ITE Exhibitions
MosBuild Website
Sitemap

Mike Green,
Interaction Architect, Wicked Web

July 26, 2011

This document has been prepared for limited distribution within ITE Exhibitions. This document contains materials and information that Wicked Web. considers confidential, proprietary, and significant for the protection of its business. The distribution of this document is limited solely to those full-time ITE Exhibitions employees, either actively involved in evaluation and selection of Wicked Web as the firm to conduct this assignment, or those that will be involved with the program described within.

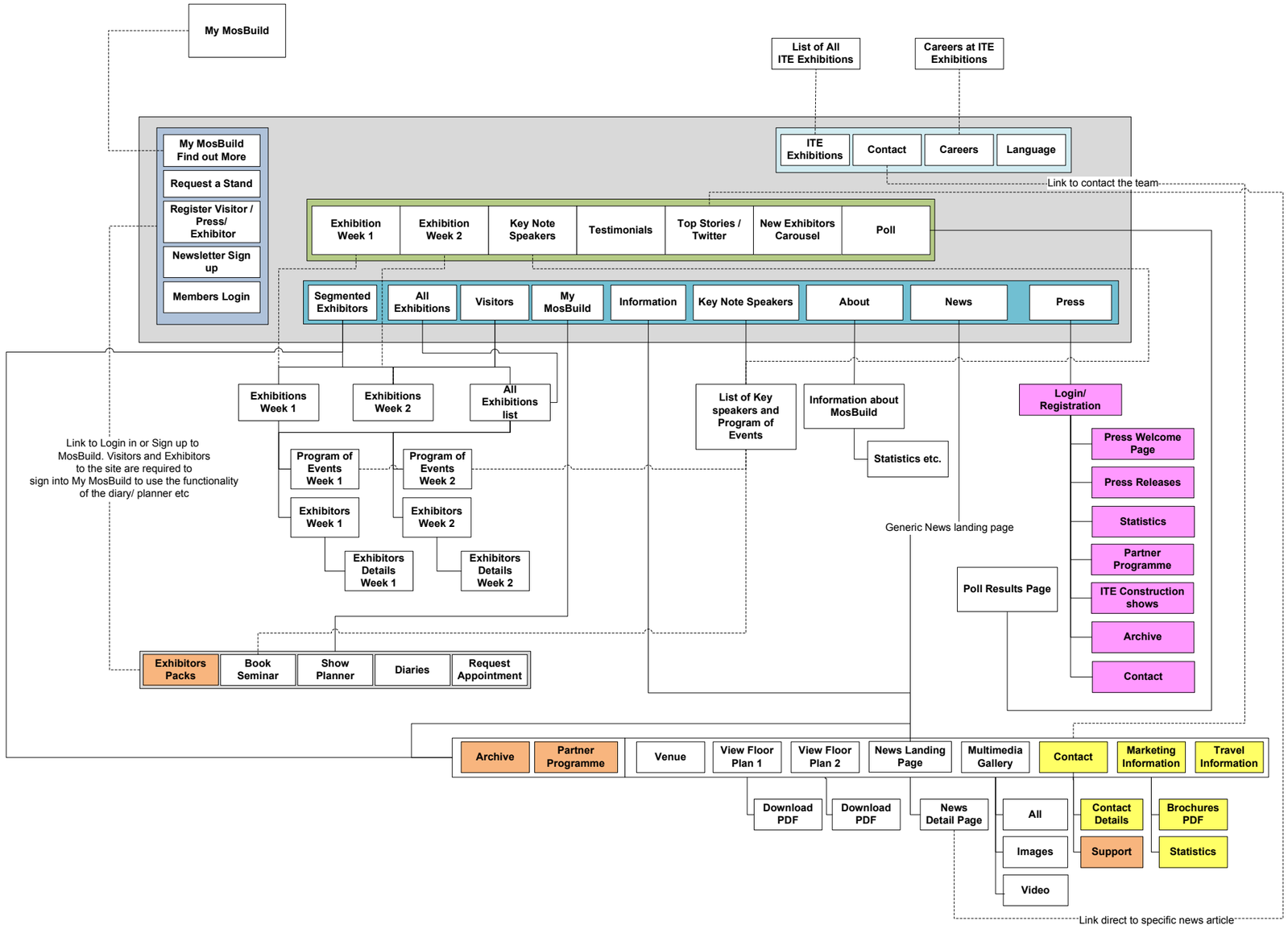
Table of Contents

3	Sitemap
4	Driver User Journey_1.0
5	Visitor User Journey_1.1
6	Homepage_3.0
7	Homepage_3.1
8	Navigation dropdown_3.2
9	Visitor Hub Landing_4.0
10	Week 1 Design and Decor Landing_5.0
11	Week 1 Design and Decor_5.1
12	All Exhibitions List_6.0
13	News Landing Page_7.0
14	News Detail_7.1
15	Content Page_8.0
16	Content Page_8.1
17	Press Registration_9.0
18	Press Registration_9.1
19	Press Page_9.2

Sitemap

WICKEDWEB.

