

FlierWire.com

Information Architecture and Production Specification

Press Release Website 1.0

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Change History

DATE	AUTHOR	VERSION	CHANGE REFERENCE
2/1/2004	Janet Wayland	1.0	Initial draft of information architecture document.
2/8/2004	Janet Wayland	1.0	Update active user mental model to include review of release before final submission.

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Introduction

Purpose

FlierWire is a new business that offers delivery of press releases to publishers. The FlierWire Website will not only be host to the Press Release Management Application but act as a marketing tool for customers to find out more information about services.

The FlierWire.com's Press Release Management Application is a web-based application developed to streamline the process of publishing press releases. This application will provide an easy interface for both companies that wish to publish press releases and publisher who is seeking fresh content.

The Web site and the Press Release Management Application will be designed to accommodate the packaging and redeployment for different industries depending on the success of it's initial rollout in the commercial Real Estate market.

In Version 1.0 of the application, content access for the publisher is restricted to HTML access only. The application will be designed in a scalable way so that in future versions of the application, dynamic content retrieval can be added.

This document describes the structure, coding conventions, and production processes employed in the construction of www.flierwire.com, providing templates, scripts, palettes, and other raw materials. It is intended to be a living document that will assist future site administrators and content managers in maintaining, extending, and improving the site.

Related Documents

For more information on related topics, please refer to the following associated documents:

DOCUMENT	DOCUMENT ID	DESCRIPTION
FlierWire.com Proposal		Basic proposal and overview for the project.
Technical Architecture and Requirements	FlierWire TechArch	Technical description requirements for the FlierWire press release web application. Various descriptive content added.

Overview

The FlierWire website must provide both non-secure and secure areas of the site that cater to and support various types of users.

Non-Secure

Non-secure features are available to all users accessing the website. These functionalities do not require a user to have an account with FlierWire.com and include:

- ▶ Viewing of all Press Releases
- ▶ Searching of all Press Releases
- ▶ Creation of a User Account

Secure

Secure features are only available to authenticated users of FlierWire.com and include:

- ▶ Purchase and Posting of Press Releases
- ▶ Management of News Releases – (users can only access and manage their own news releases)
- ▶ Management of User Account Information – (users can only manage their own account information)
- ▶ Administration Interface

Site Architecture

This section describes the process in determining the web site structure for FlierWire.com. Here we begin by examining the needs of the web site based upon a user-centered approach and then bring all together for a holistic view of the web site.

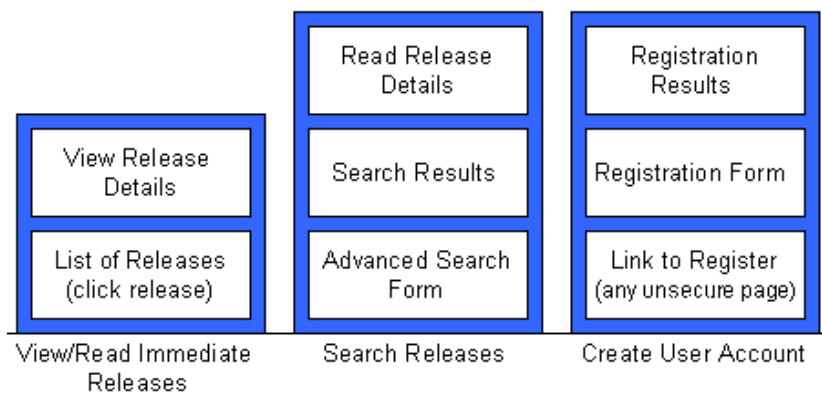
A User-centered Approach

FlierWire users will use the website for a variety of tasks or needs. In designing the site structure, it is useful to examine user needs with a task-centered approach.

FlierWire users can be broken down to general audience, potential customers, active customers or administrators. This section breaks tasks down by user type and provides illustrative requirements by each task.

