

# **Intranet Template Project**

Analysis Document

V 1.0

5th August 2009

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# Intranet Template

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# 1 About This Document

## 1.1 Document Control

Version	Date	Changed By	Purpose of revision
1.0	5-Aug-2009	M.Howarth	Document Creation

## 1.2 Scope

The purpose of this document is to document the functional requirements of the Intranet Template Project. It covers the background and objectives of the project, any known constraints, limitations and assumptions that have been made.

This document does not contain:

- Architectural or technical designs and considerations, including non-functional requirements
- Visual design elements, such as colours, branding, logos, fonts, styles

## 1.3 Intended Audience

This document should be read by anyone who needs an understanding of the Intranet Template Project goals, requirements etc.

This is not a technical document - the focus is on detailing the project in structured, readable prose.

## 2 Project Definition

### 2.1 Background

There is a need for accelerator templates to assist new clients in getting up and running quickly with WCM. It can take awhile to properly set up a new website if you are not familiar with the software. By using a template, not only will you have something to work with straight away, you will be able to see how to build pieces of functionality using best practices.

### 2.2 Mission

Our mission is to empower Intranet teams with the tools necessary to build a quality Intranet site quickly. Your mission may be to provide a central repository of knowledge and tools for all employees across your organization.

### 2.3 Objectives

It is useful to determine the different objectives of the web site. These may be provided by the project team, determined from meetings with the project stakeholders and usability workshops with end users.

To be successful, the website needs to address the common ground between Business, Operational and User (website end-user) objectives. For example, if the business pushes objectives that web site users are not interested in, users will never visit that area of the site and the effort involved in putting those business objectives onto the site will have been in vain. The requirement is to identify the common key objectives and make those the priority in developing a successful site, whilst still accommodating as many of the separate Business, Operational and User objectives as possible. (Note: Some objectives may never be common, but will be a requirement, eg a legal page is a business requirement although users may never actively seek that page out.)

#### 2.3.1 Business Objectives

Business goals are the driving force - the focus is on bottom-line business concerns such as profit, brand value, etc. The business needs to ask "Why do we want this Extranet/Internet/Intranet site?"

Objective	Source
1. Provide a WCM Intranet template that can be used by a department/company to get started with building an Intranet.	Project Brief
2. Showcase WCM 6.1 technology and best practices	Project Brief
3. Provide a generic Information Architecture that could be relevant to many companies	Project Brief
4. Provide a generic, simple graphic design that can be easily customized by a company.	Project Brief

### 2.3.2 Operational Objectives

Operational objectives are grouped according to Short and Longer-Term Objectives. Some projects may only focus on the short-term objectives, however to ensure the initial infrastructure and design is adequate for future phases, longer-term objectives need to be considered.

Short-Term Objectives	Source
1. Deliver a Portal based Intranet template	Project Brief
2. Be able to roll out the template multiple times on the same infrastructure	
Longer-Term Objectives	Source
1. Build a partner Internet template that is servlet based	Project Brief
2. Enhance the options given during the site wizard install such as sharing the design or not.	Project Brief

### 2.3.3 User Objectives

User objectives are crucial to developing the site objectives, structure and functionality. This project has two different end user types. The Administrator is the person implementing the Intranet and responsible for installing WCM. The Intranet user is the person who will use the Intranet once it is deployed.

User Objectives - Administrator	Source
1. Get up and running quickly with WCM - out of the box	Client feedback
2. Be able to use the template in conjunction with tutorials as a training tool	Client feedback
3. Learn how to implement a site using best practices by observing how things are done in the template	Client feedback
User Objectives – Intranet User	Source
1. Find up to date, relevant information as quickly as possible	Client feedback
2. Perform core business functions such as filling in timesheets and applying for leave	Client feedback
3. Be kept informed	Client feedback
4. Easy to learn and use	Client feedback

### **2.3.4 Site Objectives**

Site objectives are derived from the business, operational and user objectives. They may be the result of the intersection of the business, operational and user objectives or they may be additional objectives that result from analysis.

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**Site Objectives**

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1. The Intranet should be simple and generic with the colours and graphics easily replaced
  2. The site should be easy to navigate and provide reusable and useful components
  3. The site should be built using WCM & Portal best practices
  4. The site needs to be easy to install and configure for WCM administrators
-

## 3 Analysis

### 3.1 Users

#### 3.1.1 Audience Definition

To design a website that supports the needs of the company and the end users, you need to know who your audience is.

User Group	Details
IT employee (person deploying the template)	Typical tasks include: <ul style="list-style-type: none"><li>• Deploy Intranet site</li><li>• Add users to pre-defined groups</li><li>• Add and remove site areas</li><li>• Add content</li><li>• Modify style to suit companies own policies</li></ul>
Company employee (once deployed)	The most typical user tasks include: <ul style="list-style-type: none"><li>• Find other employees, including contact information, location, and information about their job position</li><li>• Search for corporate information</li><li>• Access industry, and local news, including archives of past stories</li><li>• Use portal-based tools needed to accomplish daily work</li><li>• Access corporate services offered by the different departments such as payroll, HR</li></ul>

#### 3.1.2 Personas

Refer to Appendix A – Personas

#### 3.1.3 Scenarios

Refer to Appendix B – Scenarios

### 3.2 Functional Requirements

Functional requirements capture the intended behaviour of the system.

This behaviour may be expressed as services, tasks or functions the system is required to perform. One of the most important things to remember is that you are documenting what a

system needs to do and not how it does it. The Wireframes, content analysis and site architecture also form part of the requirements.

