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Never lose your sense of wonder.™
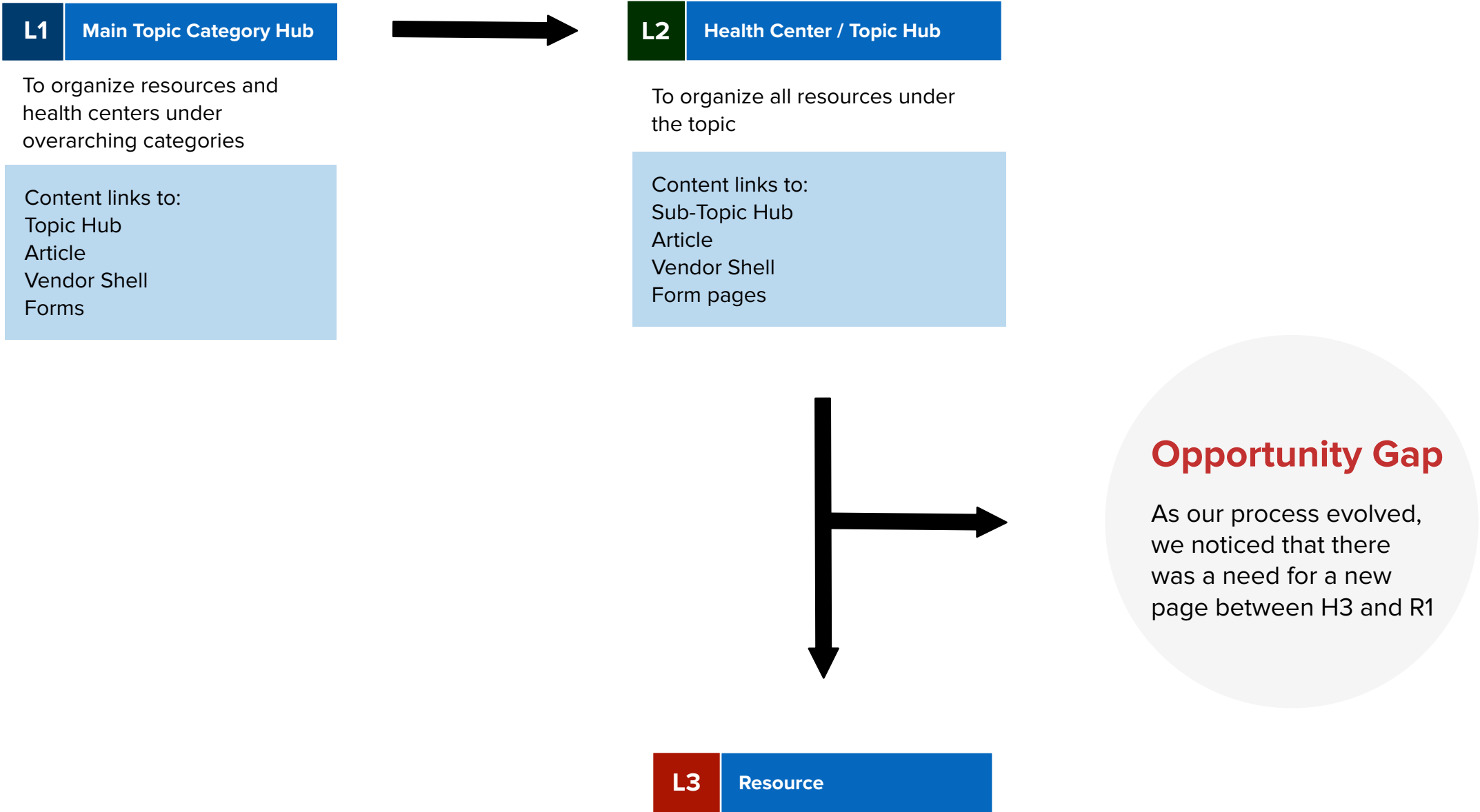
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Resource Flow

August 12, 2016

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Current Template Allocations