General Audience users seeking news information will come to the website for the following:

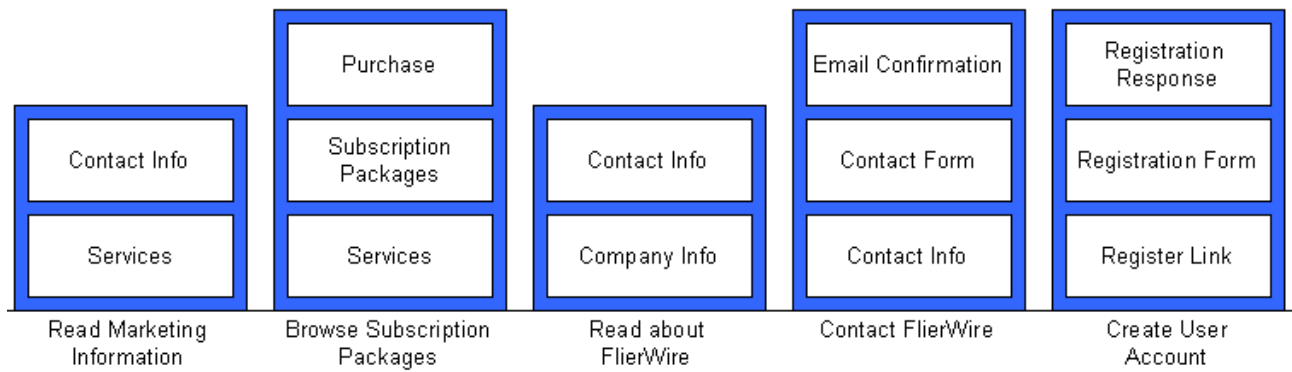
- ▶ View Immediate Press Releases (on home page)
- ▶ Read Press Release Content
- ▶ Search Press Releases (advanced search)
- ▶ Create User Account



User Mental Model (General Audience)

Potential Customer users hearing or using the website might be interested in the following tasks:

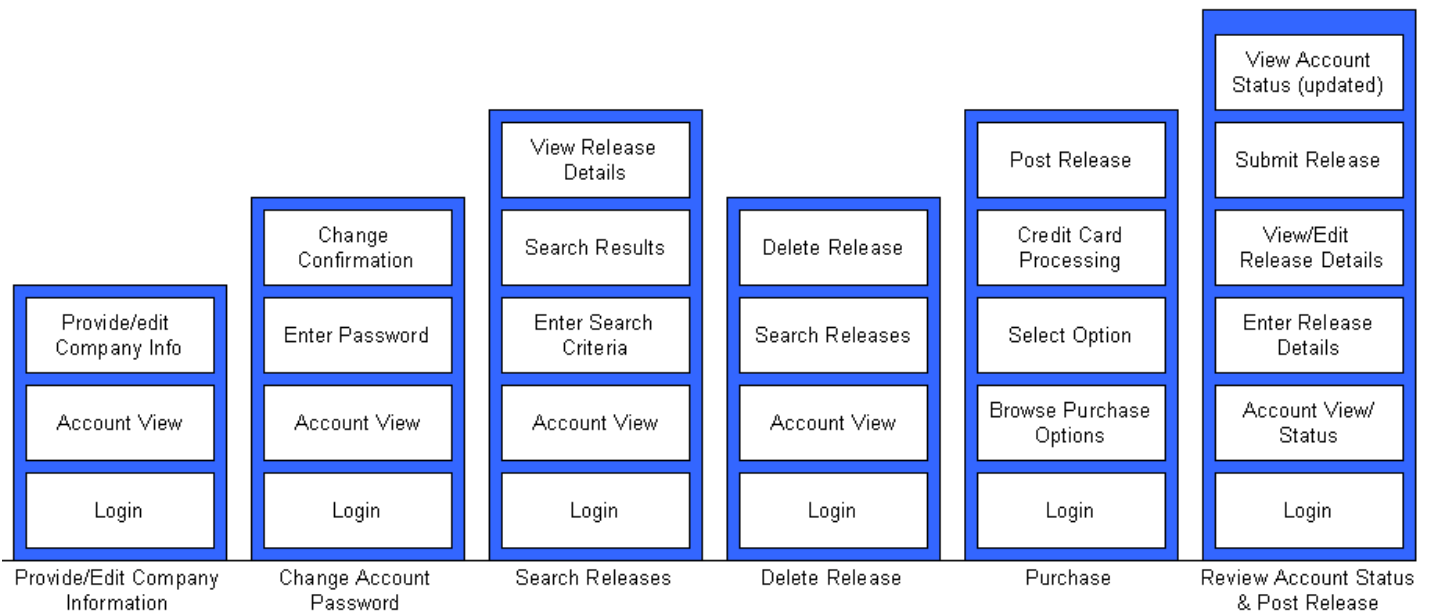
- ▶ Read marketing information for FlierWire
- ▶ Browse purchase/subscription packages
- ▶ Read general company information about FlierWire
- ▶ Contact FlierWire for more information
- ▶ Create a user account



