

Outline

As discussed in Chapter 3, the flowchart illustrates the overall navigation, structure, and size of the site; the outline provides more details about the actual content and functionality of the individual pages. The flowchart and outline that follow are most effective when used together. The client consults the chart for overall structure, then reads the outline for the details. Not all sites use outlines, but they are particularly useful for information heavy sites and to explain content groupings to nontechnical clients.

The structure of each page on the outline below is fairly simple. The outline should be adjusted to match the specific project. The elements include:

- **Title:** The page title, which should be the same as what is on the flowchart.
- **Image:** Describes possible images for the page.
- **Text:** Describes onscreen text.

- **Links:** Includes all the links on this page from text within the page and from the graphical navigation bar.
- **Navigation bar:** The specific buttons that will have to be created for the navigation bar.
- **Functionality:** This describes what the user can do on this page besides click-and-read. For example, can they search for properties or calculate their mortgage.

Partial Outline of the Prudential Verani Web Site

Home Page

Title: Prudential Verani Realty

The Real Estate and Relocation Resource for Southern NH

IMAGES: Images which demonstrate that Verani is a professional, friendly place. Possible images: Prudential logo, friendly Verani staff, Verani office, people enjoying a beautiful home. Might have other images on page to lead user to some of our key features, such as a calculator image for the tools and an e-mail icon for our custom e-mail notification service.

TEXT: Explain that we are part of Prudential, one of the largest corporations in the world, but also a family-owned company with strong roots in Southern NH. We have the resources to sell your property effectively and/or make your home search efficient and successful. Also should introduce some of the key features of the site, such as our searches, custom e-mail notification tools, extensive information resources, etc. Near the bottom of the page should be a short disclaimer stating that we have made every effort to make the information on this site accurate but are not liable for any errors or omissions; please see our Terms of Use Policy.

LINKS: Homes and Land, New Construction, Commercial and Industrial, Relocation Services, Verani Mortgage and Title, Real Estate Information and Resources, News and Special Events, Search/Site Map, About Us/Contact.

Might also have a link from a calculator image to the tools and calculator section. In text on the bottom of the page and every page will be links to Terms of Use, Privacy Statements, and a webmaster e-mail link.

NAVIGATION BAR: Homes and Land, New Construction, Commercial and Industrial, Relocation Services, Verani Mortgage and Title, Real Estate Information and Resources, News and Special Events, Search/sitemap, About Us/Contact.

I. Homes and Land

TITLE: Homes and Land

IMAGE: Small image of attractive house. This could be the same picture all the time, or a regularly changing featured house.

TEXT: Briefly explain the range of properties we offer and the area we cover. Direct the user to the search page and other services that will help them in their moving and home buying, such as Relocation Services, the How to Buy a Property Section, Home Preference Checklist/Questionnaire, and New Construction.

LINKS: Home, Search, Contact, Relocation Services, the How to Buy a Property Section, Home Preference Checklist/Questionnaire, and New Construction.

NAVIGATION BAR: Home, Search, Contact.

IA. Contact an Agent

TITLE: Contact Us

IMAGE: Photo of friendly agent.

TEXT: Phone numbers, addresses, and e-mails for all offices, plus a form that user can fill out and submit so that we can contact them.

LINKS: Home Page, Search, Contact, Homes and Land.

NAVIGATION BAR: Home Page, Search, Contact, Homes and Land.

FUNCTIONALITY: Users can fill out a form with their address and e-mail, click the type of information they want, write a short note, and submit it to us. Message will go to different people at Prudential Verani, depending on what type of information the user requests.