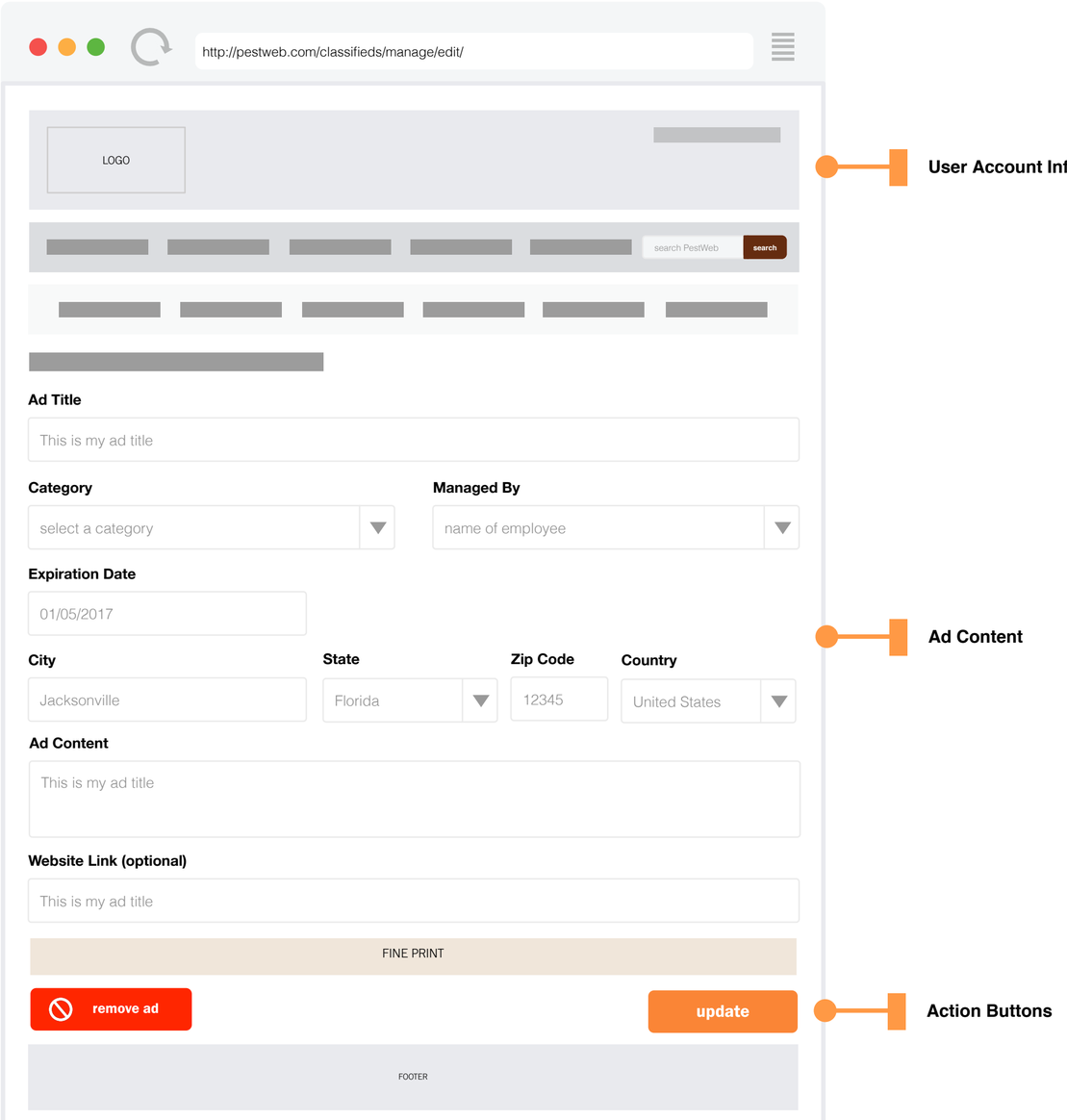
This is a quick access to create a new ad.

Filter Bar

This provides the ability to search classifieds.

Classifieds

Notable differences include the ability to view the classified ad by clicking on the title.

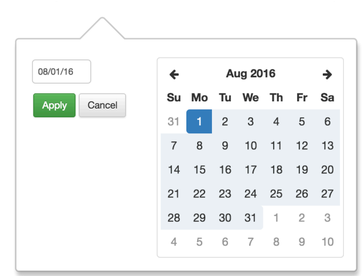


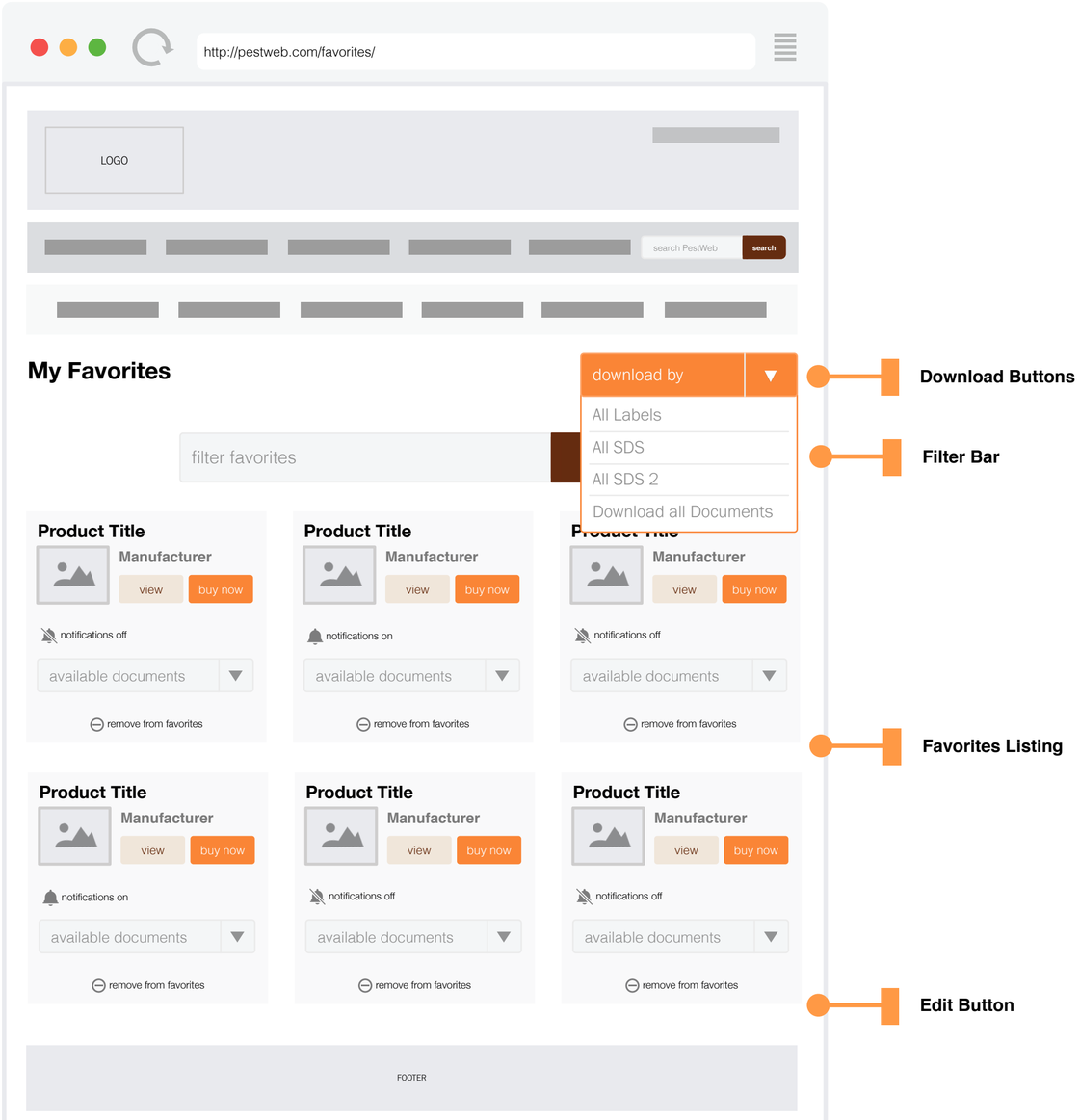
layout for content purposes only; not for final wireframe layout

Subpage Wireframe » Classifieds Management » New / Edit Ad

Notable changes to this wireframe include amended form field and action button placements.

Expiration Date Dropdown:





layout for content purposes only; not for final wireframe layout

My Favorites

Download Buttons

Users will have the option to download all documents for all products in their favorites list, or download all documents of a type (Label, SDS, etc.) in their favorites list.

Filter Bar

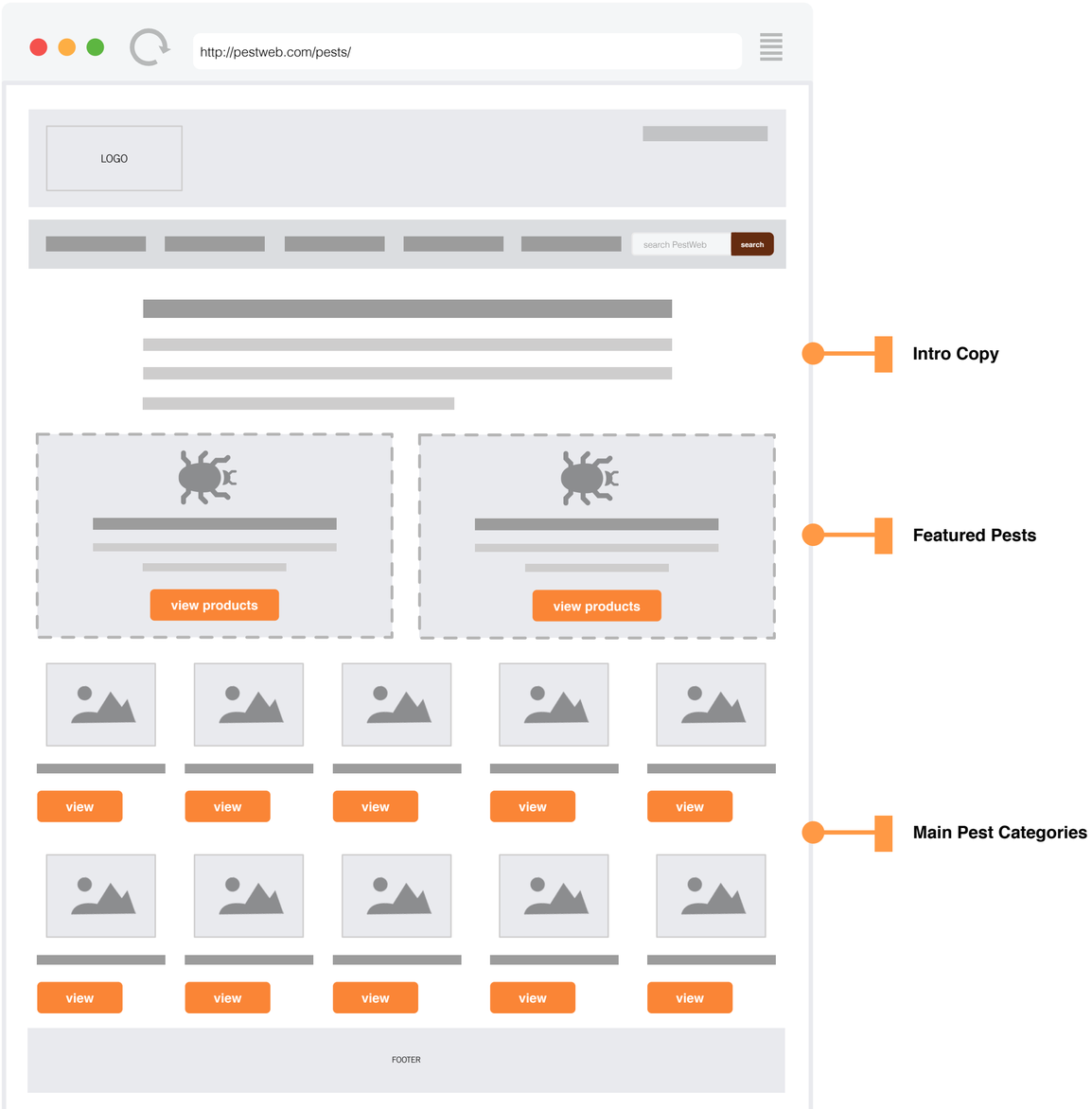
Users will be able to enter text into the filter bar, and as they type, any div element that does not contain the filter query would be hidden. If no rows match the query, a message would display.

Favorites Listing

Edit Button

This would activate the ability to remove products from the favorites list.

Additional Pages



layout for content purposes only; not for final wireframe layout

Pest Information HQ Page

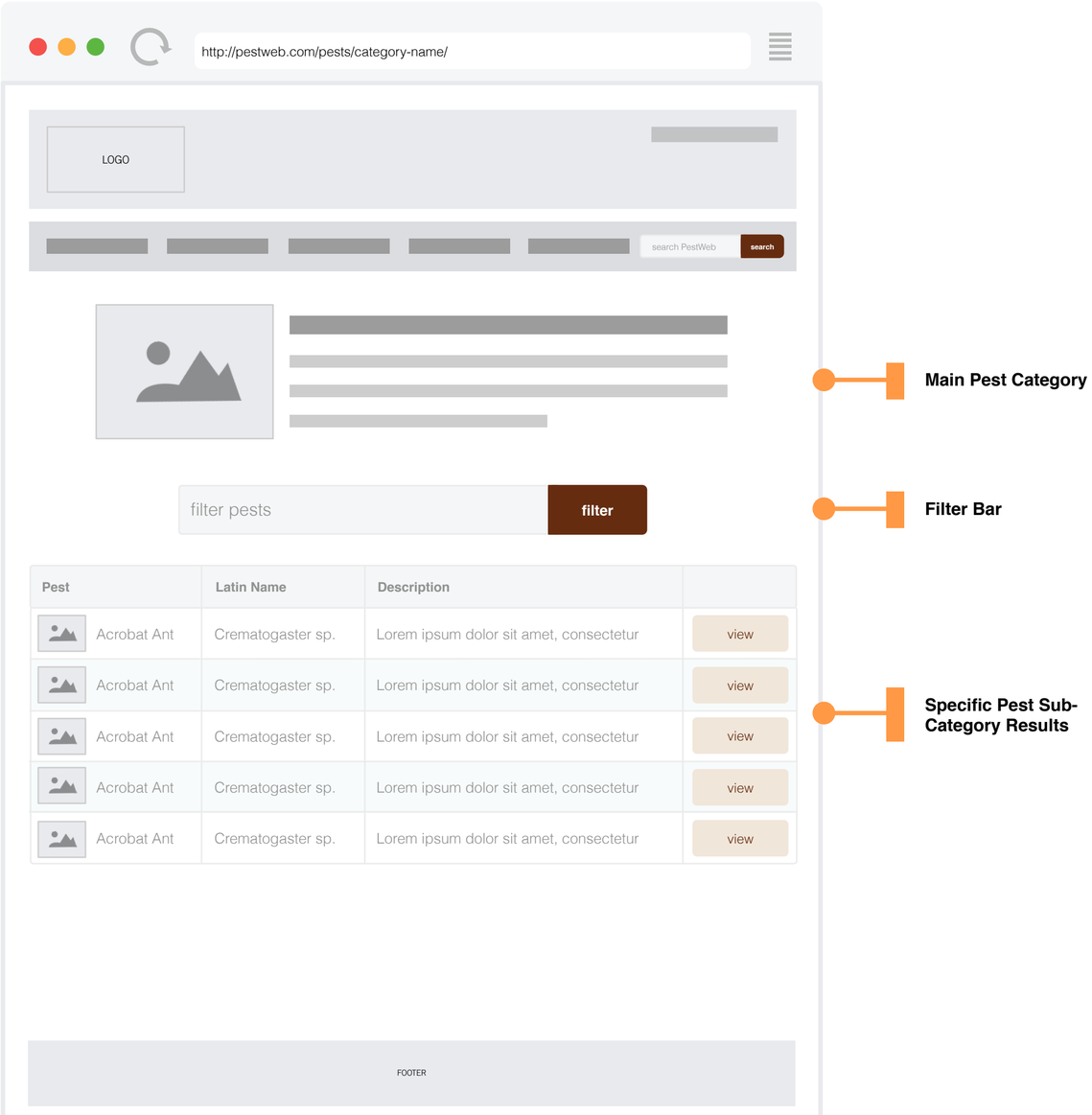
The Pest Information HQ page will serve as a table of contents for pest category selection.