Functional Requirements	Source
1. Implement Inline content authoring	
2. Implement a user-centered, task and topic based information architecture	
3. The home page should be able to be personalized by adding and removing portlets	
4. <b>Search</b> Implement a simple keyword search of the site. After users enter a keyword and submit they will be presented with a list of search results sorted by relevance. The search field will appear at the top of all pages.	
5. Open all links to pdfs and external sites in a new browser window	
6. Provide authoring templates tailored to specific user groups and tasks	
7. Display the current date on all Intranet pages	
8. Display the last modified date on content pages only	
9. Include links to a Disclaimer & Privacy page	
10. Implement a Print friendly stylesheet	
11. Display breadcrumbs at the top of all pages except the home page.	
12. Display related information to the current content item based on categorization.	
13. <b>Feedback</b> Implement a feedback button on each page. When clicked prompt for the users name, contact email, contact phone and comments. On submitting the form an email will be sent with the name, contact details, comments and the page url to the feedback administrator	
14.	
15.	
16.	



### 3.3 Creative Requirements

Creative Requirements	Source
1. Provide a simple, uncluttered, generic design which could be re-used by any company. It shouldn't look "too Corporate".	
2. Limit the use of images in the design	
3. Design in a way that the colour scheme and images could be easily changed to match a Companies own style	
4. Optimize Web pages for a resolution of 1024x768.	

### 3.4 Technical Requirements

Technical Requirements	Source
1. Based on the current usage of web browsers (according to <a href="http://en.wikipedia.org/wiki/Usage_share_of_web_browsers">http://en.wikipedia.org/wiki/Usage_share_of_web_browsers</a> ) , the following browsers will be supported: <ul style="list-style-type: none"> <li>- Internet Explorer 6.0+</li> <li>- Mozilla Firefox</li> <li>- Safari</li> </ul>	
2. Follow basic accessibility guidelines <p>Ensure the site is accessible for older users, users with motor-related disabilities, users with memory or literacy issues, users who have low vision</p> <p><i>Include features such as:</i></p> <ul style="list-style-type: none"> <li>• Resizable text, sized using built-in browser controls</li> <li>• Links that look like links</li> <li>• A colour change on visited links</li> <li>• Adequate space between most links, making them easy targets to "hit" with a mouse pointer</li> <li>• Consistently good contrast</li> </ul> <p><i>Cater for screen readers</i></p> <ul style="list-style-type: none"> <li>• Include "skip navigation" links that bypass all navigation elements on every page</li> <li>• Include a list of the access keys available for the page (modern browsers let users jump to specific links by pressing ALT + an access key)</li> <li>• Include "landmarks" that define the start of each page section, including the masthead, left-navigation bar, main content, and sidebar</li> <li>• Use proper heading tags for each page section, which</li> </ul>	

improves the structure of the pages (screen-reading software can list all headings on a page, which can facilitate easier browsing)

- Include an index of the portlets available on each Portal page

3. Include metadata on each page
  4. Use CSS stylesheets for layout
- 

## **3.5 Site Architecture**

### **3.5.1 Site architecture diagram**

Refer to Appendix C – Site Architecture diagram

### **3.5.2 Content Analysis**

Refer to

### **3.5.3 Wireframes**

Refer to Appendix E – Wireframes

## **3.6 Constraints and limitations**

Define any pre-existing conditions that cannot be changed within the scope of the project. They will affect all aspects of decision making.

In our project there is no single customer and as such there are no real constraints and limitations. We have instead created a section above for technical and creative requirements which we will use. If the requirements on your project are not negotiable, they should be listed in this section as a constraint.

## 4 Appendix

### 4.1 Appendix A – Personas

#### New Hire



#### Nicky Matthews

*Junior sales rep*

- 22 years old
- Single, living at home with her parents
- Just finished a year of travelling after completing an MBA
- Comfortable using a computer and an intermediate Internet user
- Uses email, facebook and twitter extensively
- Likes spending time catching up with friends
- Started at the company 2 months ago and this is her first professional job

#### Typical Day

Nicky often gets to work late in the morning due to being held up by the bus running late. She grabs a coffee on her way in and starts the day by checking her emails and reading what her friends are up to on facebook. She then checks the news sites for the latest news.

Ted needs help on a sales proposal so she works on that until it is lunch time - time to grab a quick lunch and do a bit of shopping.

When she returns from lunch she remembers she needs to give Christina a call to get some of her personal details entered in the HR system. She hunts around for Christina's number which was given to her on a print out when she started. Christina reminds her that she needs to read through the New Hire folder that is on her desk with all the policies and procedures that she needs to be familiar with.

In the afternoon while Ted is out of the office Nicky needs to take some phone calls from prospective customers. They ask some questions about the products that Nicky is not yet familiar with so she rummages around for the product specification pages that Ted gave her. After the call she enters their details into the customer lead database.

At 5.30pm, Nicky packs up for the day, says goodbye to everyone and runs for the bus. She needs to get to

#### Job Role

- Assists with the preparation of sales proposals and tender responses
- Maintains key customer contacts
- Answer phone calls about the company's products

#### Key Attributes

- Well presented and personable
- Good communication and understands clients needs quickly
- Willing to help other people and work hard when required

drinks on the other side of town with friends.

## Intermediate User



**Abe Gibbs**  
*Project Manager*

- 39 years old
- Married with 3 children at school
- Degree in civil engineering
- Comfortable using a computer, is an intermediate Internet user and has broadband at home
- Uses email, Word and Project
- Likes to travel on overseas holidays with his family
- Has been working for the company for 5 years

### Typical Day

Abe gets up early and helps his wife by dropping the kids off to school on his way to work. He arrives at the office at 8.30 and gets straight to work.