User Mental Model (Potential Customer)

Active Customer users will use the website for the following tasks:

- ▶ Provide Account/Company Information (*secure*)
- ▶ Edit Account Information (*secure*)
- ▶ Change Account Password (*secure*)
- ▶ Search Account Press Releases (*secure*)
- ▶ Delete Account Press Release (*secure*)
- ▶ Purchase Single Release (*secure*)
- ▶ Purchase Subscription (*secure*)
- ▶ Post Release (*secure*)
- ▶ View Account Status (*secure*)

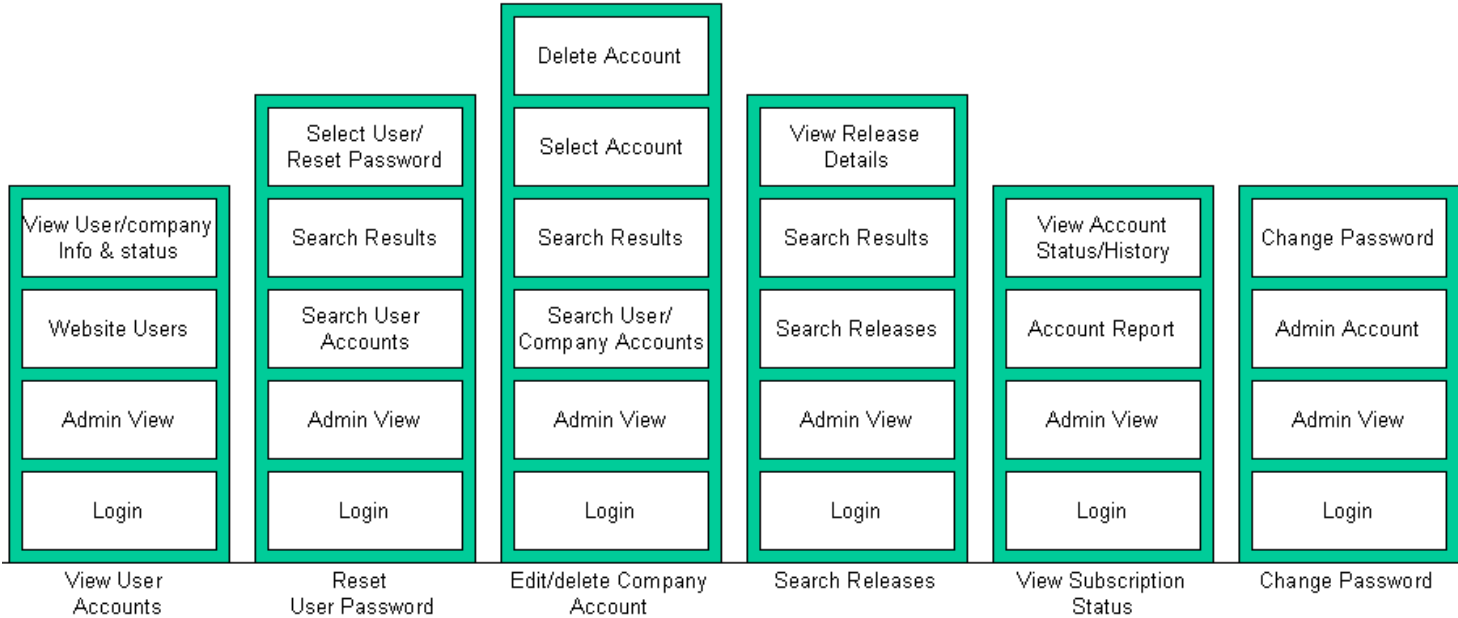


User Mental Model (Active Customer)

Administrative user will use the website for the following tasks:

- ▶ View Users (*secure*)
- ▶ Reset User Password (*secure*)

- ▶ Edit Customer Account Information (*secure*)
- ▶ Search Press Releases (*secure*)
- ▶ Edit/Delete Press Release (*secure*)
- ▶ Edit/Delete Customer Account (*secure*)
- ▶ View Customer Account Subscription Status (*secure*)
- ▶ Change Admin Account Password (*secure*)