Featured Pests

This area will allow for a topic or seasonal pest to be highlighted, and articles, courses, or products to be promoted. This area will be optional, and can be hidden when not needed.

Main Pest Categories

New additions include new photographs for each pest category.



layout for content purposes only; not for final wireframe layout

Subpage Wireframe » Pest Info » Pest Category

This is the main pest category page, with links for all pests within that category.

Main Pest Category

The page will feature a large image, title, and a (new) description of that general pest category.

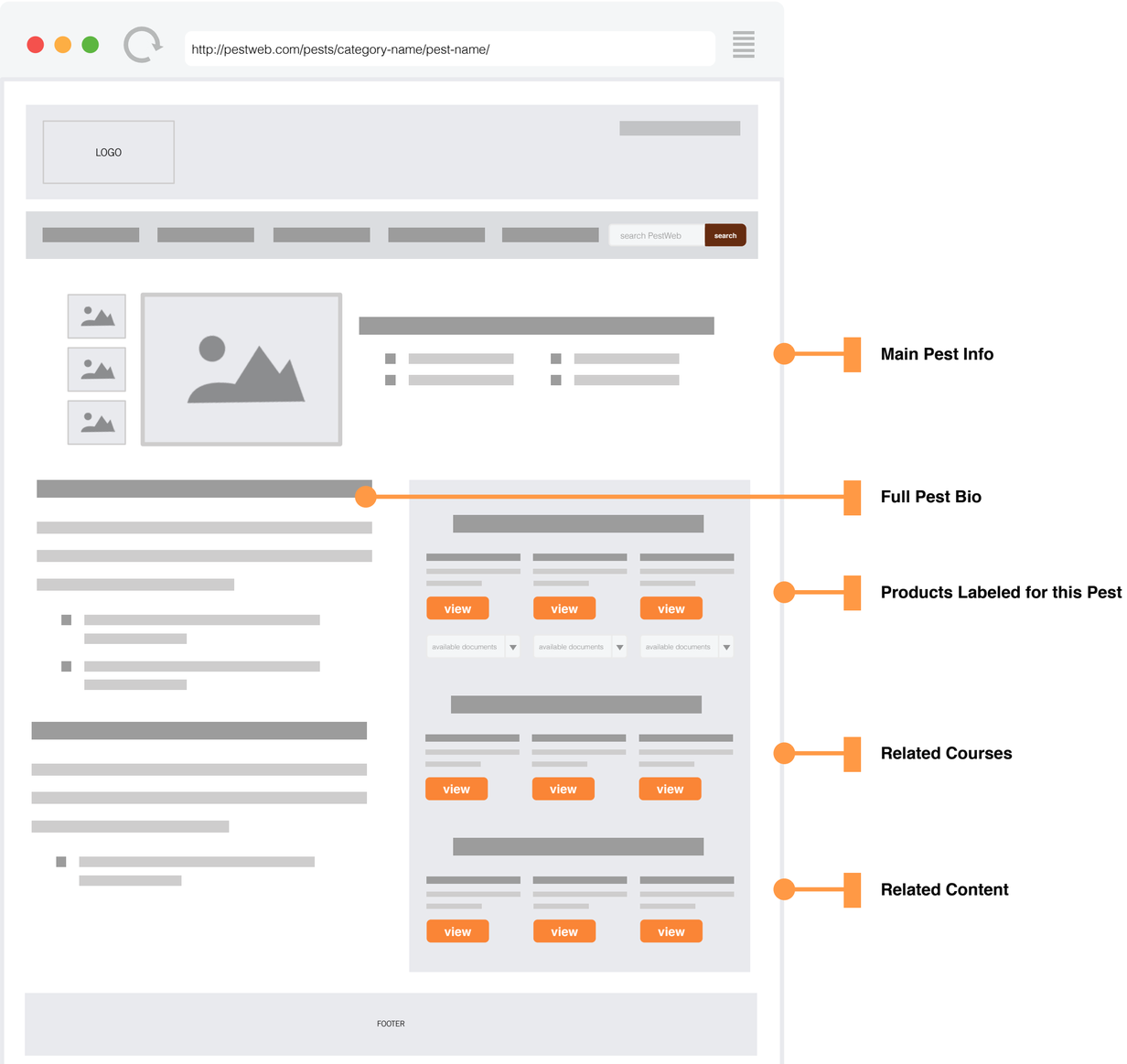
Filter Bar

Users will be able to enter text into the filter bar, and as they type, any table row that does not contain the filter query would be hidden. If no rows match the query, a message would display.

Optional: Additional information found on the individual pest page could be served up as hidden content in each table row. This would allow for the user to also search for information found in their full pest profile, even if that isn't visible to the user until they view the full profile.

Specific Pest Sub-Category Results

These results would be displayed in a responsive table, with the filtering options mentioned above.



layout for content purposes only; not for final wireframe layout

Subpage Wireframe » Pest Info » Specific Pest Profile

This is the page for a specific pest profile.

Main Pest Info

This information includes the pest image(s), pest title, common name, Latin family name, and Latin name.

Full Pest Bio

This is the full profile found on PestID, including the origin, biology, identification, and characteristics. Also included are any pest links or PDFs that are added to the system.

Products Labeled for this Pest

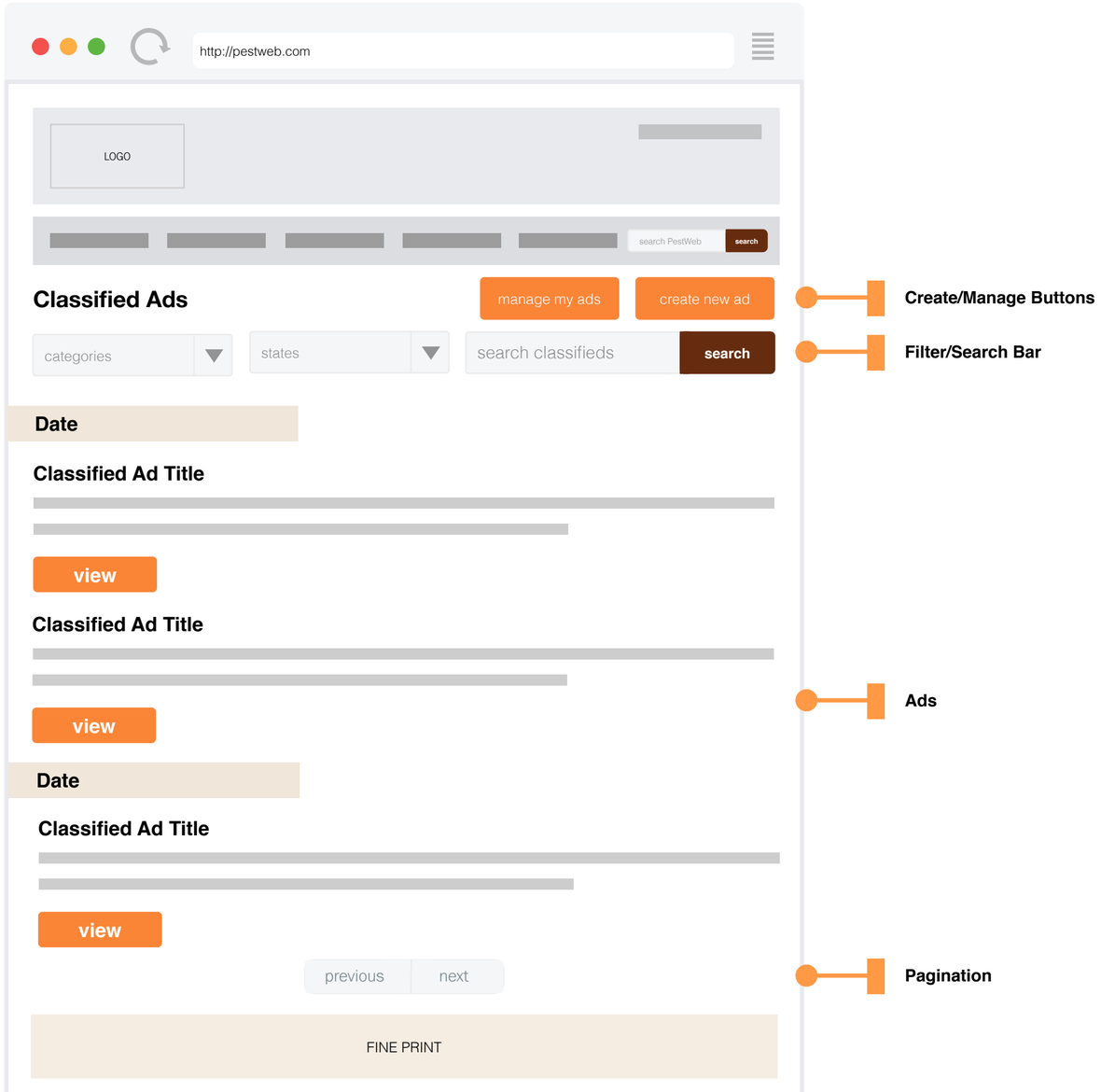
Including top products that treat this pest type. (To start, products chosen will be listed as they are today; future enhancements will include choosing top products.)

Related Courses

Including featured courses that are related to this pest type.

Related Content

Content around this pest type, which could include archived Mr. Pest questions, *Connectivity* articles, etc..



layout for content purposes only; not for final wireframe layout

Classifieds

The main classifieds page lists all of the currently running classified ads.

Filter Search Bar
This filtering includes a search, state filter, and category filter.

Categories would be reorganized, and include subcategorization. Existing and renamed categories include:

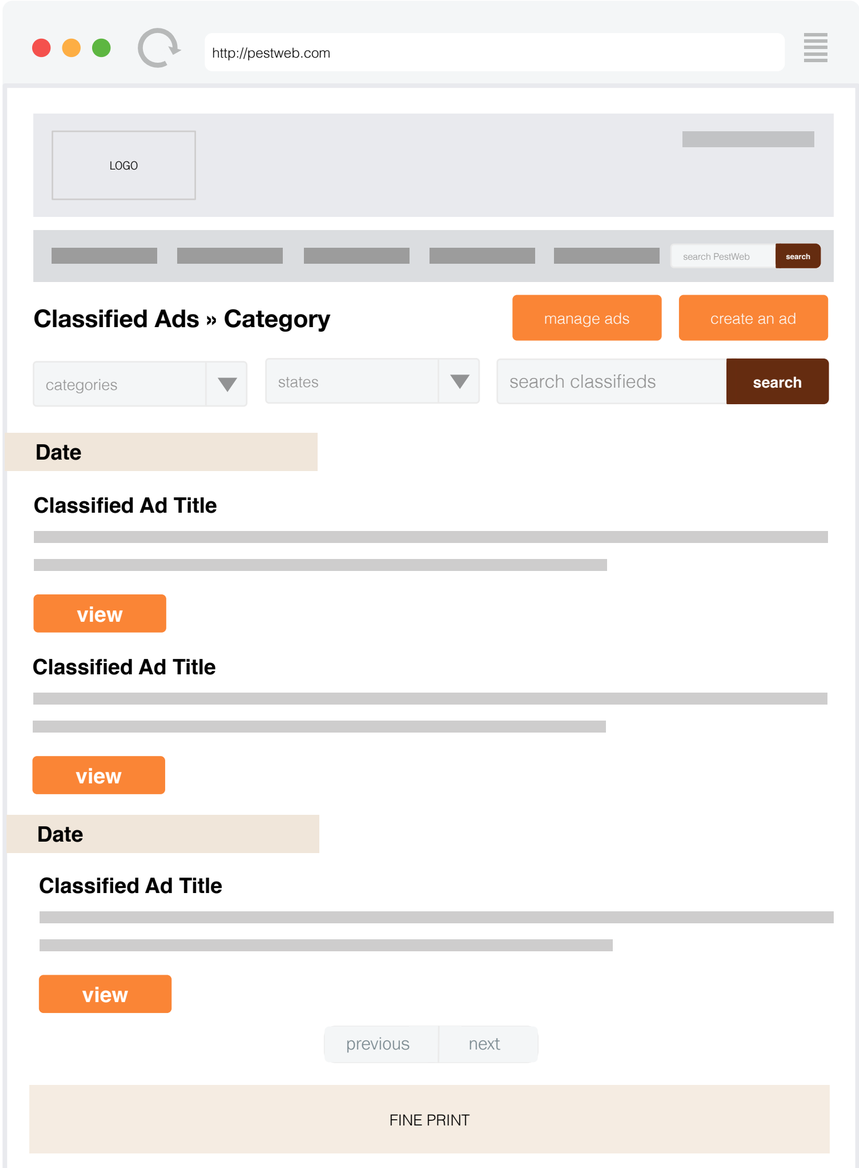
- For Sale
  - Businesses
  - Equipment
  - Services
  - Wanted
- Jobs
  - Looking for a Job
  - Hiring
- Miscellaneous

Removed categories include:

- Business Opportunities

Ads
The date will be used as a divider for ads, and ads posted on the same day will be grouped with each other. *(To keep the date in view, it will remain sticky at the top of the page, until a new date scrolls up.)*