He checks his emails and responds straight away to the urgent ones. He approves some leave for one of his team members in the leave approval system and then checks all the timesheets that have been submitted in the timesheet system.

Abe has an interview with a potential new employee. He needs to ring Christina to get the information printed about the Company and its policies to give the candidate.

While having a quick lunch at his desk he browses the Internet to catch up on the latest news and reads the latest CEO communication that was emailed to him last week.

Abe spends the afternoon having meetings with his different teams to check their progress and has a meeting with one of his clients about how their project is going and some problems they are having with the schedule. When he returns to the office he updates the project plan with the new dates that were agreed with the client.

At 6pm Abe heads home with his laptop. After dinner he will write some emails from his laptop.

### Job Role

- Responsible for hiring of new staff, managing team and staff reviews
- Manages day-to-day operations of the projects
- Reviews deliverables of the project
- Tracks and reports against the project plan
- Manages the budget
- Reviews time, expense and leave reports

### Key Attributes

- Inspires his team to pursue excellence
- Loves a challenge
- Mitigates conflict and a good communicator
- Can prioritize multiple tasks

## Technical User



### Federico Lewis

*Senior member of the IT Team*

- 31 years old
- Married with a 4 year old boy
- Bachelor in Computer Science
- Expert computer usage, expert Internet user and uses broadband Internet at home
- Uses email extensively; uses the web about 3 hours a day for his work
- Spends his spare time playing football with his Son and likes to cook
- Has been working for the Company for 3 years

### Typical Day

Federico eats breakfast with his wife and Son before cycling to work. He is at his desk by 8am. He checks his emails first in case there any important virus updates that need to be deployed. There is, so after automatically deploying the update he sends an email to all the staff so they are aware of the new virus that is circulating. He then checks that the overnight backups were successful.

During the course of the day Federico has meetings with a couple of the different business units about what they want from the new Intranet that is being planned and a meeting with IBM to discuss pricing of their Content Management System he has evaluated for the new Intranet site.

Tom, one of his junior team members catches him between meetings to let him know that one of the servers has failed. He puts in a support call to the computer company and arranges to be back in the office at 9pm that night to get the new hard drive installed by the technician. He then sends an email to the company notifying them of the server failure.

Before leaving for the day at 5pm, Federico asks Tom to change the backup tapes. He then gets changed into his cycling gear and rides home just in time to have a quick game of football in the backyard with his Son before dinner. Later that evening, Federico heads back into the office to meet the computer technician. He thinks about all the emails that he hasn't had time to

### Job Role

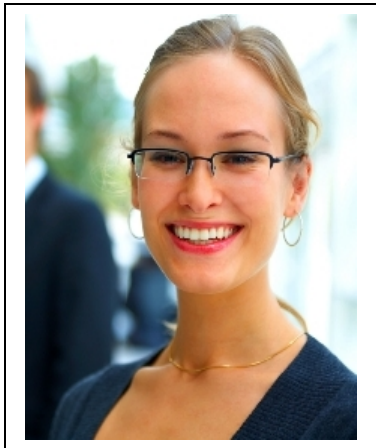
- Oversees system backups, archiving and disaster recovery.
- Works with project teams to implement Internal Systems
- Responsible for the administration of the Company Intranet
- Team leads junior IT staff
- Works with the IT Director to recommend software and hardware purchases and other IT supplies

### Key Attributes

- Remains on the forefront of emerging technologies
- Acts as a role model for junior members of the team and has strong coaching skills
- Strong analytical skills

respond to and the Intranet content he hasn't updated.

## Content Creator



**Christina Stokes**  
*Office Manager*

- 35 years old
- Married with no children
- High School Diploma
- Comfortable using a computer but doesn't have lots of experience with the Internet
- Does not have a computer at home
- Uses Word, Excel and internal systems for most of the work day
- Currently renovating her house with her husband that takes up a lot of her spare time
- Has been working for the company for 8 years

### Typical Day

Christina arrives in the office at 8.30. She puts mail in the mail boxes that she has just collected from the Post Office and checks that there is fresh coffee on and that the milk has been delivered. That reminds her that she needs to put another order in for stationery. After starting up her computer she goes to the form directory to find the Stationery Order Form and compiles the order to fax.

She then updates a few policies based on a meeting she had with the CEO yesterday and saves them into the shared policy directory. She is looking forward to the new Intranet which she hopes will enable her to share the policies and categorize them.

Christina heads out at lunch and before buying her sandwich she stops first at the bank to do the daily banking and pick up the new cheque book.

In the afternoon, Sally has a doctor's appointment so she answers the phones and looks after the front desk for a couple of hours. She then checks her emails, finalizes a couple of News items which she emails out to everyone in the company and updates the Phone list which she prints and puts in everyone's mail box.

As it is the end of month, Christina pops out to the café that does their catering to pick up the food she has ordered, drops off the day's mail and returns and gets the drinks area ready for the Friday end of month drinks. She stays for a couple of drinks and then heads

### Job Role

- Ensures the smooth running of the office
- Manages the Corporate payroll, does the company banking. Prepares reports for the board of directors
- Updates company policies
- Buys stationery and kitchen supplies
- Supervises the junior admin staff

### Key Attributes

- Organized
- Gets along with everyone and fosters a sense of community
- Good at multi-tasking

out to meet her husband for dinner at the new Japanese restaurant that just opened.