L1	**Main Topic Category Hub**

To organize resources and
health centers under
overarching categories

Content links to:
Topic Hub
Article
Vendor Shell
Forms

L2	**Health Center / Topic Hub**

To organize all resources under
the topic

Content links to:
Sub-Topic Hub
Article
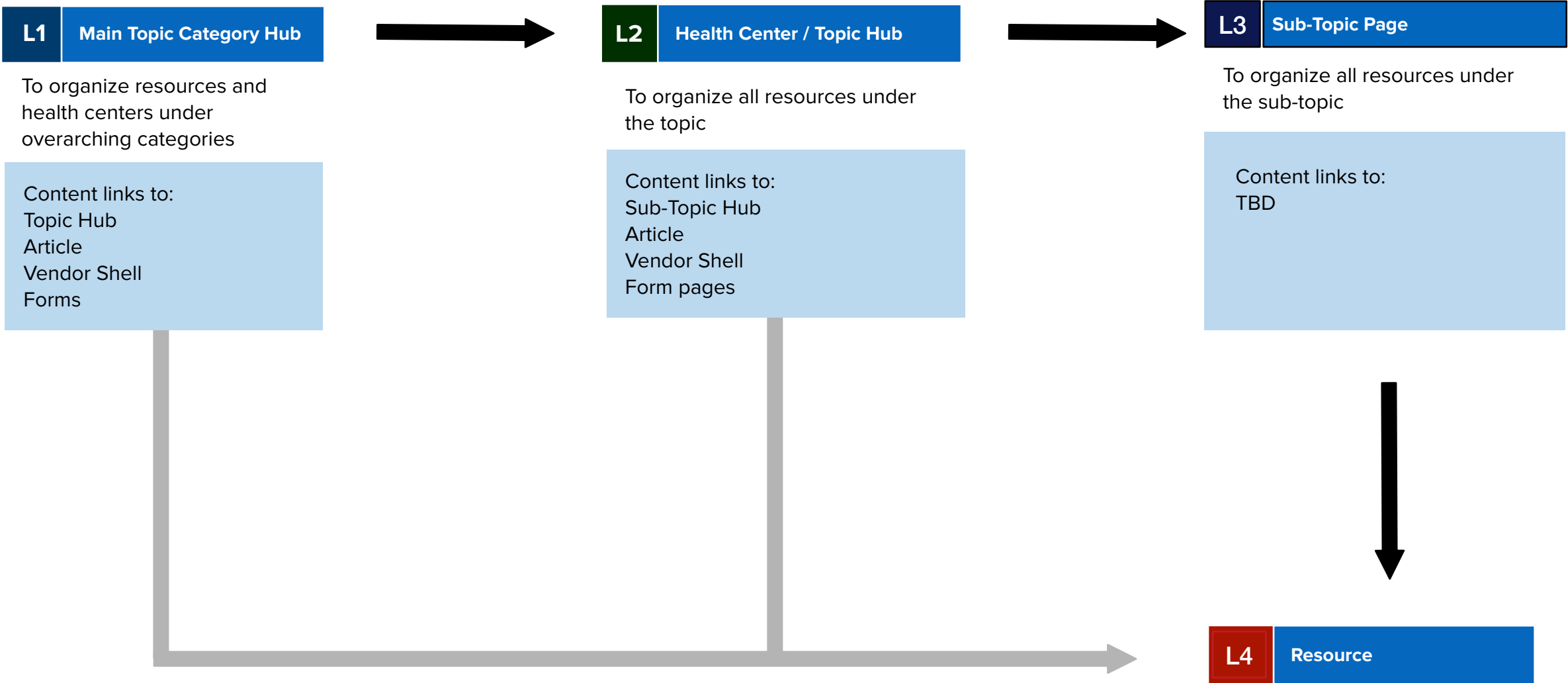Vendor Shell
Form pages
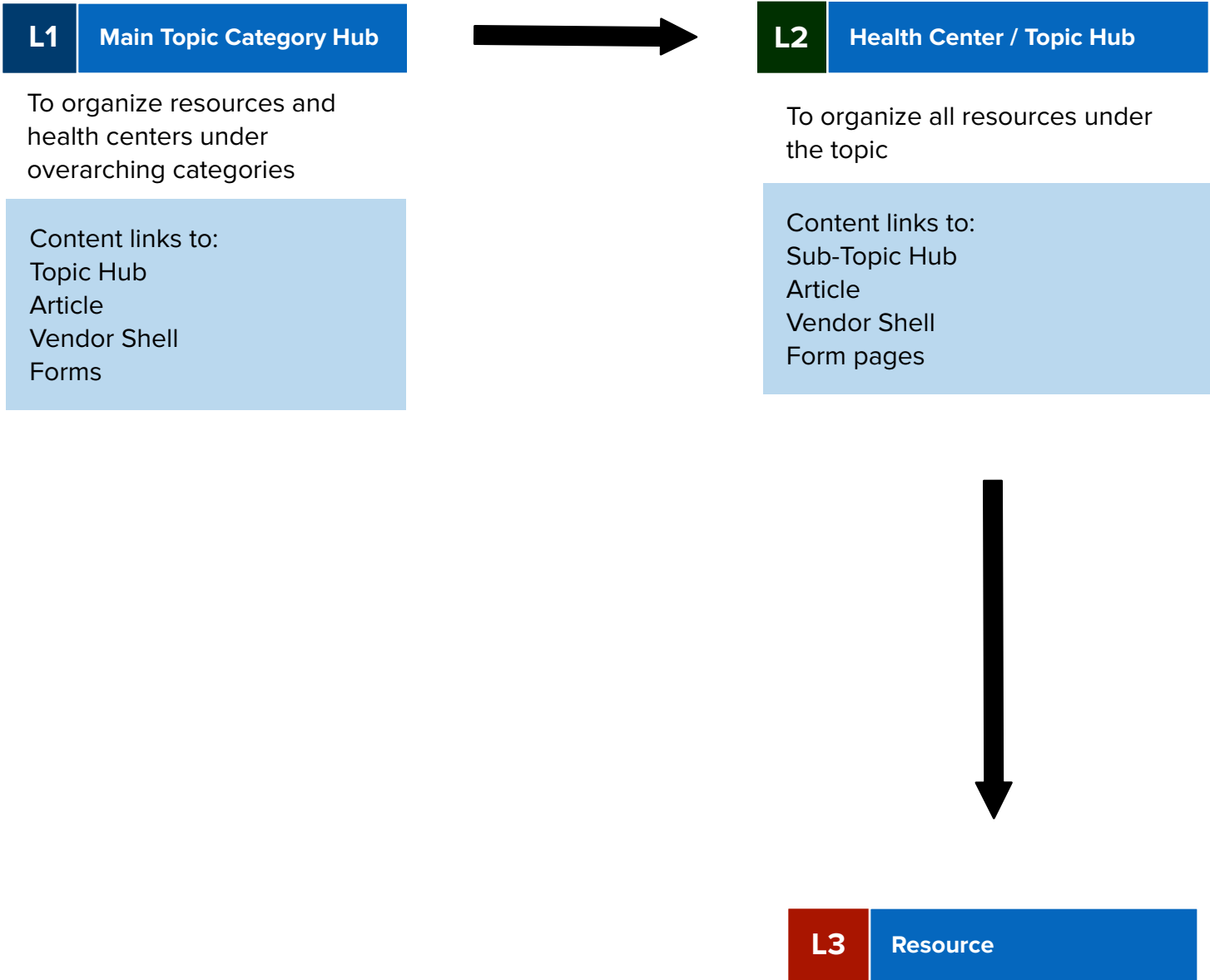
L3	**Resource**