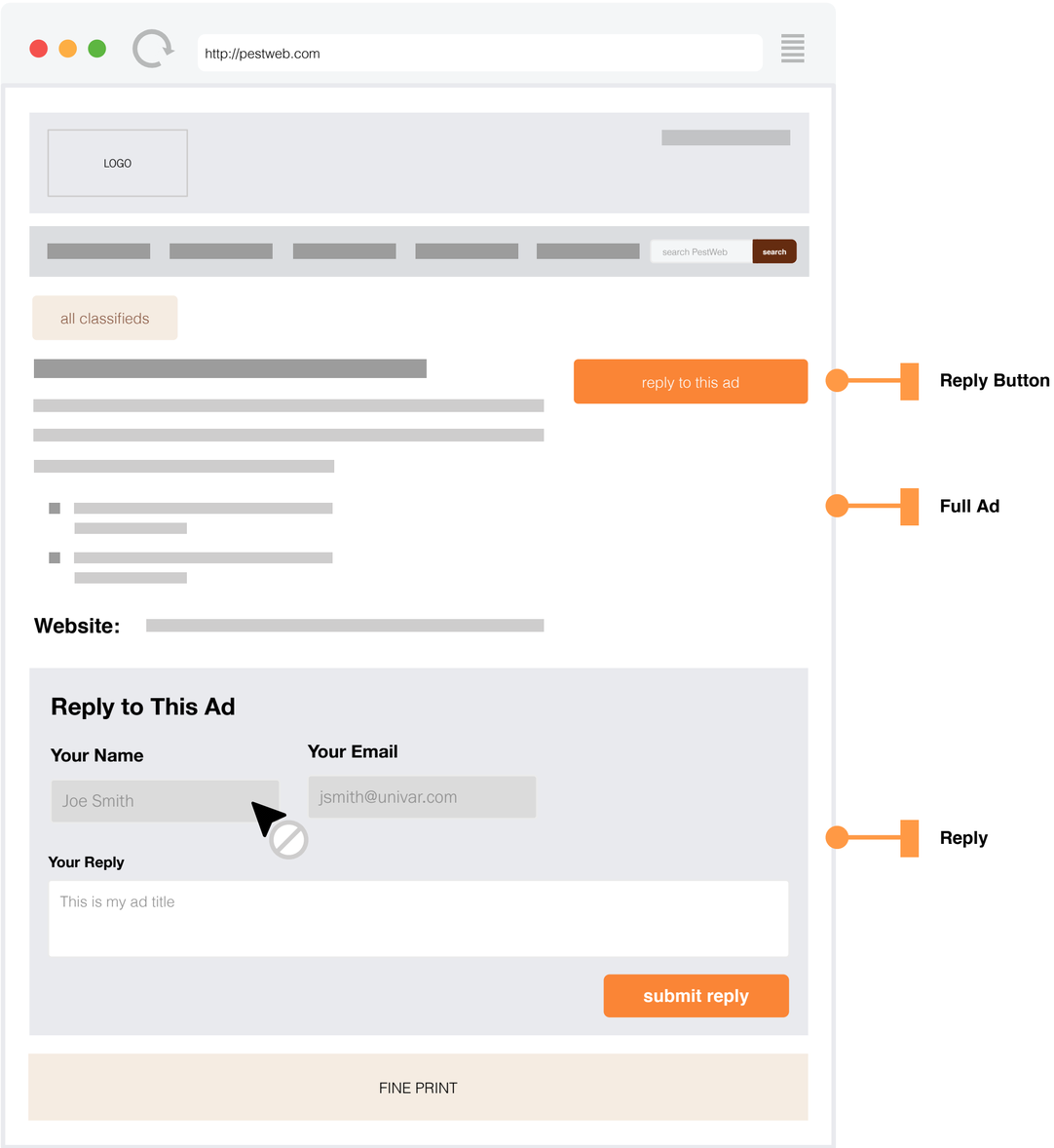
Pagination



layout for content purposes only; not for final wireframe layout

Subpage Wireframe » Classifieds » Category/Subcategory Page

This layout is the same as the main classifieds view, except with the additional category being listed.



layout for content purposes only; not for final wireframe layout

Subpage Wireframe » Classifieds » Individual Ad

This page outlines the individual ad.

Reply Button

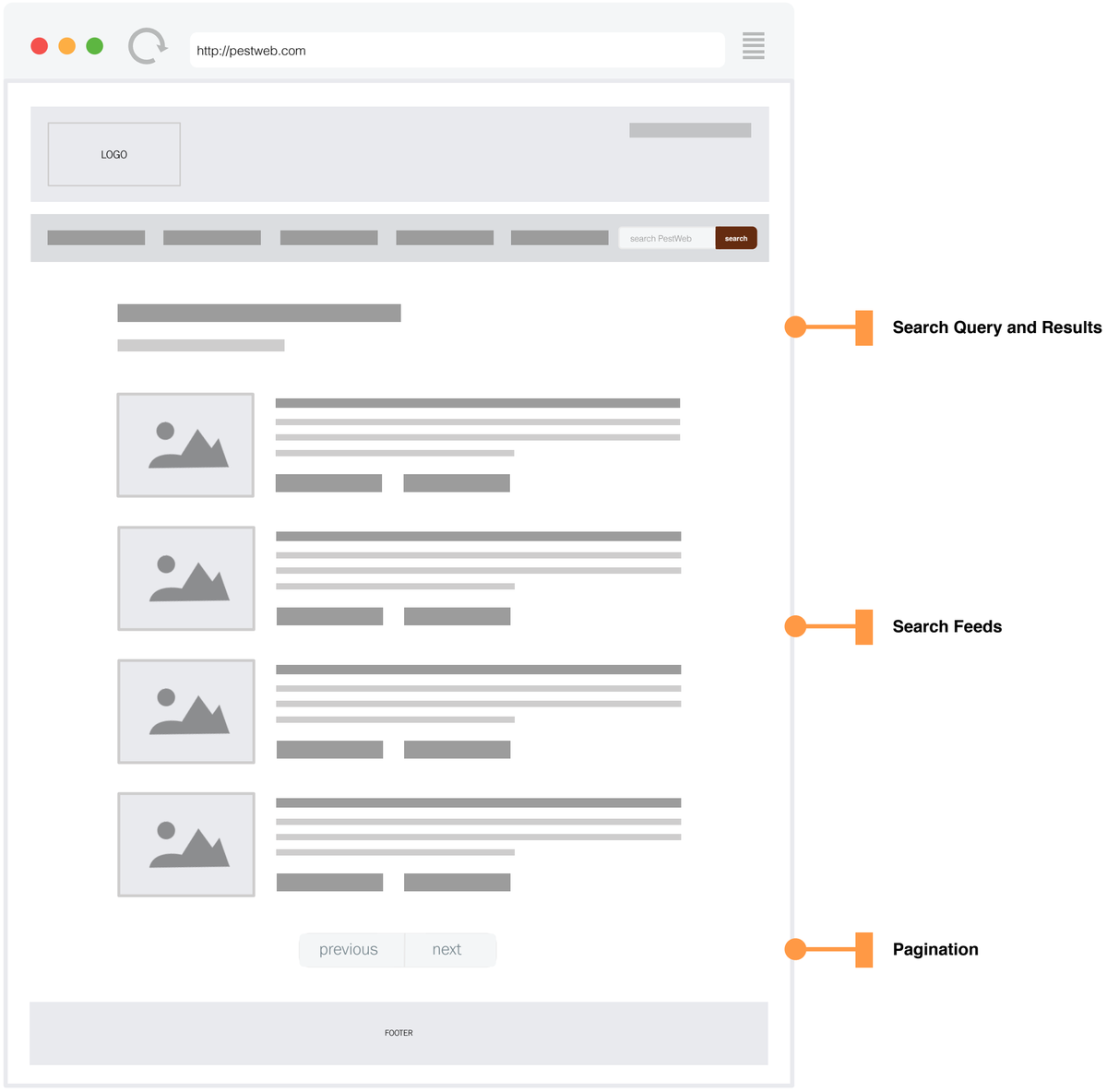
If the user is logged in, this will scroll the screen down to the reply section of the page. If the user is logged out, this will prompt the user to log in.

Full Ad

This will be the full text of the ad.

Reply Section

This will be the form used to reply to the above ad. This section will only display if a user is logged in.



layout for content purposes only; not for final wireframe layout

Search Results Page

This search results page is provided for all queries entered into the global search box in the header area.

Search Query and Results
This area will visibly display the search query submitted by the user, and how many results are found.

Search Feeds
Results will be displayed in a single column format, according to the current display conventions (products towards the top). Additionally, various individual search result layouts will be included, depending on if the result is a product, a ProTraining class, or an other page.

Pagination

Below are the individual search results and their respective contents:

Products

Product Title

buy online

Manufacturer

Size Specs

product details

available documents

Other Pages

Content Piece Title

view

Below are the individual search results for CropWeb and their respective contents:

Products

Product Title

buy online

Dealer Price

Suggested Retail Price

Manufacturer

Size Specs

product details

available documents

Other Pages

Content Piece Title

view

Below are the individual search results for ProVMWeb and their respective contents:

Products

Product Title

buy online

Price

Manufacturer

Size Specs

product details

available documents

Other Pages

Content Piece Title

view

layout for content purposes only; not for final wireframe layout

Locations

This page will bring in the locations directory, as related to the industry.

Introduction
Including copy on Univar's locations and their value to the customer.

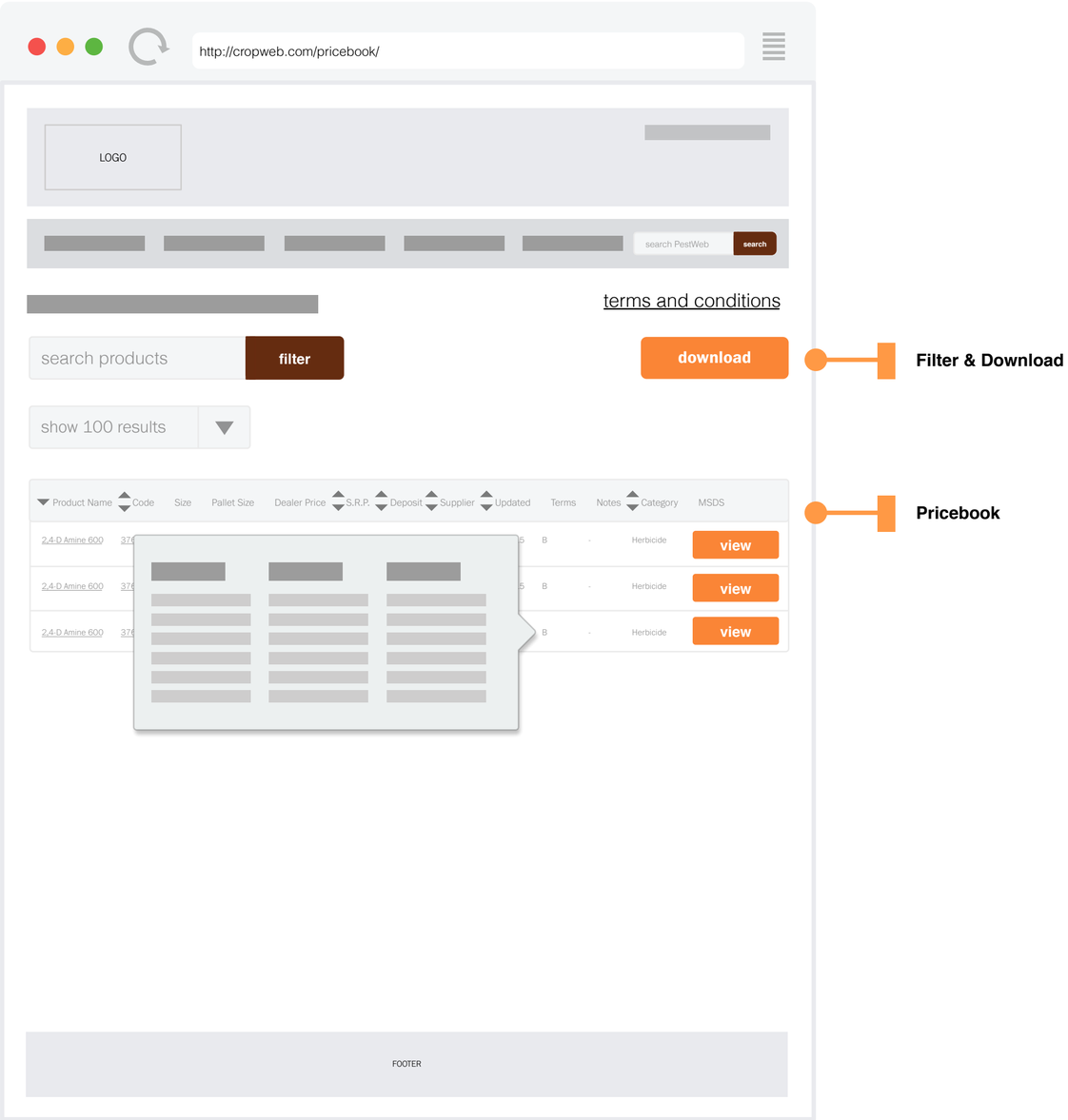
Search Bar

Map
The map will reload and zoom in according to the current search parameters, and be powered by Google maps functionality.

In addition, the map will auto populate the user's location, using the following workflow: 1. We will attempt to locate using GPS and a prompt for the user to accept location services, 2. If the first method is refused, we will attempt to determine their location using their IP address, 3. If that option is not possible, a default zoomed out map will show.

Results
Results will include: Location title, address, suite, city, state, zip code, phone number, and fax number.