## Novice User



**Ted Harmann**  
Sales Manager

- 57 years old
- Married with 2 children and 3 grandchildren
- Left High School when he was 15 and has always worked in sales
- Uses email a lot but not that familiar with the web
- Has a computer at home with a dial-up connection that his wife mainly users for checking her email
- Likes to go out for dinner with his wife and spends with weekends gardening
- Has been working for the company for 15 years

### Typical Day

Ted generally doesn't get into the office until about 9.30 as he likes to wait until the traffic isn't so bad. He checks his calendar when he arrives and realises that he is meeting one of his clients for coffee nearby. On his way out he lets Christina know that he needs a new business card holder when she does the next stationery order.

During his morning meeting he receives a couple of phone calls and sets up a meeting in the afternoon with a potential client. Back in the office he checks and responds to his emails, enters some expense claims and rings a few clients about a trade show he is presenting at next week and offers them free tickets. He then reads some of the Email newsletters that he subscribes to containing the latest Industry news. A couple of exciting things are happening so he emails the information to Christina so she can put it in the Weekly newsletter that gets emailed to everyone.

He checks in with Nicky to see how she is going as he sees that she had entered some leads into the customer database. He then has his weekly meeting with the Carl to keep him up to date with everything that has been going on.

Ted realises that he has been too busy for lunch so gets something quick on his way to meet with the potential client. After his meeting he writes some notes

### Job Role

- Identify new business opportunities.
- Maintain relationships with existing clients via meetings, phone calls and emails
- Visit potential clients to discuss new opportunities
- Keeps abreast of what the competitors are doing
- Review sales performance against targets
- Represent the company at Trade shows, events and demos
- Manages the sales reps

### Key Attributes

- Strong understanding of the business
- Willing to work long hours
- Has the gift of the gab



to enter tomorrow in the lead database and writes him self a follow up reminder. It isn't worth heading back to the office now so he heads home a bit early.

## Mobile User



**Carl Hobel**  
CEO

- 52 years old
- Divorced with 2 children who no longer live at home
- Left High School early and worked in a variety of jobs. Joined this company 20 years ago and has since completed an MBA. He worked his way up to the position of CEO
- Uses the Internet quite a bit, has a blackberry and sends lots of emails.
- Has a laptop which he takes home and connects to the Internet via a wireless Internet connection
- Likes to fish in his spare time

## Typical Day

Carl wakes up and uses his blackberry to check his emails while eating his breakfast and responds to anything that is urgent. He has a quick conference call with a client as the early time fits in best with their time zone. He then heads into the office. Once there he responds to more emails. He checks his calendar and finds that his morning meeting has been cancelled but he still has a few in the afternoon. His daughter has also called and will meet him at a local café for lunch.

Now that his morning is free, Carl spends it preparing his report for the Board of Directors and writing his CEO Communication that Christina will email out to the company. He then has a walk around the office and checks in with a few people to see how they are doing.

After his lunch with his daughter, Carl has a leadership meeting – and checks his Blackberry 5 times during it. He then has a budget meeting with the CFO. He receives from emails from Ted about a new client opportunity and schedules some time to discuss it with him. He replies to Federico about some features he wants to see on the new Intranet and then decides to give Nicky a call to see how she is settling in to her new job. His phone list is old though and he needs to call Christina to get Nicky's number.

Knowing that he has a few late night calls and a heap of emails to write he heads home at 6 hoping to catch

## Job Role

- Give direction and leadership to achieving the companies goals and objectives
- Report to the Board of Directors
- Lead the senior management team
- Build the culture of the company
- Communicate the strategy and vision of the company
- Manage the company budget

## Key Attributes

- A good listener and communicator
- Respects staff and respected in return
- Knows the company like the back of his hand



his favourite fishing TV show before the first call.

## 4.2 Appendix B – Scenarios

### **Scenario 1: Find information about an employee**

Nicky needs to look up the phone number for Christina. She can't remember Christina's last name. She goes to the search field for the employee phone directory on the Intranet and enters Christina into the name field. Christina's profile is displayed as she is the only employee called Christina. Nicky is able to see her email address, phone number, photo and job description and can now make the phone call.

### **Scenario 2: Find the Companies fax number**

Abe needs to get a signed project acceptance form faxed to him as he can't make it in the client's offices. He goes to the Intranet and looks up the profile page for the office where he works. It has the fax number listed on it and he emails it to the client.

### **Scenario 3: Find out when the CEO of the company started in his position**

Nicky is new to the company and has just met Carl the CEO. She is interested in what his background is and goes to the Intranet to look up some history on him and when he started with the company.

### **Scenario 4: Change your personal profile**

Ted has just got a new mobile phone and with it a new number. He calls Christina to see if she can change his details for him. She lets him know that he now needs to do it himself on the Intranet and emails him the link for changing profiles. Ted opens the link and logs into the Intranet when prompted. He is able to change his mobile number and submit the change. He feels quite happy with himself and while he is on the Intranet he decides to have a read of the CEO's Blog.

### **Scenario 5: Find an archived news item**

Abe needs some information from a news article that he remembers being published on the Intranet some time ago. He goes to the archived news section of the Intranet. He can't remember the timeframe of when it was published so he does a search of the archived news for some of the key phrases. A few articles are returned and based on the summary that is displayed he is able to open the article he was looking for.

### **Scenario 6: Look up the policy on paternity leave**

Federico needs to find out what the company policy is on paternity leave as his wife is expecting another child. He does an Intranet search for paternity policy and finds the policy he was looking for. He prints it out so that he can take it home to look through with his wife. He notices that the related information is displaying a link to the leave form that he needs to fill out so he also prints that out.

### **Scenario 7: Find all the sales related job postings**

Christina has a friend who is looking for a job in sales. She promised her that she would see what was on offer at her company. She goes to the Intranet and does a search in the job listings for all sales related jobs. She then prints them out so that she can give them to her friend at lunch time.