The initial PDD defined three
levels of pages, from the Main
Topic Category Hub and
drilling down to the Resource
page.

For the purpose of this
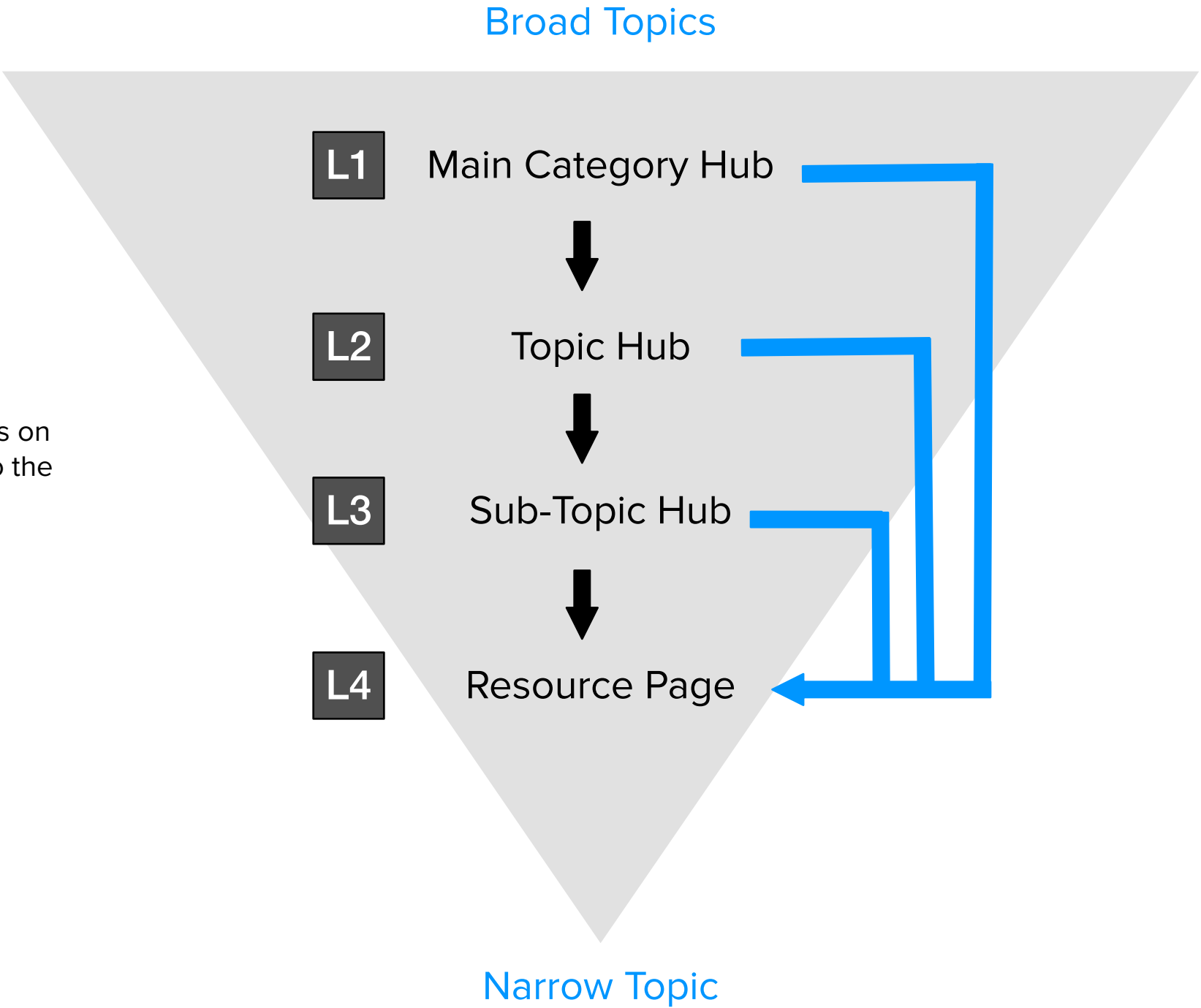discussion, we are referring to
these levels as L1, L2 and L3.
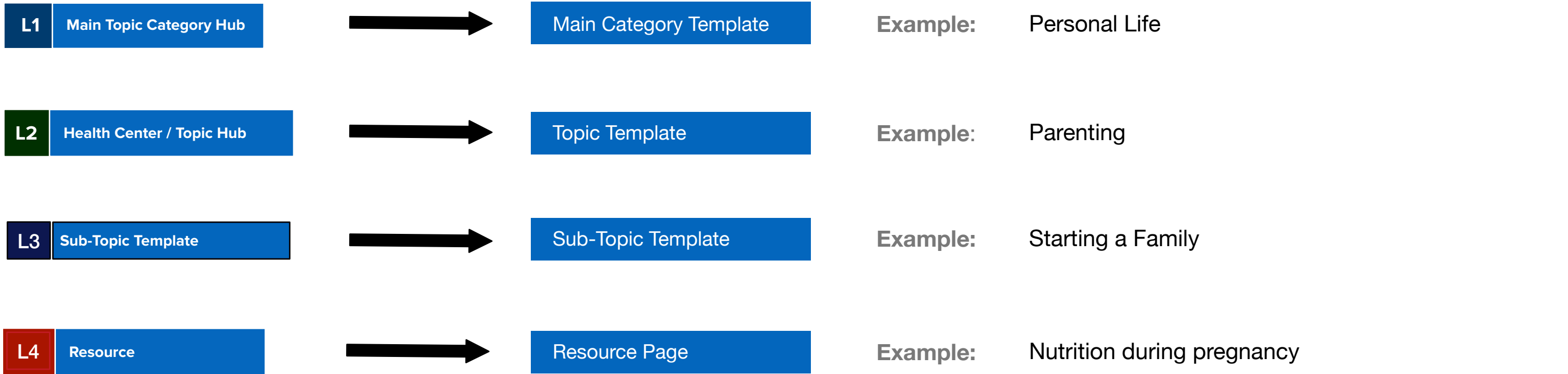
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Opportunity Gap

L1 | **Main Topic Category Hub**

To organize resources and health centers under overarching categories

Content links to:
Topic Hub
Article
Vendor Shell
Forms

L2 | **Health Center / Topic Hub**

To organize all resources under the topic

Content links to:
Sub-Topic Hub
Article
Vendor Shell
Form pages

Opportunity Gap

As our process evolved, we noticed that there was a need for a new page between H3 and R1