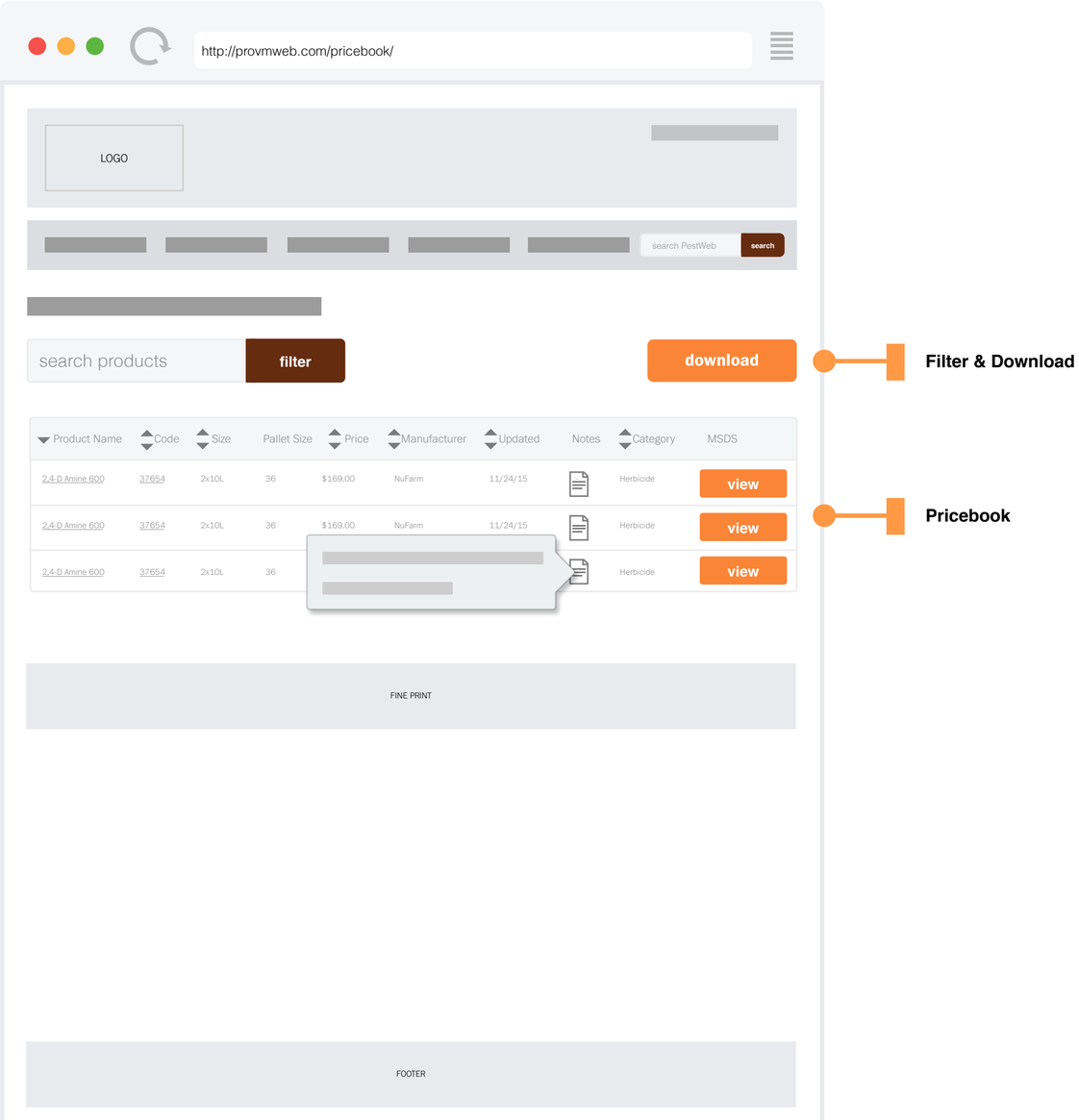
Functionality to save a ProCenter as their default will be part of a future enhancement.



layout for content purposes only; not for final wireframe layout

Pricebook » CropWeb

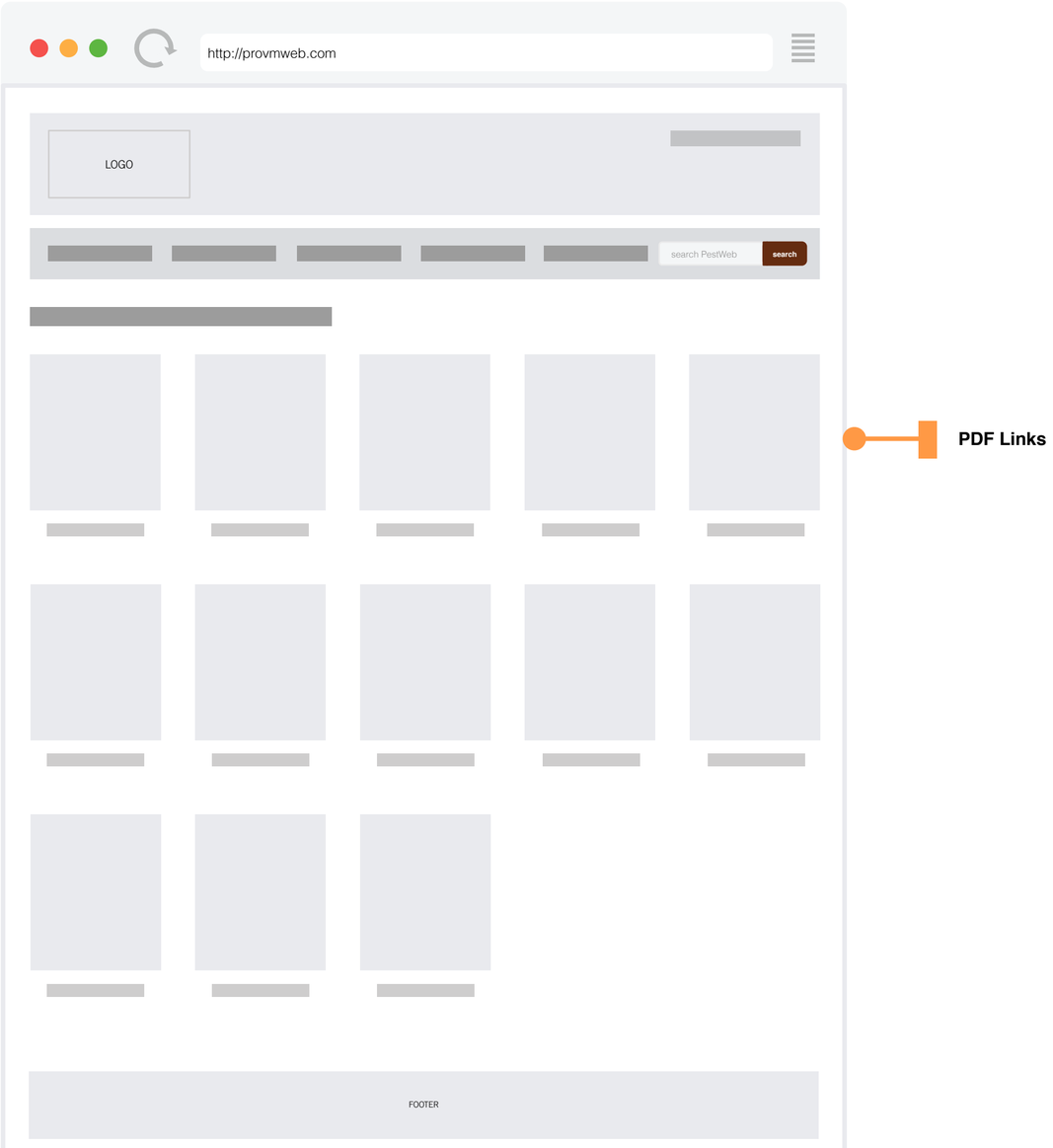
Notable differences from the current Pricebook include the removal of a query number selector and the placement of the terms and conditions. All other items remain the same.



layout for content purposes only; not for final wireframe layout

Pricebook » ProVMWeb

Notable differences from the current Pricebook include the removal of a query number selector, the placement of the terms and conditions, and the placement of the customer number fine print. All other items remain the same.

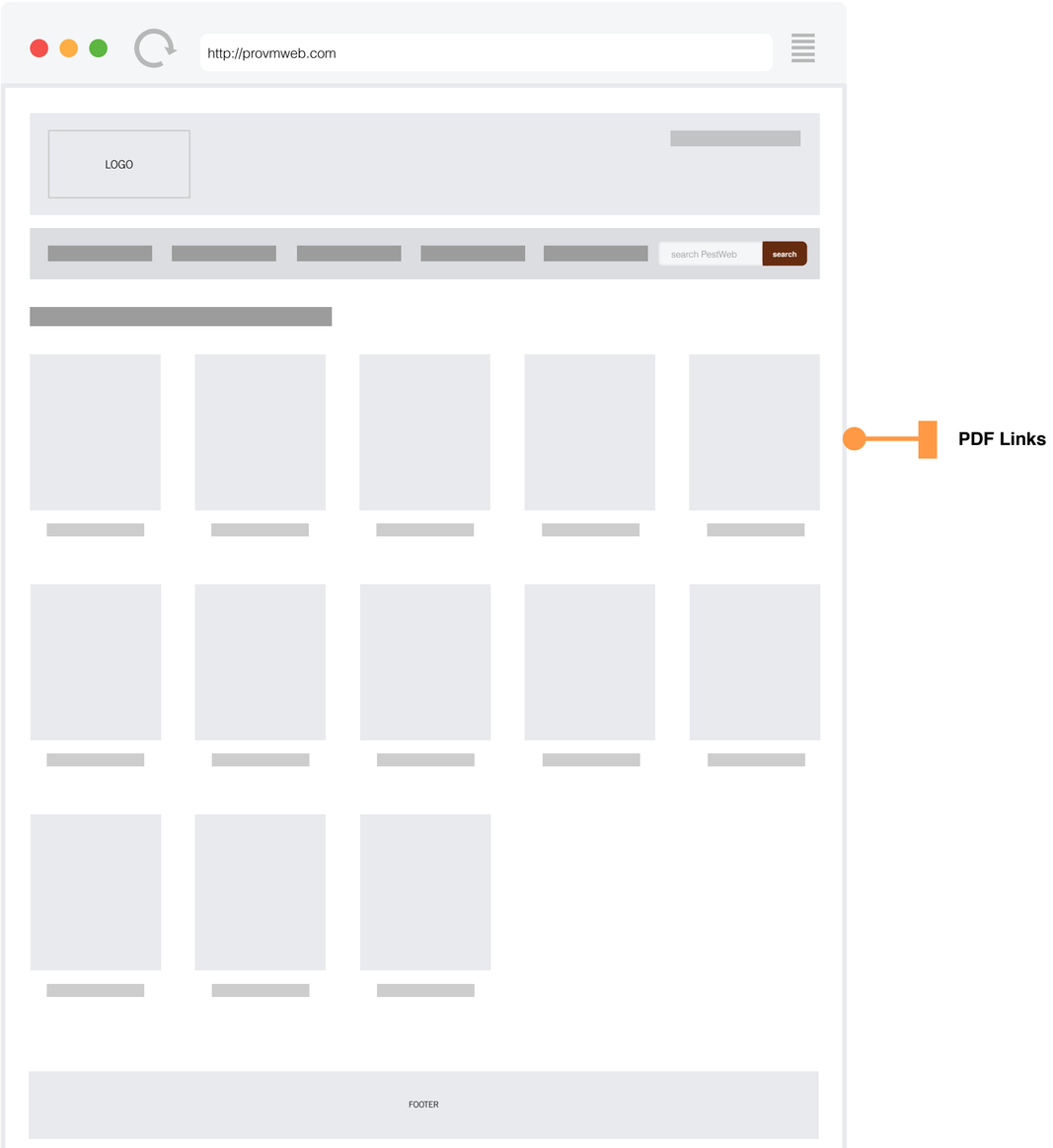


layout for content purposes only; not for final wireframe layout

Featured Pests » CropWeb

The initial launch of the new website will continue the PDF display approach. In addition, the two most recent featured pests will be highlighted on the Pest Info HQ page.

Plans for a blog-style section will be evaluated in 2017.



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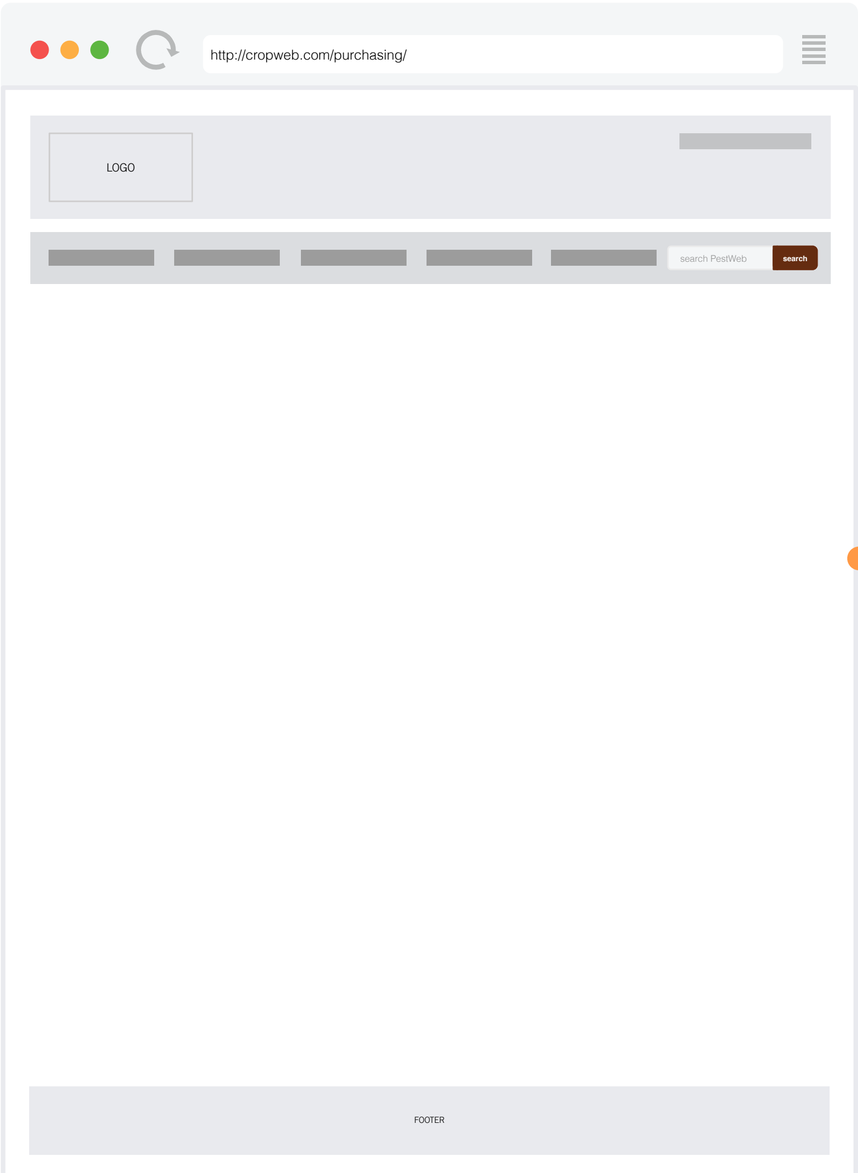
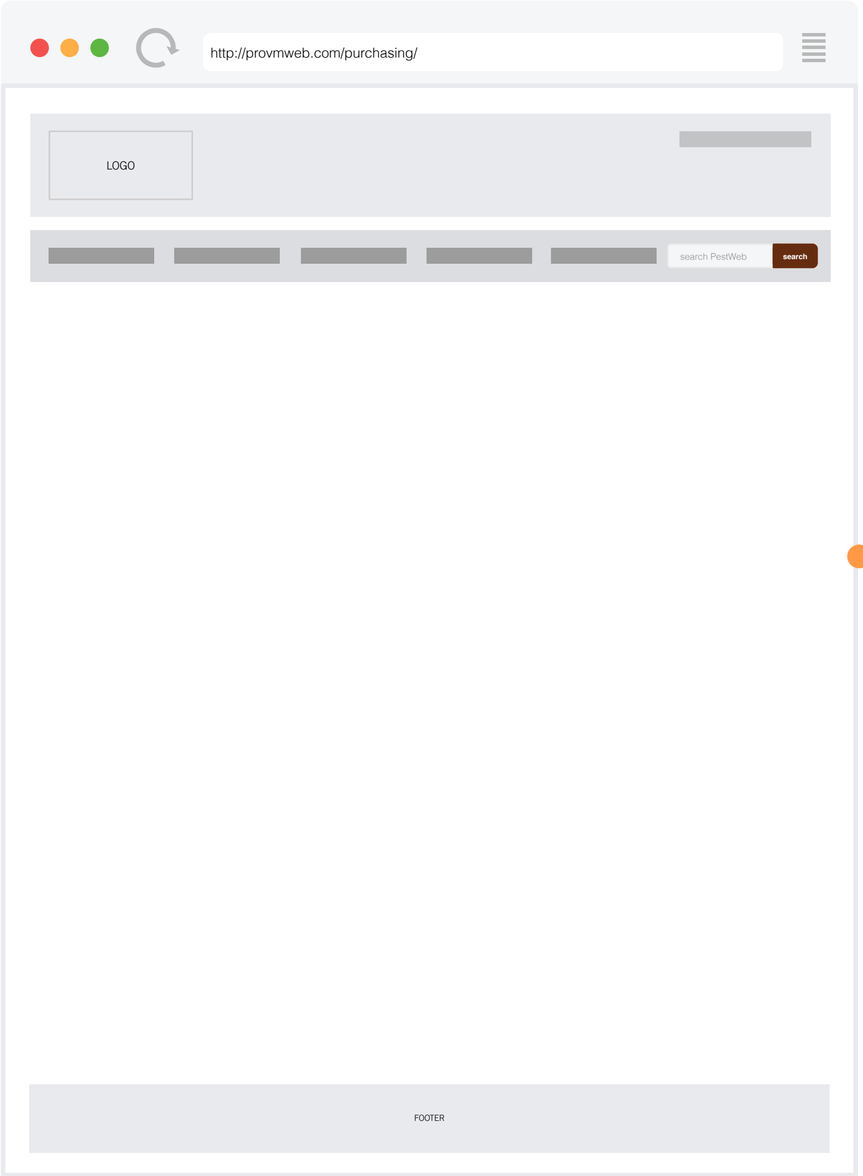