### **Scenario 8: Find information on the status of the systems and any planned outages**

Carl has an important meeting in the office on the weekend. On Friday he uses the quicklink dropdown on the Intranet homepage to go to the important IT alerts page to check there are no planned system outages for the weekend.

**Scenario 9: Make a request to the tech help desk**

Carl needs some help with getting his emails on his blackberry so he places an urgent request to the help desk from the Intranet. He is then notified on the response page of the expected turn around time of his request.

**Scenario 10: Find New Hire information**

Nicky has just had a meeting cancelled and decides to use the time to go through the New Hire section of the Intranet which has been on her to-do-list. She makes her way to that section and finds all the documents that have been categorized as must reads for a new employee. She finds that the guide for using voicemail particularly useful and adds it to her favourites list so she knows where to find it next time.

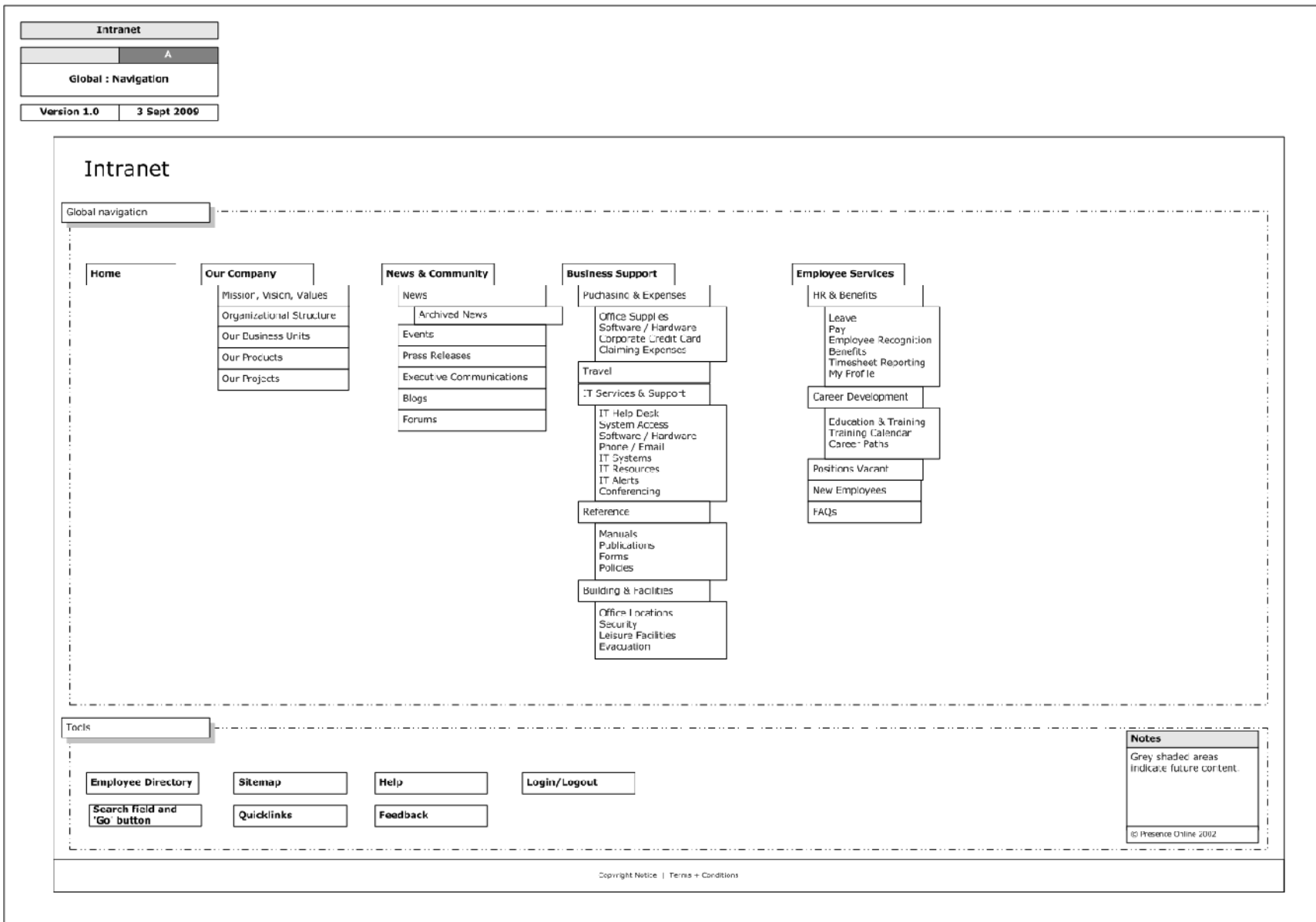
**Scenario 11: Find specific product information**

Ted has left his folder of product information at a client's office by mistake. He needs to look up some product specs for an email he is writing and normally references his folder. He decides to try and use the Intranet to find the information as he knows it is published there. He opens the home page and browses for what section it might be in. There is a section for products so he finds it straight away. From there he is able to look up the product by name and finds what he is looking for. He adds the product page to his favourites as he found it quicker than using his folder and decides he might use it again in the future.

**Scenario 12: Find a form**

Christina needs to fax a stationary order to their supplier. She has the Intranet already open on her computer screen and gets to the forms area using the quicklinks. She quickly finds and prints a copy of the stationery order form ready to fill out and fax.