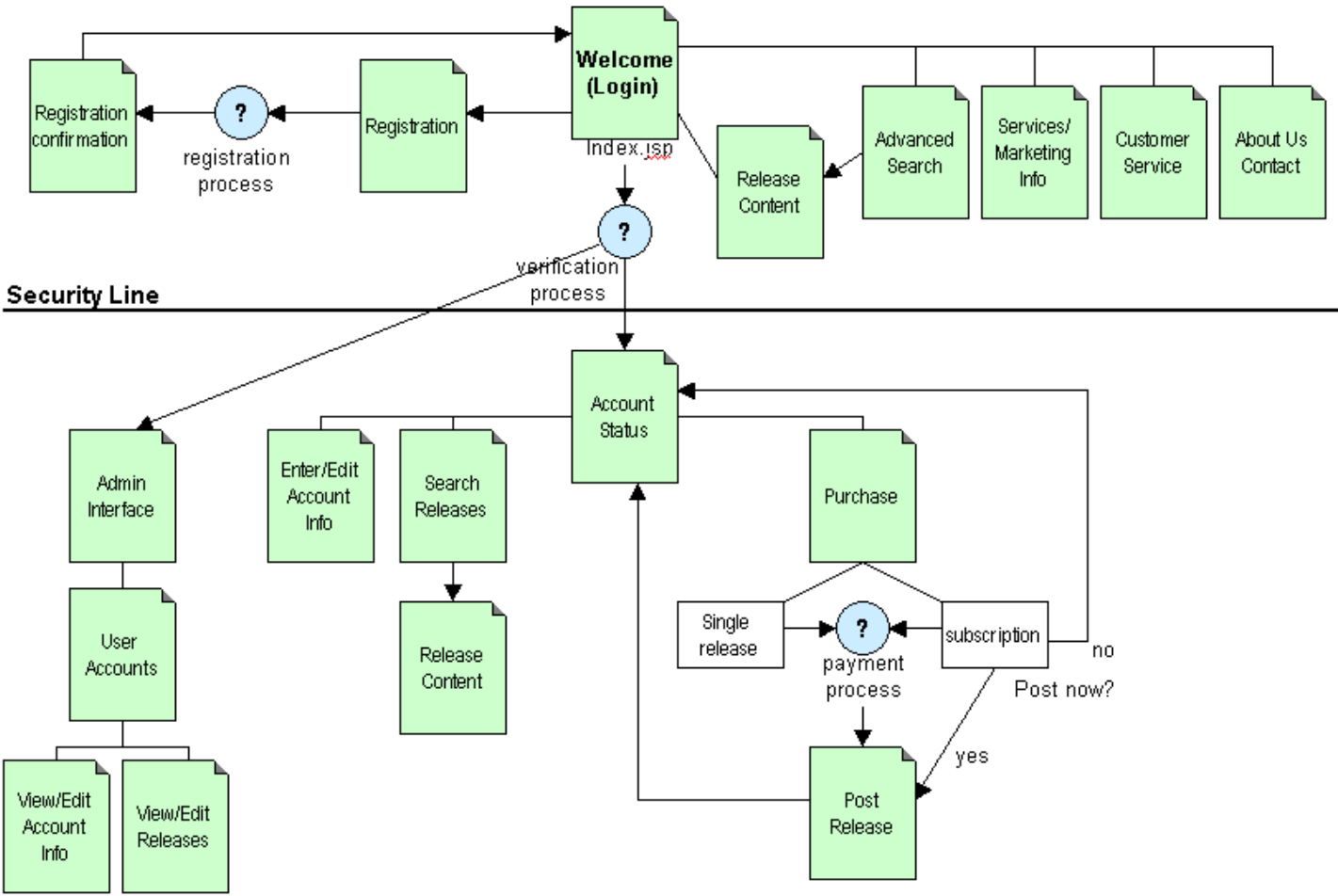


User Mental Model (Administrator)

Overall Site Structure

Now, bringing all the needs gathered from the user-centric approach and mental models, we construct an overall site structure.

The following illustration provides a view of the site structure including various processes that must occur for user registration, user authentication, and payment processing.



Specifications

This section is intended to provide detailed information regarding site specifications.