Lorem ipsum

How to Purchase » CropWeb

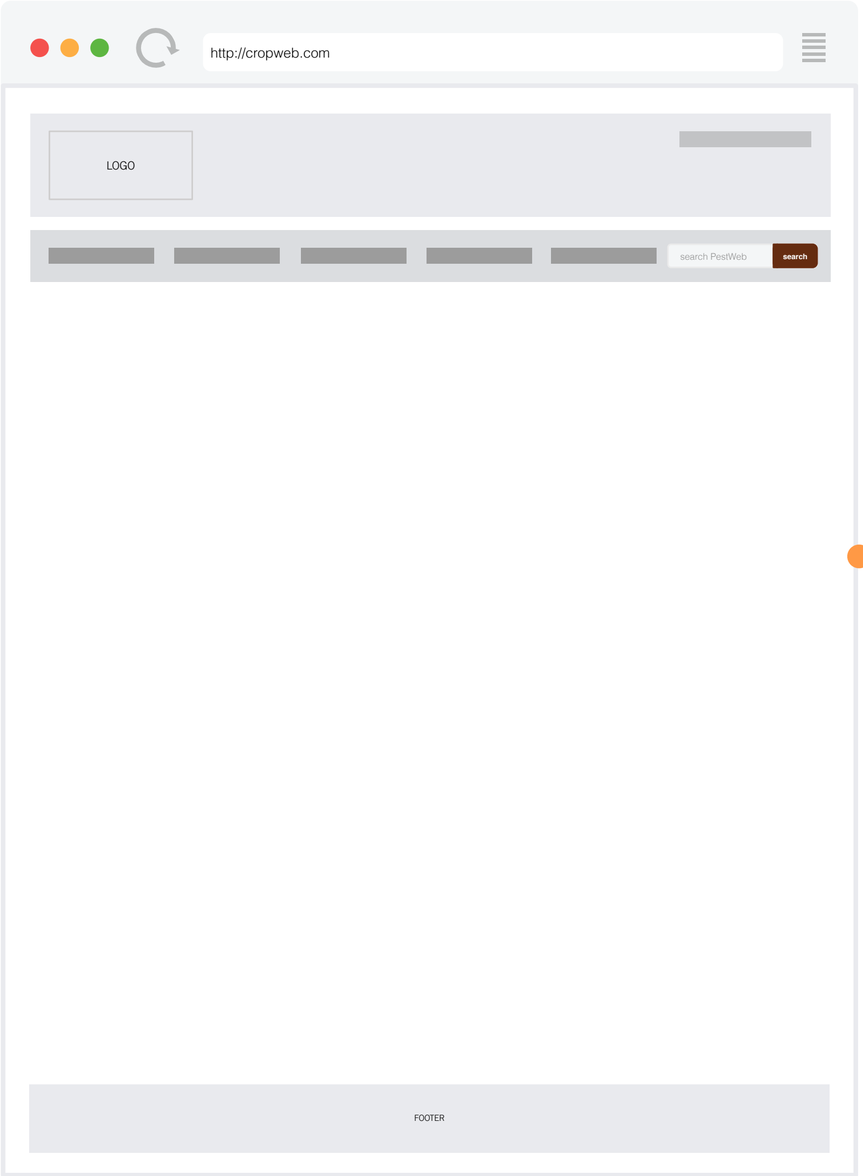
layout for content purposes only; not for final wireframe layout



Reply

How to Purchase » ProVMWeb

layout for content purposes only; not for final wireframe layout



Lorem ipsum

The Network » CropWeb

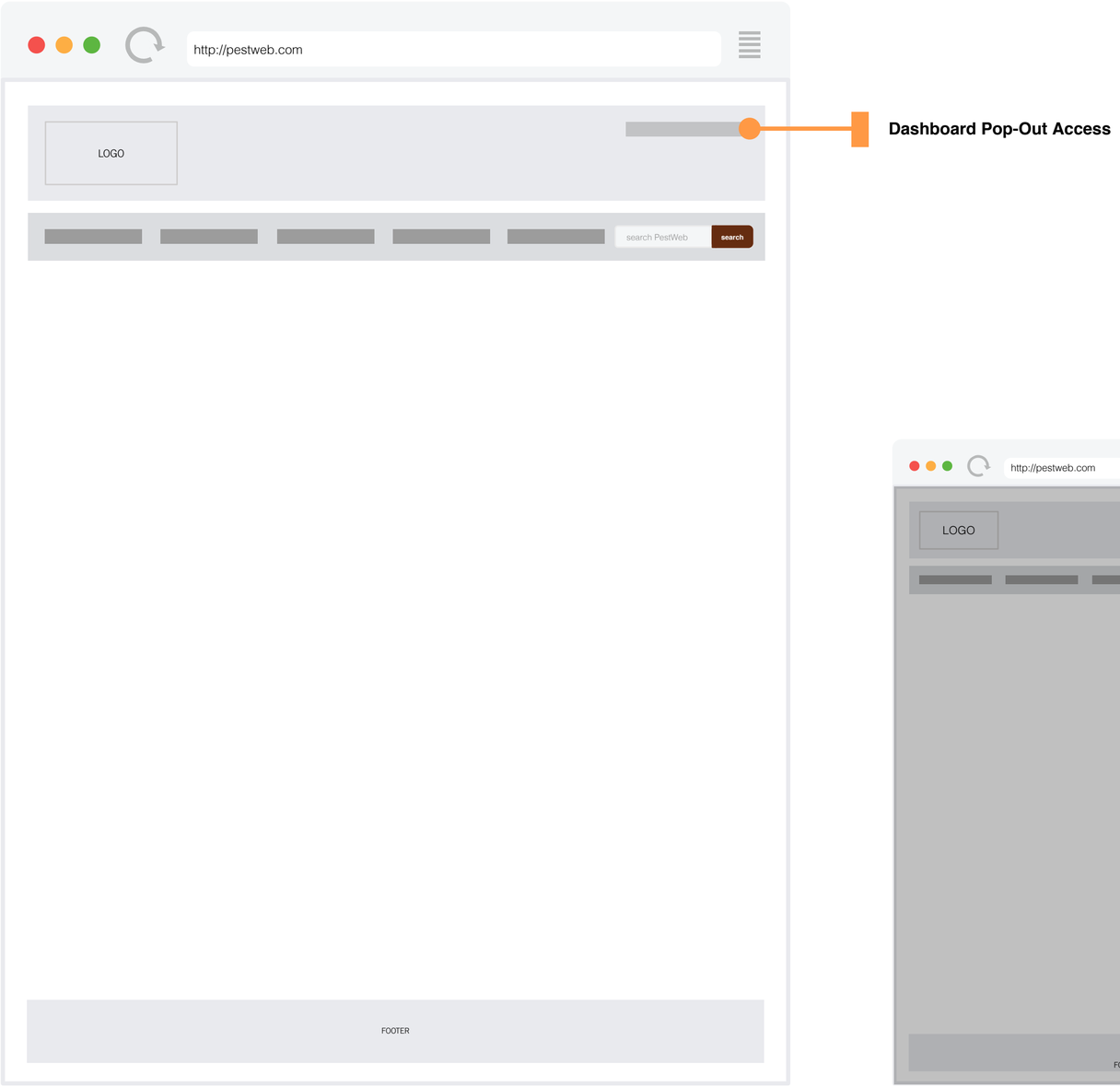
layout for content purposes only; not for final wireframe layout

Functionality

New Features on PestWeb

Dashboard Pop-Outs

Providing Users Quick Access to
PestWeb Member Content



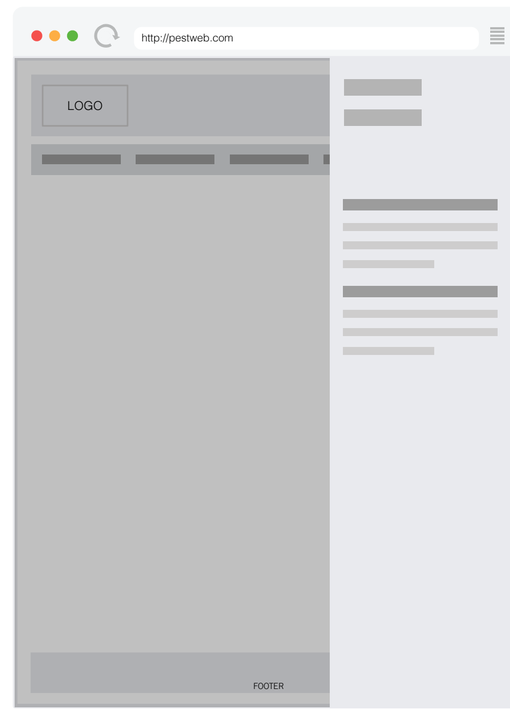
layout for content purposes only; not for final wireframe layout

Dashboard Pop-Out

Dashboard Pop-Out Access

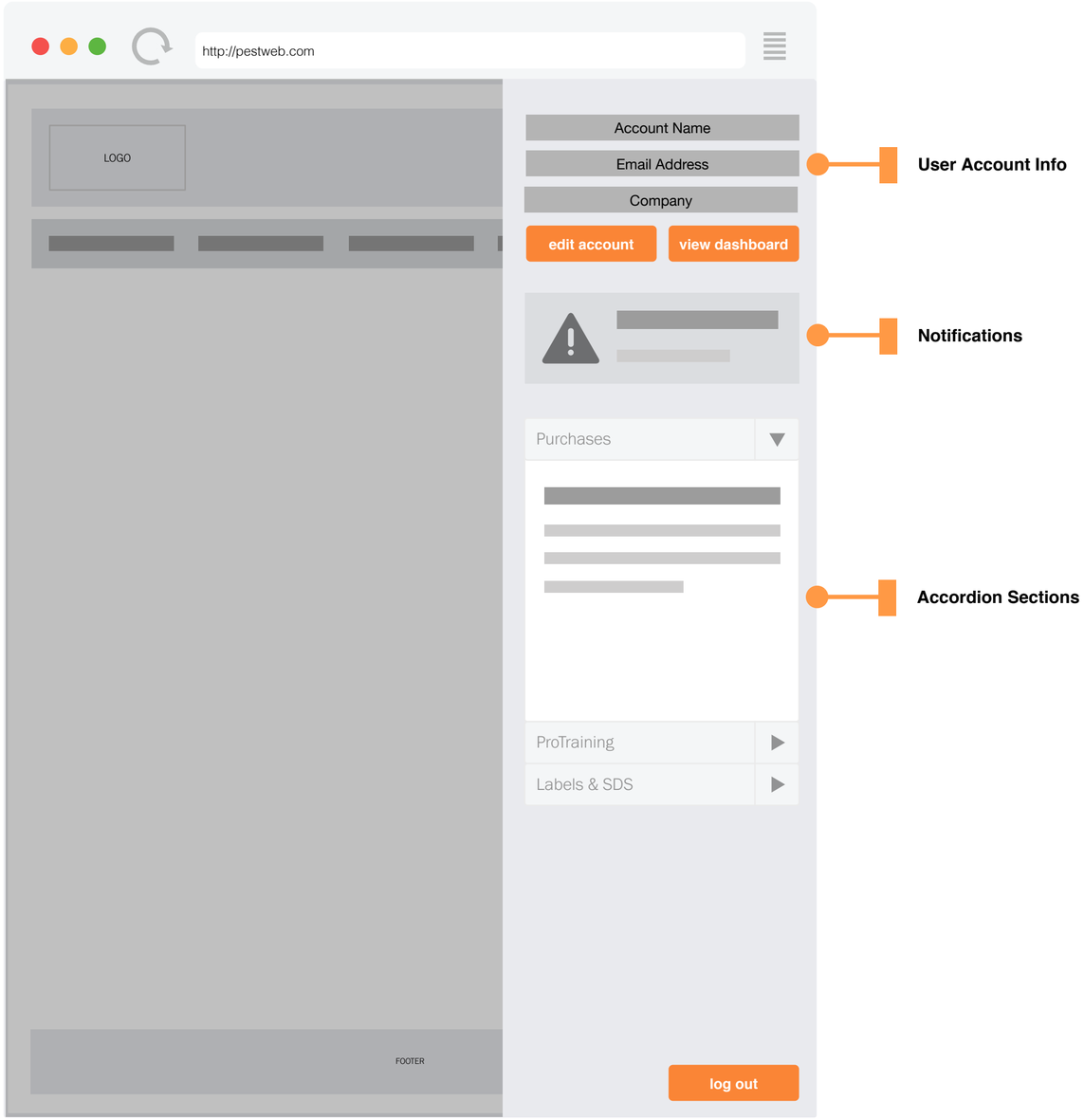
Users will have the ability to access their dashboard on all pages of the website through a pop-out window. This window will slide in from the right and provide a quick peek at relevant dashboard content.