### 4.3 Appendix C – Site Architecture diagram



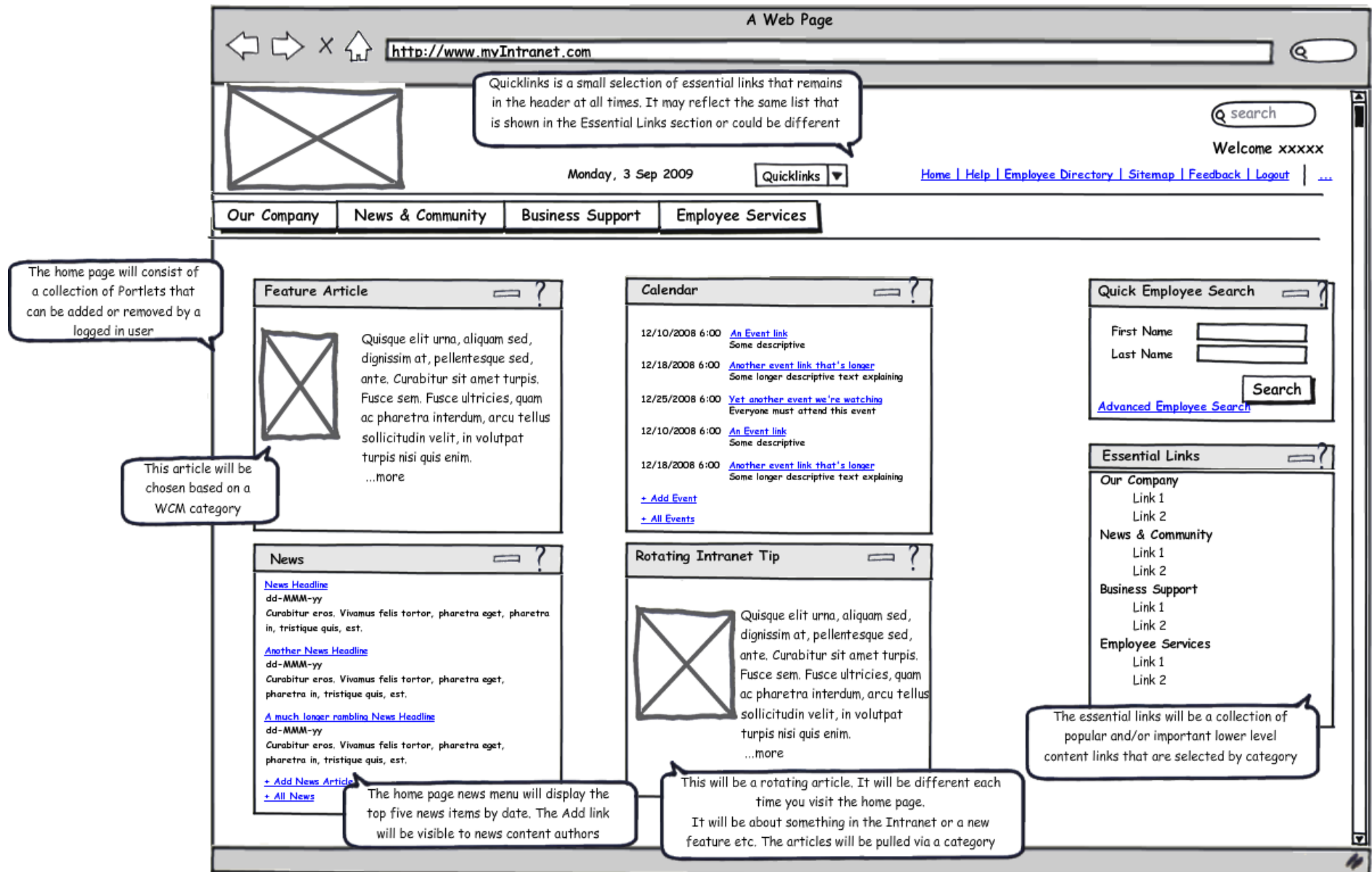
#### 4.4 Appendix D - Content Inventory

This is an example of a content inventory. The Intranet template will not have any real content in it except some sample pages to get you started.