L3 | **Resource**

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New Page Flow

L1 Main Topic Category Hub

To organize resources and
health centers under
overarching categories

Content links to:
Topic Hub
Article
Vendor Shell
Forms

L2 Health Center / Topic Hub

To organize all resources under
the topic

Content links to:
Sub-Topic Hub
Article
Vendor Shell
Form pages

L3 Sub-Topic Page

To organize all resources under
the sub-topic

Content links to:
TBD

L4 Resource

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Scopes

Broad Topics

L1 Main Category Hub

L2 Topic Hub

L3 Sub-Topic Hub

L4 Resource Page

The focus of our pages narrows from broad topics on the Main Category Hub to the most narrow topic on the Resource Page

Narrow Topic

Definitions

L1 Main Topic Category Hub	→	Main Category Template	**Example:**	Personal Life
L2 Health Center / Topic Hub	→	Topic Template	**Example:**	Parenting
L3 Sub-Topic Template	→	Sub-Topic Template	**Example:**	Starting a Family
L4 Resource	→	Resource Page	**Example:**	Nutrition during pregnancy

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Main Category Template

To organize resources and health centers under overarching categories

Content *(why the visitor is here)*

- Category Introductions
- LAWW Topic Collections (link to **Topic Template**)
- Tool Features (surface tools from inner categories)

Primary Action *(conversions, user actions)*

1. Conversion to **Topic Template**

Secondary Action *(conversions, user actions)*

1. Conversion to **Sub-Topic Template**

Zones

| Global Header |
| Page Title Hero - Short |
| Open HTML/text |
| Architecture Set |
| LAWW Topic Collections |
| Local Footer |
| Global Footer |

Applied to pages:

- Personal Life
- Health & Well-Being
- Financial Security
- When Help Is Needed
- Benefits & Services

Notes:

[Any other notes needed for description or implementation]

Topic Template

Template Purpose

To organize paths to all resources under the specified topic, high level and general content organization

Content (why the visitor is here)

- Topic Introduction
- **Resource** Links
- Pathways to Sub-Topic Pages

Primary Action (conversions, user actions)

1. Conversion to **Sub-Topic Pages**

Secondary Actions (conversions, user actions)

1. Conversion to **Resource Pages**

Zones

Global Header
Breadcrumbs
Page Title Hero - Short
Open HTML/text
LAWW Resource Collections
Recommended Resources
Related Topics
Local Footer
Global Footer

Applied to pages:

Marriage & Partnership
Family
    Starting a Family
    Parenting
Military
Caregiving

Mental Health
Crisis
Addictions
Diabetes
    Diabetes sub
    Diabetes sub
    Diabetes sub

Find a Provider
Find a Form
File a Claim
EAP Services
    Consultation
    Coaching
    Counseling

Find a Professional Service
File a Family and Personal Service

Travel
Career
Workplace
School & Education

Self-Improvement
Living Healthy
Mindfullness

Finance
Legal
Retirement
Coping & Resiliency

Benefits
Eligibility Summary
EAP Services I use
Account Information
Favorites

Notes:

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Sub-Topic Template

Template Purpose

To organize resources and sub-topics under overarching categories

Content (why the visitor is here)

- Sub-Topic Introductions
- LAWW Sub-Topic Collections (link to **Resource Pages**)
- Tool Features (surface tools from inner categories)

Primary Action (conversions, user actions)

1. Conversion to **Resource Pages**

Secondary Action (conversions, user actions)

1. Conversion to other related topic pages

Zones

- Global Header
- Page Title Hero - Short
- Breadcrumbs
- Open HTML/text
- LAWW Topic Collections
- Local Footer
- Global Footer

Applied to pages:

- Starting a Family
- Blended Familiy
- Infants & Toddlers
- Pre-school & Youth
- Preteen & Teen
- Grandparenting
- Childcare

Notes:

[Any other notes needed for description or implementation]

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Resource

Providing general educational text OR video content on a specific LAWW topic for users to learn, consume, and save for reviewing later.

- Text and Media Content
- Architecture Sets that link to related topics or **Resources**, such as the next article in a series
- Related Topics (with links to **Topic Hub Pages**)
- Related **Resources**
- Rating System (not 5 star)

1. Consuming media and copy content

1. Conversion to **Resource** and **Topic Hub Pages** via "next article" or recommended/related suggestions
2. Save resource for later
3. User interaction with Ratings

- Global Header
- Breadcrumbs
- Page Title Hero - Short
- Print + Share
- Video / Image Feature
- Open HTML/text

- Tag List
- Architecture Set

- Local Footer
- Global Footer

All Articles
All Videos and Webinars
All News Articles

[Any other notes needed for description or implementation]