Once a user is logged in, they will be able to access this pop-out through the 'My PestWeb' link in the utility menu.



Expanded View

Once expanded, the user will be able to access a quick glance of relevant dashboard information related to the page they are on. For example, if viewing a product page, the pop-out will display company purchase info, or favorite products.



layout for content purposes only; not for final wireframe layout

Dashboard Pop-Out » Overview

User Account Information

This area will display the user's name, email, and company information. It will also include a link to edit their account details.

Notifications

This area will display account notifications, if applicable, and with links to view more.

Current notifications include users waiting approval, and new users to be approved. Additional notifications may be added in the future.

Accordion Sections

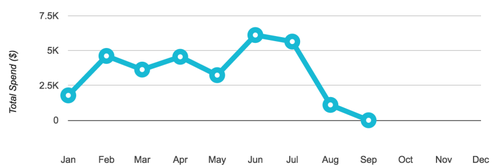
This area will include expandable accordion areas with information pertinent to each section. These accordions will be automatically expanded, depending on the page the user is currently on.

In addition, users without permissions, or who haven't established content for these accordions will see substitute information. Details for each accordion are on additional pages.

Below are the individual accordions and their respective contents:

Purchases

Company Purchases to Date



go to dashboard

view online store | view favorite products

Recent Company Orders

Order No.	Invoice No.	Date	
704346	DA125396	9/15/16	view
704346	DA125396	9/15/16	view
704346	DA125396	9/15/16	view
704346	DA125396	9/15/16	view
704346	DA125396	9/15/16	view

view all orders

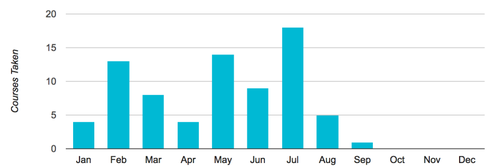
ProTraining

Labels & SDS

Purchases

ProTraining

Company ProTraining Courses to Date



go to dashboard

view course catalog | manage licenses

Your Currently Enrolled Courses

Animal Classification: Every Thing in Its Order	resume course
Ant Biology & Management	resume course
Entomology 101: The Insect Head	resume course
Introduction to Sulfuryl Fluoride	resume course
Mosquito Biology & Larval Management	resume course

Your Recently Completed Courses

Animal Classification:	print certificate

Labels & SDS

(continued from previous)

Purchases

ProTraining

go to dashboard

Your Currently Enrolled Courses

Animal Classification: Every Thing in Its Order	resume course
Ant Biology & Management	resume course
Entomology 101: The Insect Head	resume course
Introduction to Sulfuryl Fluoride	resume course
Mosquito Biology & Larval Management	resume course

Your Recently Completed Courses

Animal Classification:	print certificate
Ant Biology & Management	print certificate
Entomology 101: The Insect Head	print certificate
Introduction to Sulfuryl Fluoride	print certificate
Mosquito Biology & Larval Management	print certificate

AZ-OPM

no credit

Labels & SDS

Purchases

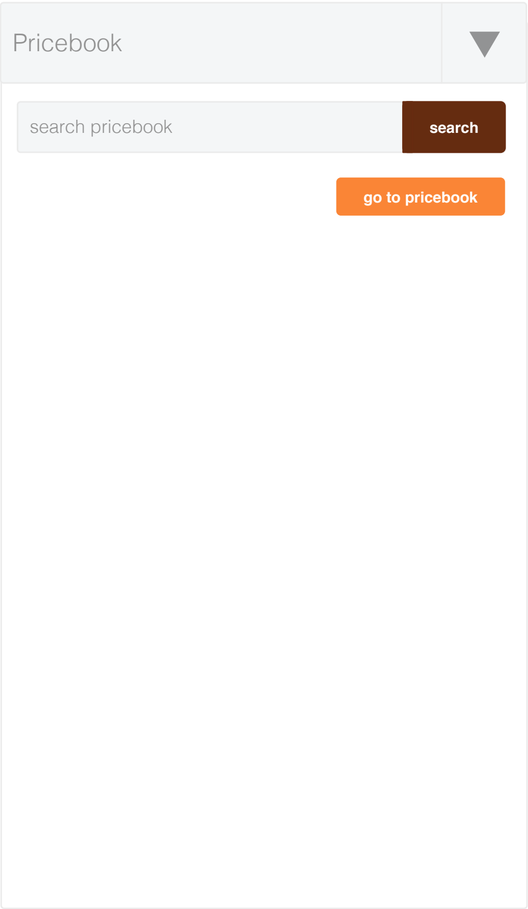
ProTraining

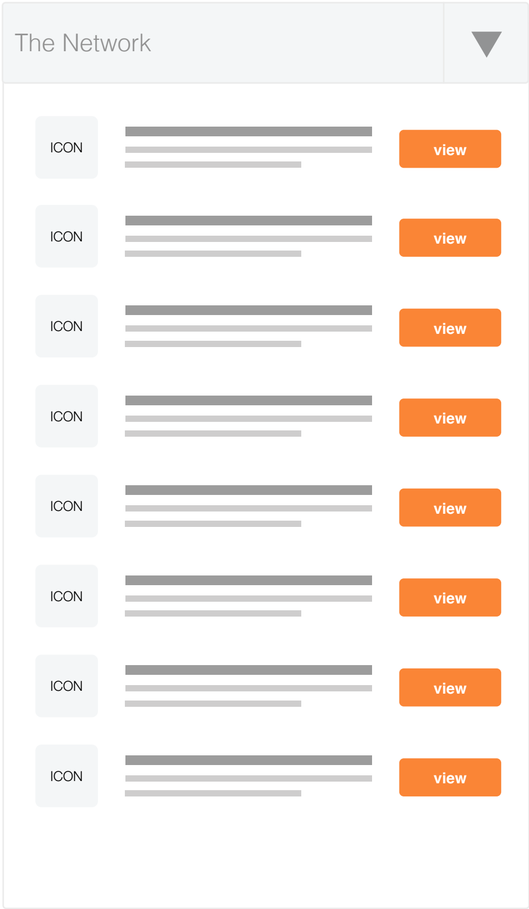
Labels & SDS

search documents | search

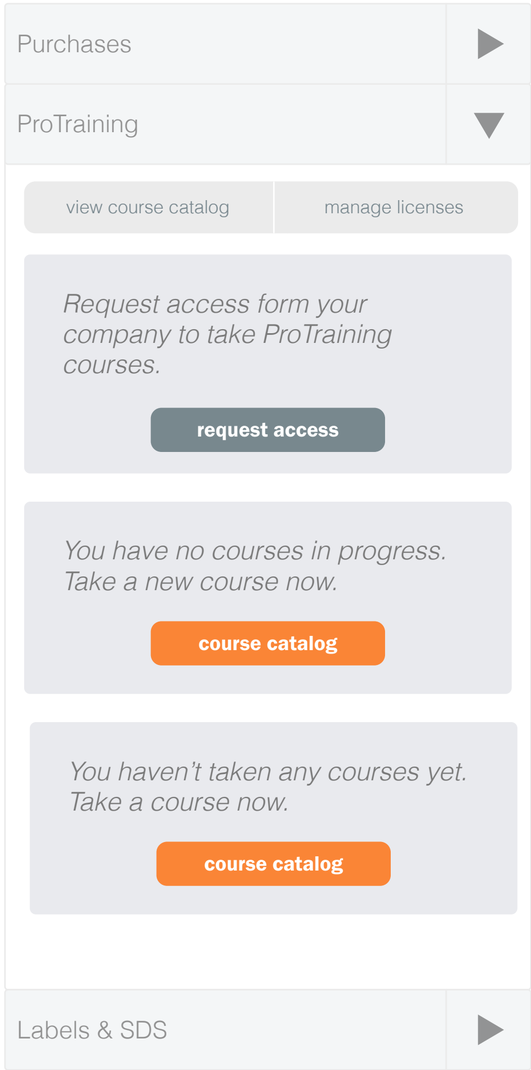
view favorite products | view recent purchases

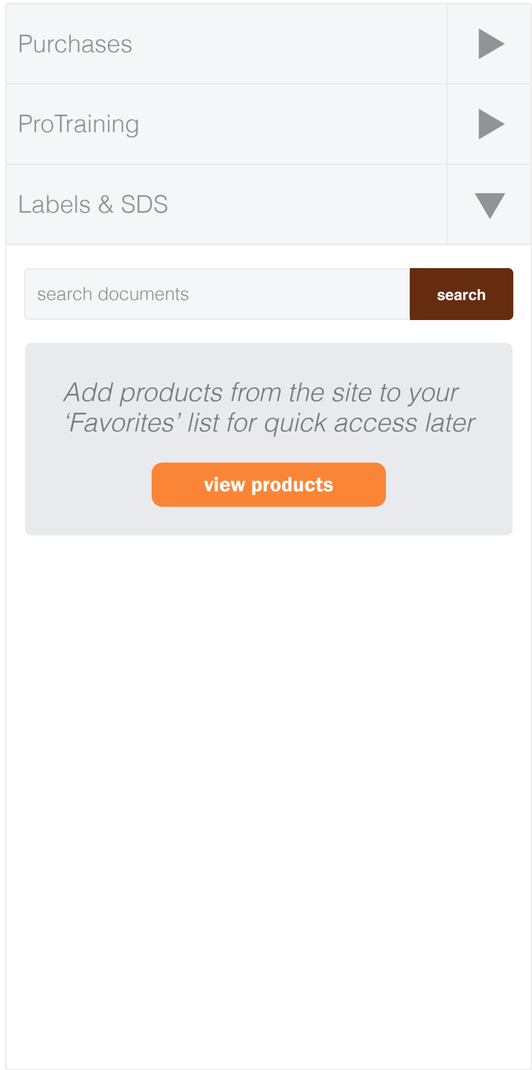
CropWeb and ProVMWeb will have two additional accordions:





Below are the individual accordions with alternative information for users without permissions or available content:





Purchases

- If a user does not have purchasing access, this accordion would not display.

ProTraining

- If a user does not have company management access, they would see nothing for company ProTraining history.
- If a user does not have ProTraining access, a request access message is provided.
- If a user has ProTraining access, but has no currently enrolled courses, a new course message is provided.
- If a user does have ProTraining access, but has no completed courses, a similar new course message is provided.

Labels & SDS

- A search bar will be included, allowing users to start a document search. This will take the user to a search results page.
- If a user has not added any products to their favorites list, an add products message is provided.

Advertising

Outlining options for enhanced supplier exposure

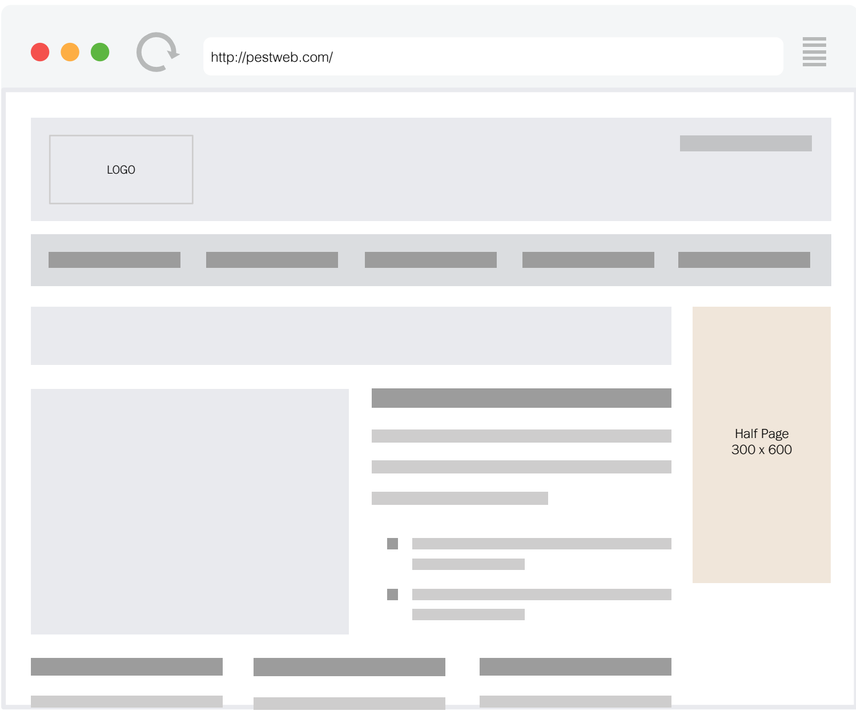
Standard Ad Placements

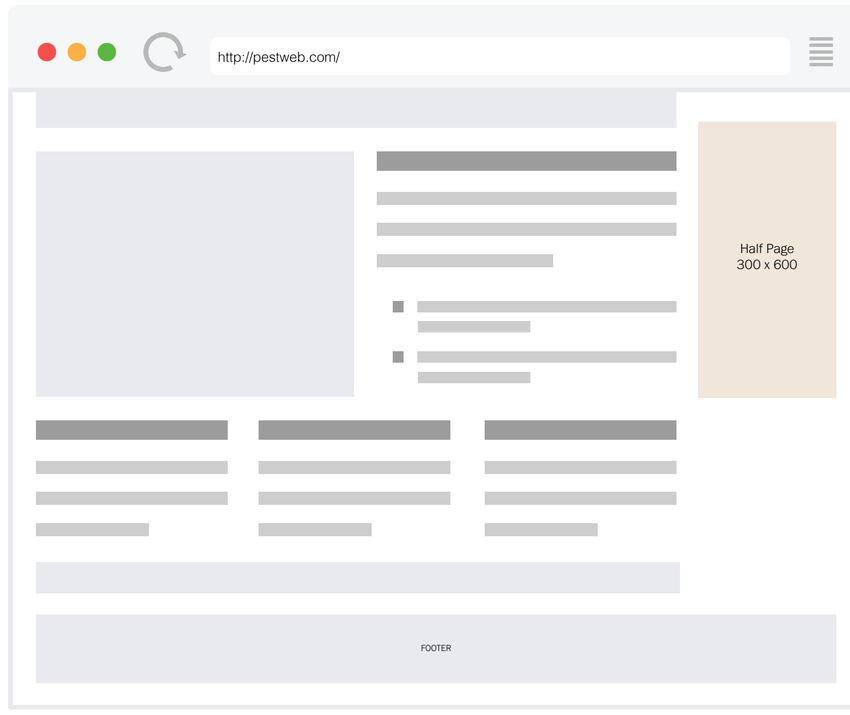
Opportunities that will launch with
the new website

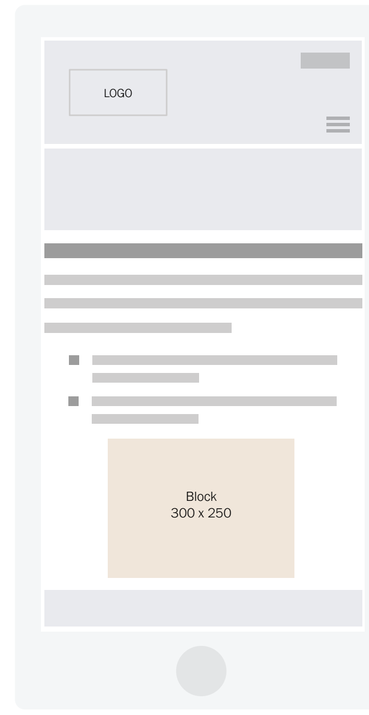
Ad » Sticky Skyscraper

This is a standard ad placement seen on all general website pages.