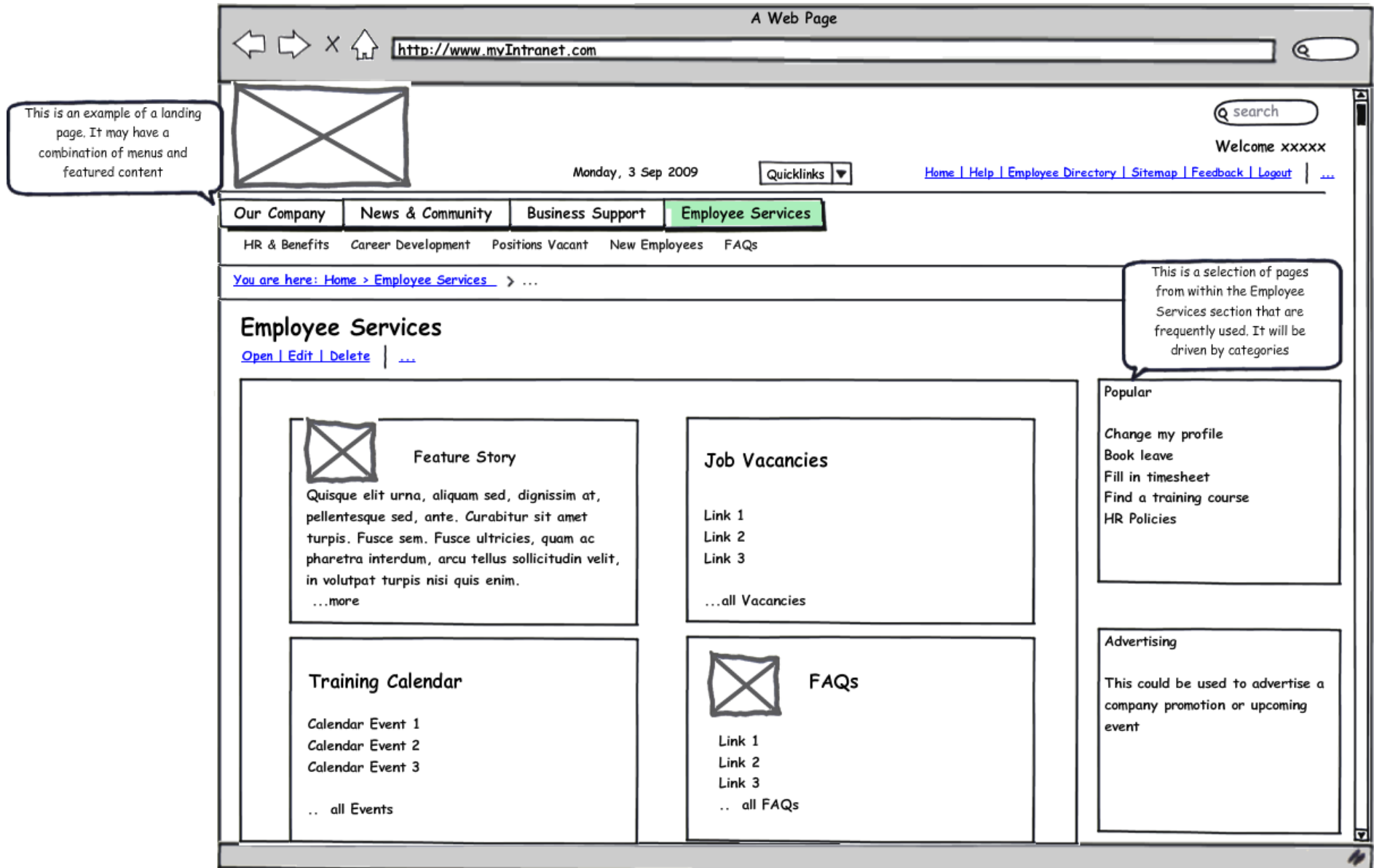
Page Id	Name	Current Url	Current Site Area	Content Owner	Related Content
6.0	Employee Resources	http://www.company.com/url	Technology resources	Owner's name	
6.1.0	Technology	http://www.company.com/url	n/a	Owner's name	
6.1.1.0	Help Desk	http://www.company.com/url	Help	Owner's name	Contact Help Desk form
6.1.1.1	Guide to setting up your voicemail	New content		Owner's name	
6.1.1.2	How to use the leave system	New content		Owner's name	Leave Policy
7.0	Forms			Owner's name	
7.1.0	Feedback		n/a	Owner's name	
7.1.1.0	Feedback Thankyou		n/a	Owner's name	
7.2.0	Search Results		Search Results	Owner's name	
7.3.0	Login		n/a	Owner's name	
7.4.0	Home Page Poll			Owner's name	
7.4.1.0	Poll results			Owner's name	