- The ad is placed on the right side of the page, under the header.
- The ad size is a standard skyscraper ad (160 x 600).
- As the user scrolls, the ad moves towards the top.
- When it reaches the top, it becomes “sticky”.
- On mobile, the ad would be replaced with a standard block ad (300 x 250), and the ad would not be sticky.



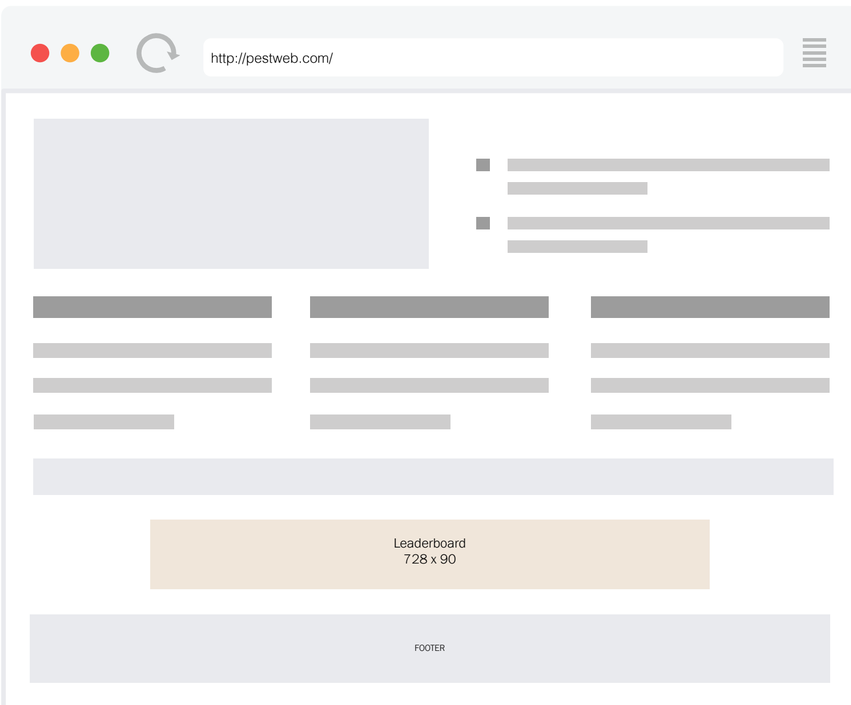


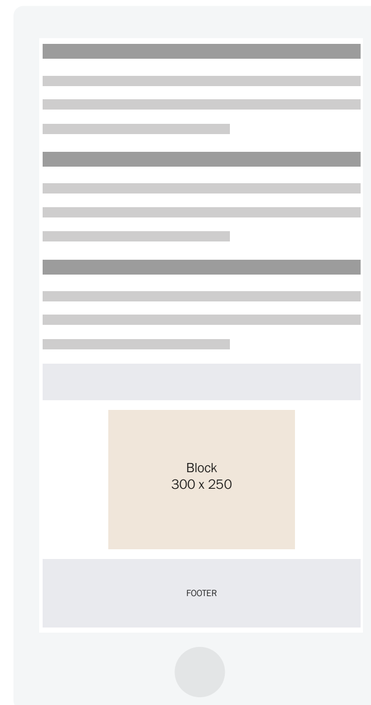


Ad » Bottom Leaderboard

This is a standard ad placement seen on all general website pages.

- The ad is placed at the bottom of the page, above the footer.
- The ad size is a standard leaderboard (728 x 90).
- On mobile, the ad would be replaced with a standard block ad (300 x 250)

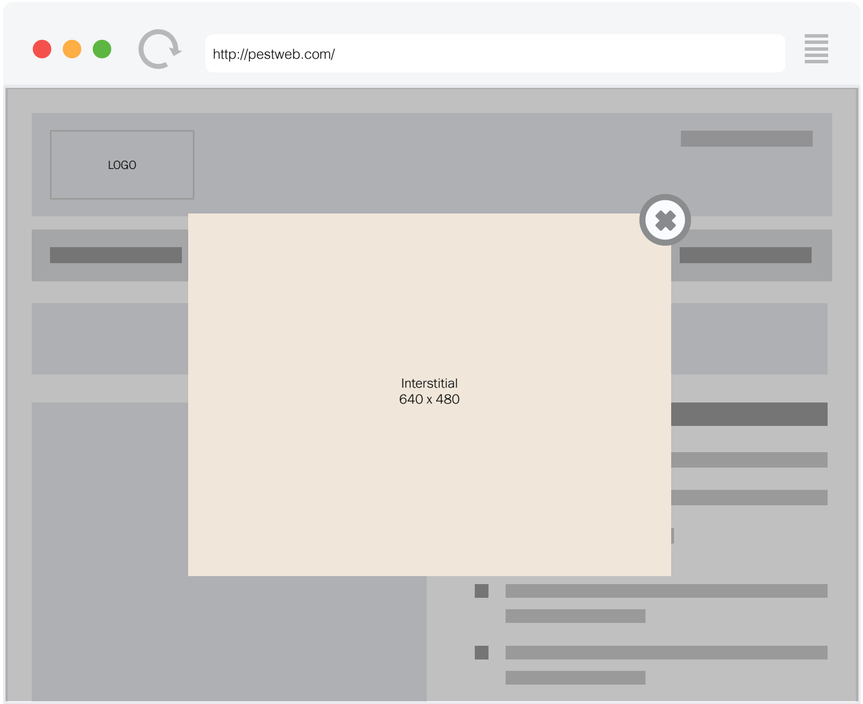




Ad » Lightbox

This is a specialty ad placement seen on the home page. A use case for this ad would be Supplier Days.

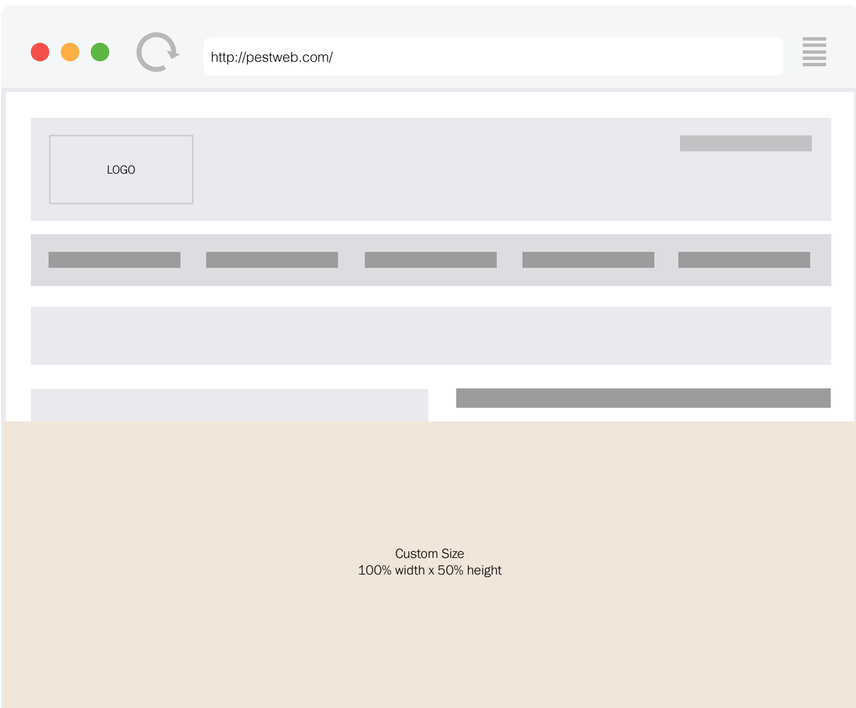
- An ad (640 x 480) is shown in a lightbox after the page is loaded.
- To exit the ad, the user must click the close icon, or anywhere in the black background.
- On mobile, no ad will be shown. (Google is implementing negative ratings to websites that displays interstitials on mobile devices, which it considers a poor user experience.)

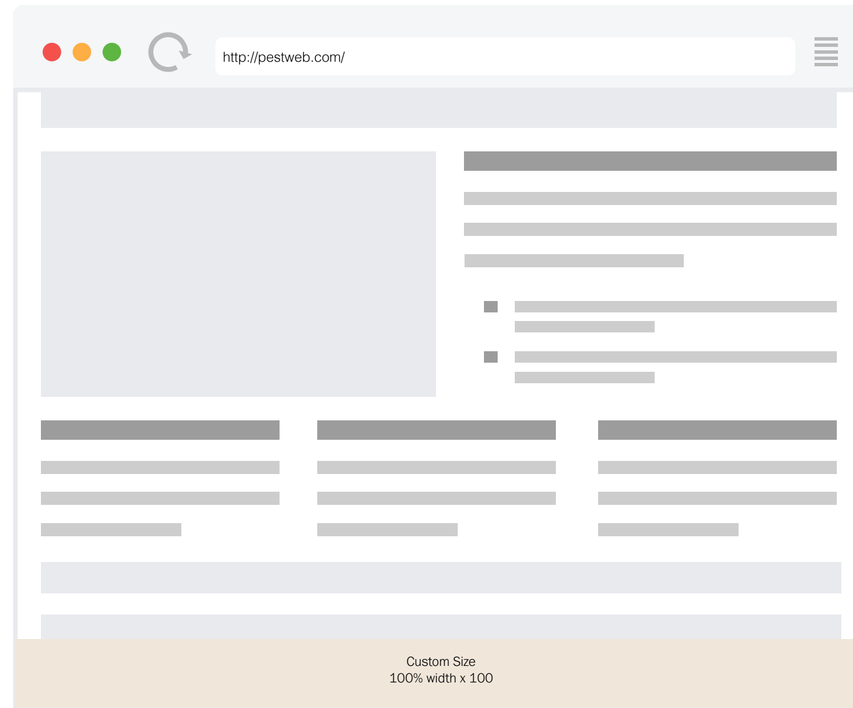


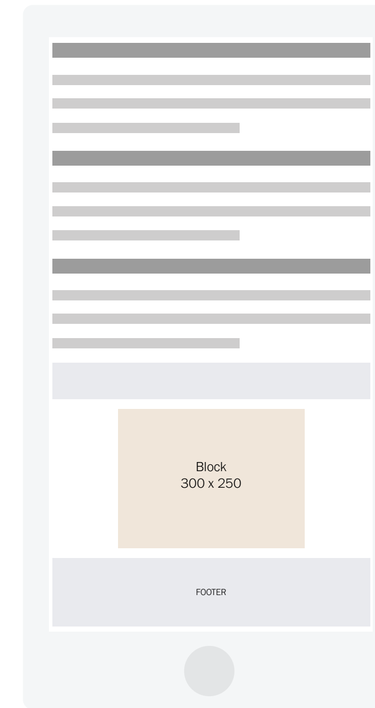
Ad » Bottom Pop-Up

This is a specialty ad placement seen on the home page. A use case for this ad would be Supplier Days.

- A pop-up ad (100% of the page's width, and 50% of the page's height) pops up from the bottom after the page is loaded. The ad content would be a mix of images and text.
- To exit the ad, the user must click the collapse icon, or scroll down the page.
- As the user scrolls, the ad collapses into a height of 100 pixels, and remains fixed to the bottom of the screen. Clicking on the ad will expand it back to it's 50% height.
- On mobile, the pop-up version of the ad will not be shown (due to Google requirements). Instead, a standard block ad would replace the pop-up.







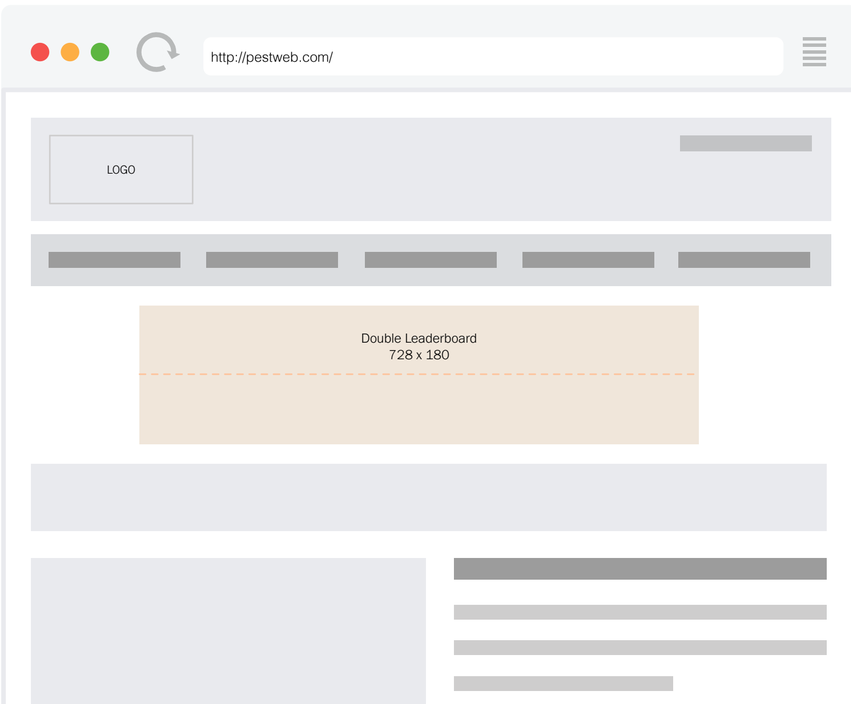
Specialty Ad Placements

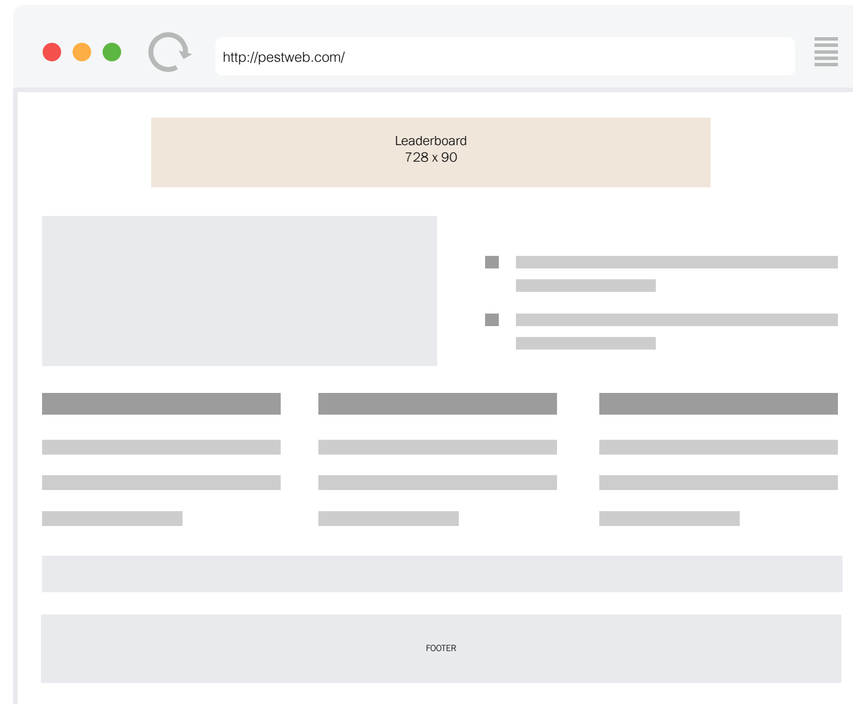
New opportunities to test in 2017 and eventually provide as advertising options to supplier partners in 2018

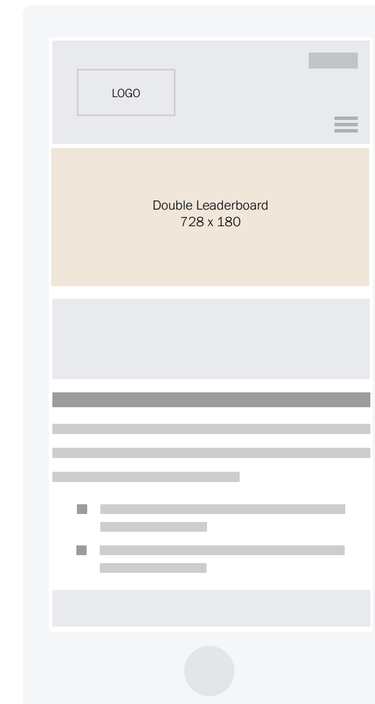
Ad » Double Leaderboard

This is standard ad placement seen on all general website pages. The ad consists of one ad size, with two components within the ad.

- The full ad (728 x 180) would be fully visible when the page loads.
- As the user scrolls, the full ad moves towards the top.
- When it reaches the top, it becomes “sticky” and shrinks to include only the bottom portion of the ad (a standard size leaderboard, 728 x 90).
- On mobile, the double leaderboard ad size would show always, and the ad would not be sticky.





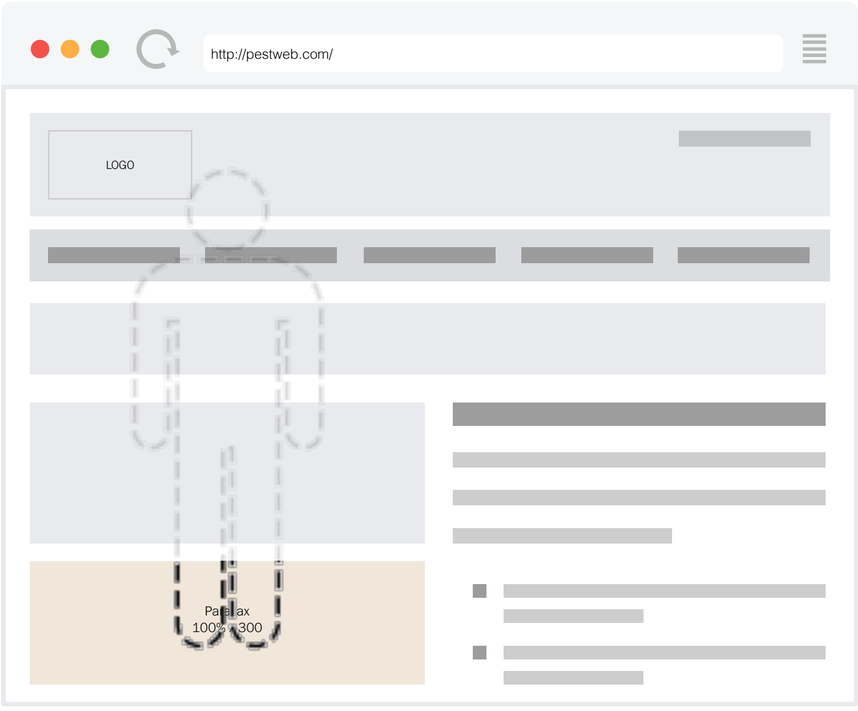


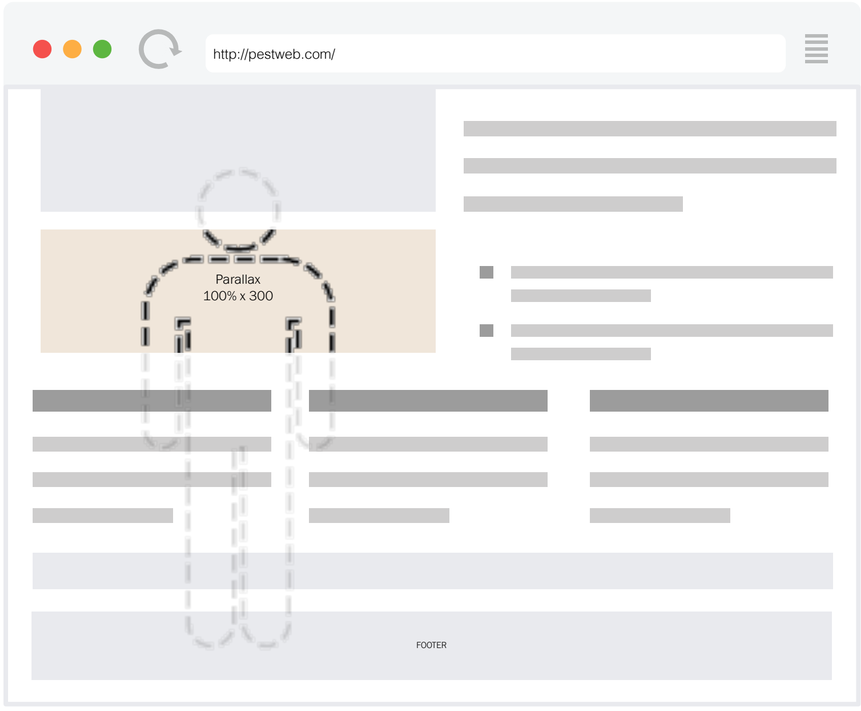
Ad » Parallax

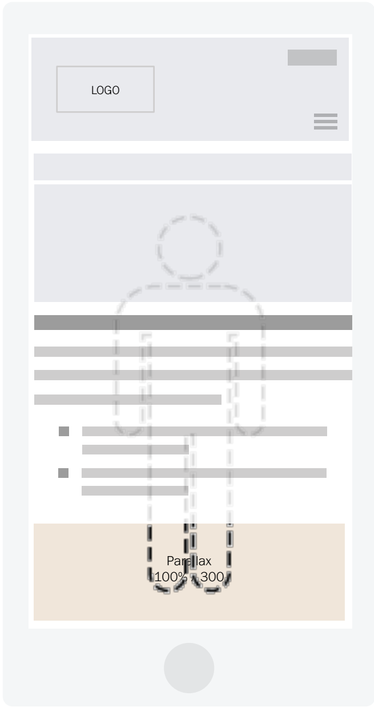
This is a specialty ad placement seen on the home page.

- An ad space (100% width, 300 pixels tall) is placed on the page.
- As a static background, the full-page ad is placed within the ad space.
- As the user scrolls, the background remains fixed, but the ad space scrolls with the page, allowing for the ad to reveal itself.
- On mobile, the ad conforms to the same user experience.

An example of this ad placement can be seen here: http://gallery.smartadserver.com/parallax



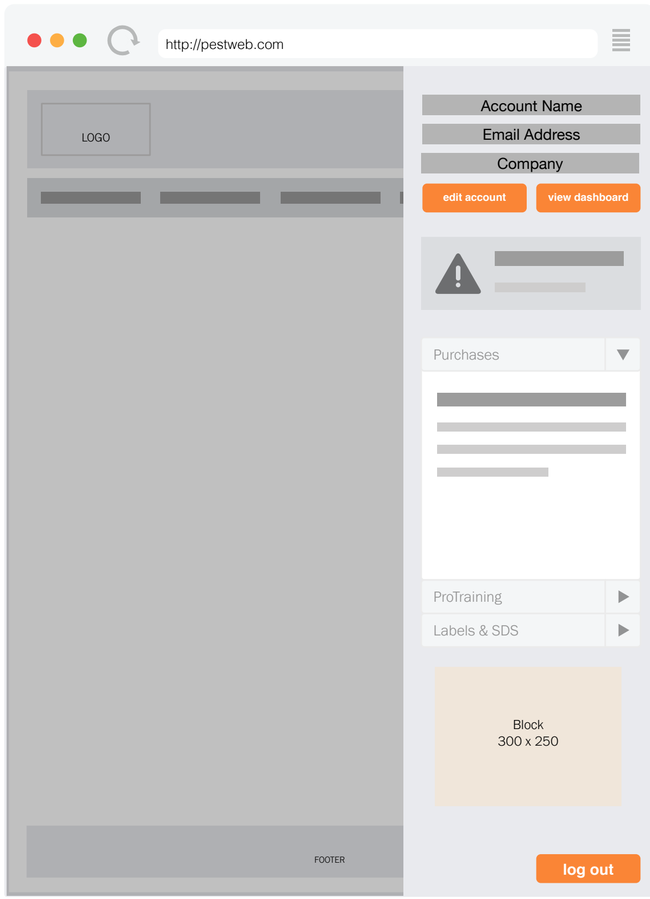




Ad » Dashboard Pop-Out

This is a specialty ad placement seen in the dashboard pop-out.

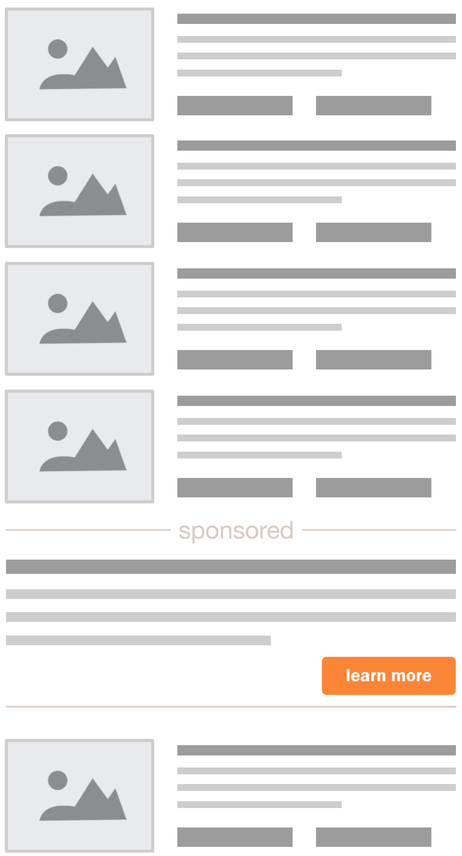
- The ad is placed at the bottom of the dashboard pop-out.
- The ad size is a standard block ad (300 x 250).



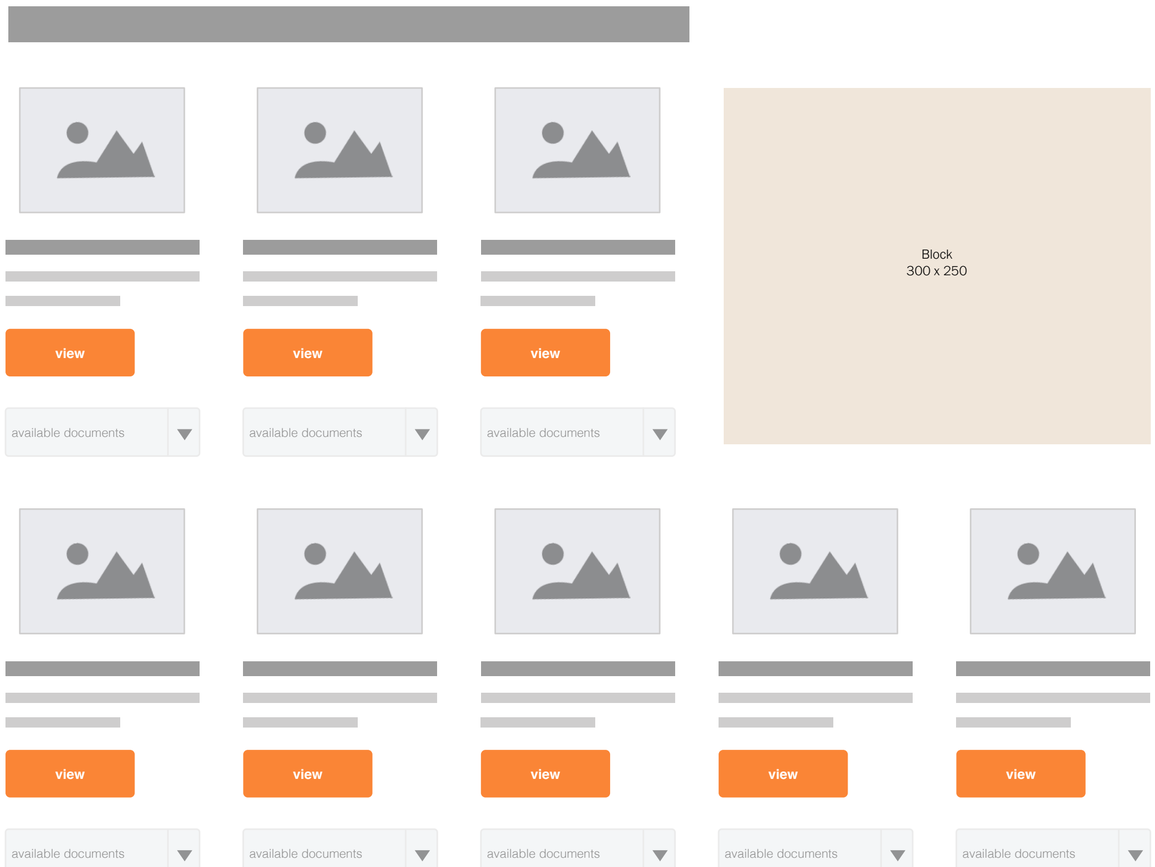
Ad » Search Result Text Ad

This is a listings ad placement seen on the search results page.

- After every 4th search result item, a sponsored text ad will appear
- The ad will consist of a linked title, a 3 line description, and a learn more link.



Ad » Product Page Block Ad

This is a listings ad placement seen on the products by category page.

- In the first row, the right two spaces would contain a block ad instead.