## 4.5 Appendix E – Wireframes

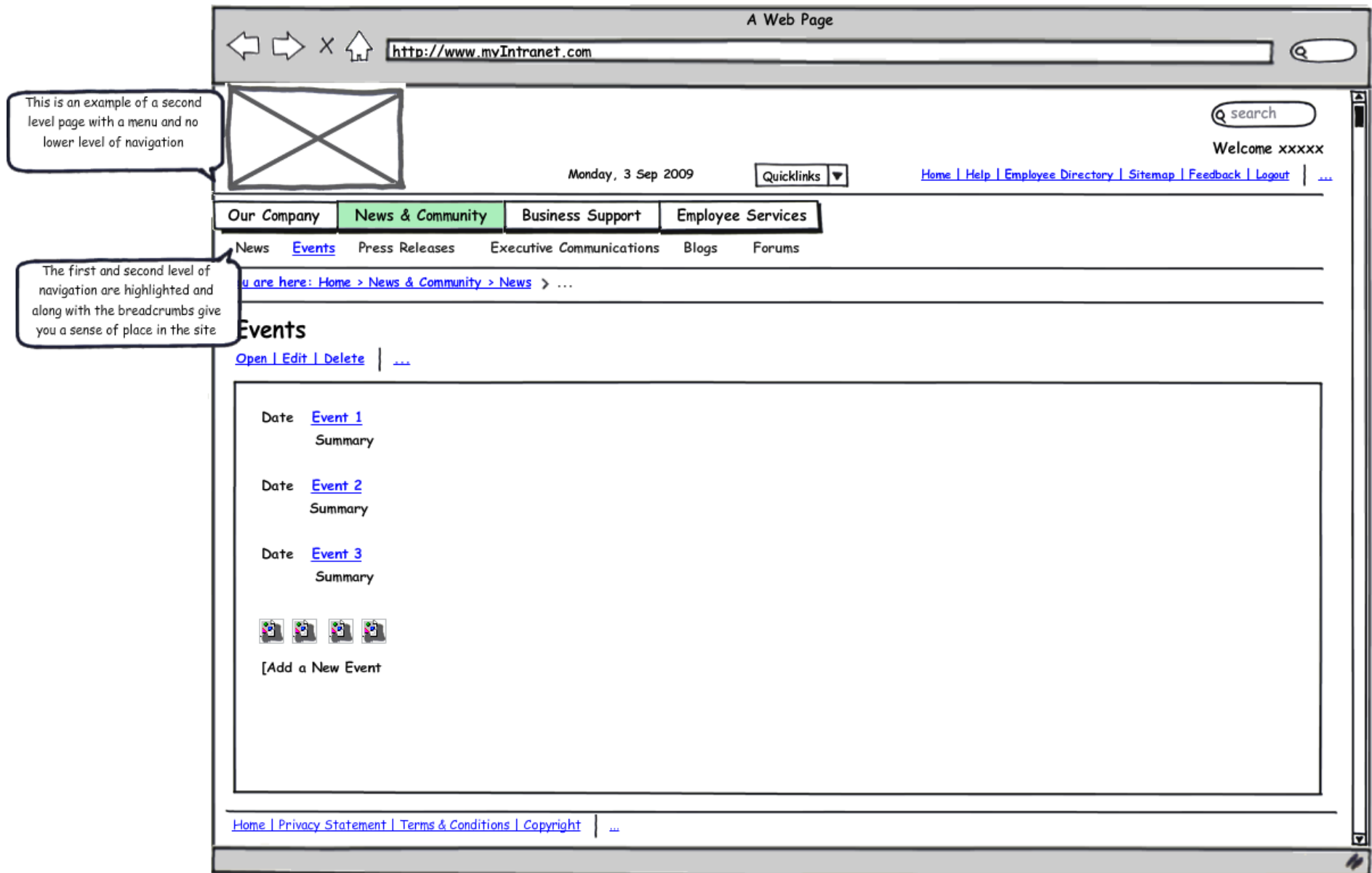
### Home Page



## Landing Page

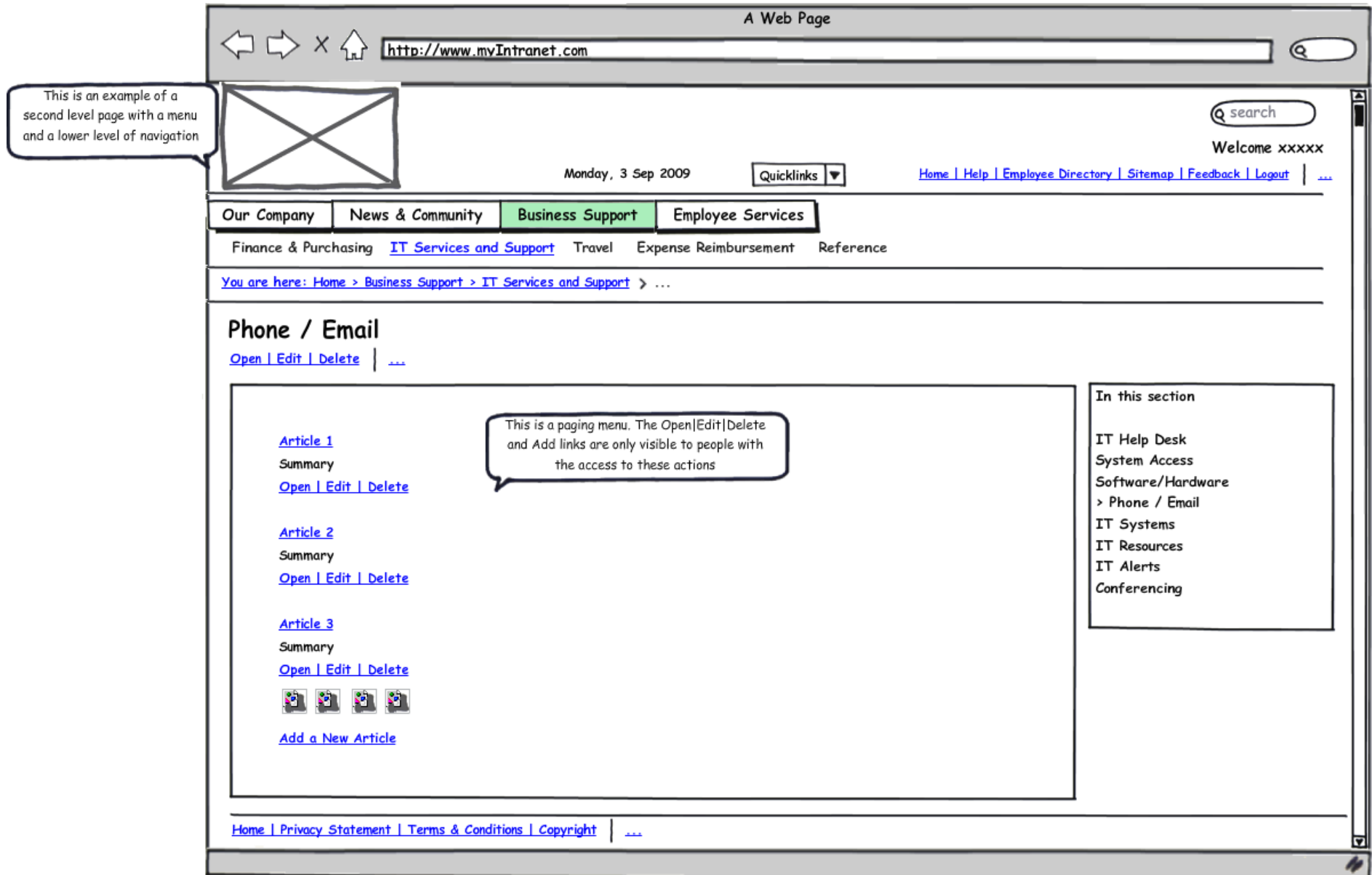


Menu Page – No sub-navigation



Menu Page – with sub-navigation





This is an example of a second level page. Each lower level of navigation will be represented in the content pane with a description about what to find in that section. It may be used when the content is static rather than a menu page.