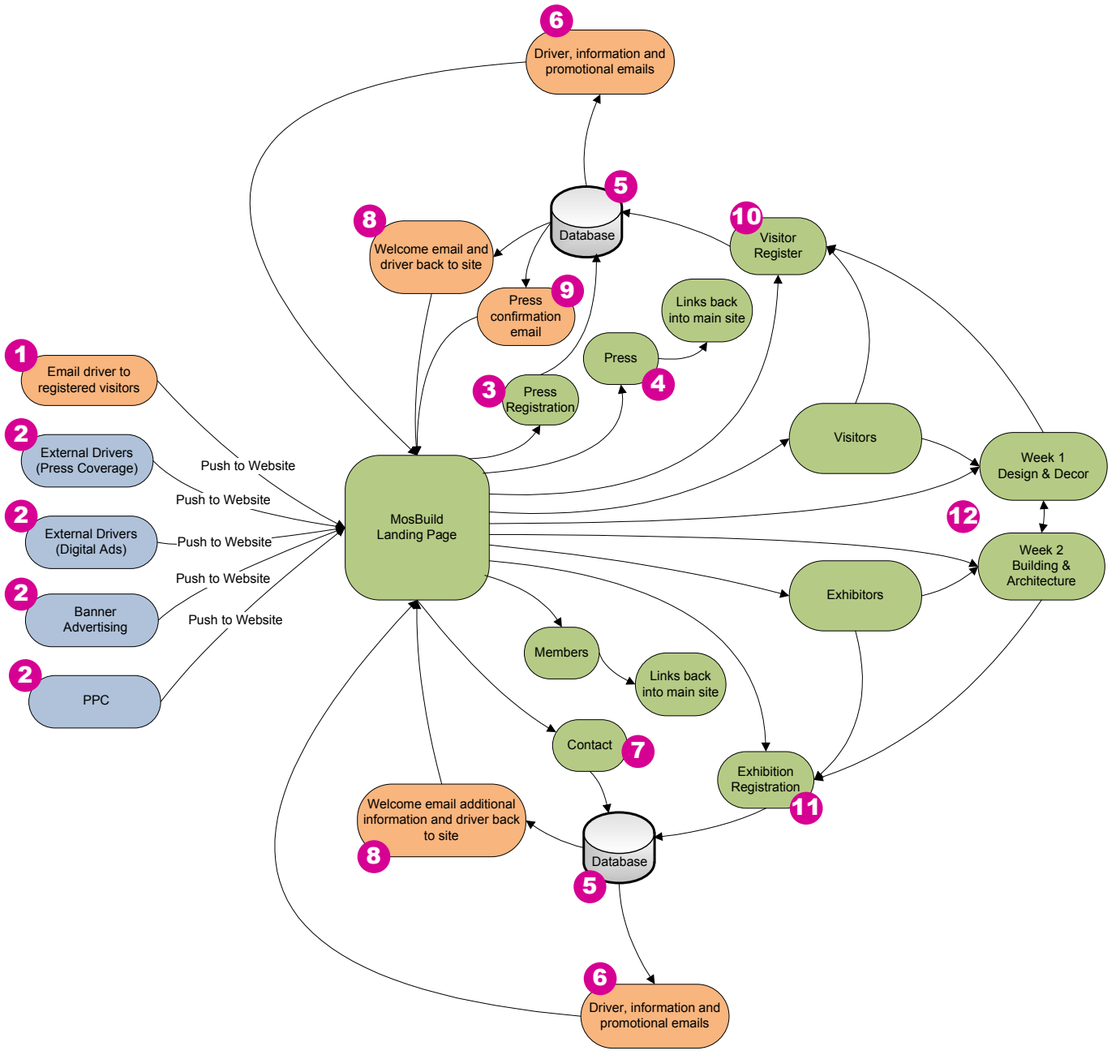
MosBuild – Site Update
Document: Mosbuild 5th- 12th and 10th- 13th Moscow Expo
Last Edited: July 26, 2011
Author: Mike Green



Driver User Journey_1.0

WICKEDWEB.

MosBuild – Site Update
Document: Mosbuild 5th- 12th and 10th- 13th Moscow Expo
Last Edited: July 26, 2011
Author: Mike Green



1. **Email campaign to drive members and people who have registered their details.**

2. **Informative external drivers including PPC, digital and press advertising to drive people to the exhibition site with a view to encourage them to sign up and register them on the site.**

3. **Press registration area. Prior to allowing access to the press area, validate of their details are required. An email should be sent to the given address and responded to prior to access.**

4. **Press area, requires pre-registration – access through user name and password**

5. **Segmented database, db should be divided into Press, Visitors and Exhibitors. General contact respondents should be consigned to the appropriate db to be included into targeted marketing campaigns.**

6. **Marketing campaigns at various stages of the evolution of the site and leading up to the opening of the exhibitions.**

7. **Contact buttons throughout the site should require respondents to enter a minimum of their name, email address, question and an opt-in to newsletters/ emails**

8. **Welcome email after registration with prompts and drivers back to main site.**

9. **Press validation email, recipient will be required to respond to this email prior to accessing the press area.**

10. **Main link to visitors registration section, visitors should only ever be 1 click away from the sign up form.**

11. **Main push to exhibitors registration section, users and visitors should only ever be 1 click away from the sign up form.**

12. **Main user engagement areas. Once visitors have had a chance to go through the site and places of interest we should still encourage them to register, for this reason all areas within this section have one click access to the registration and contact forms.**

Key

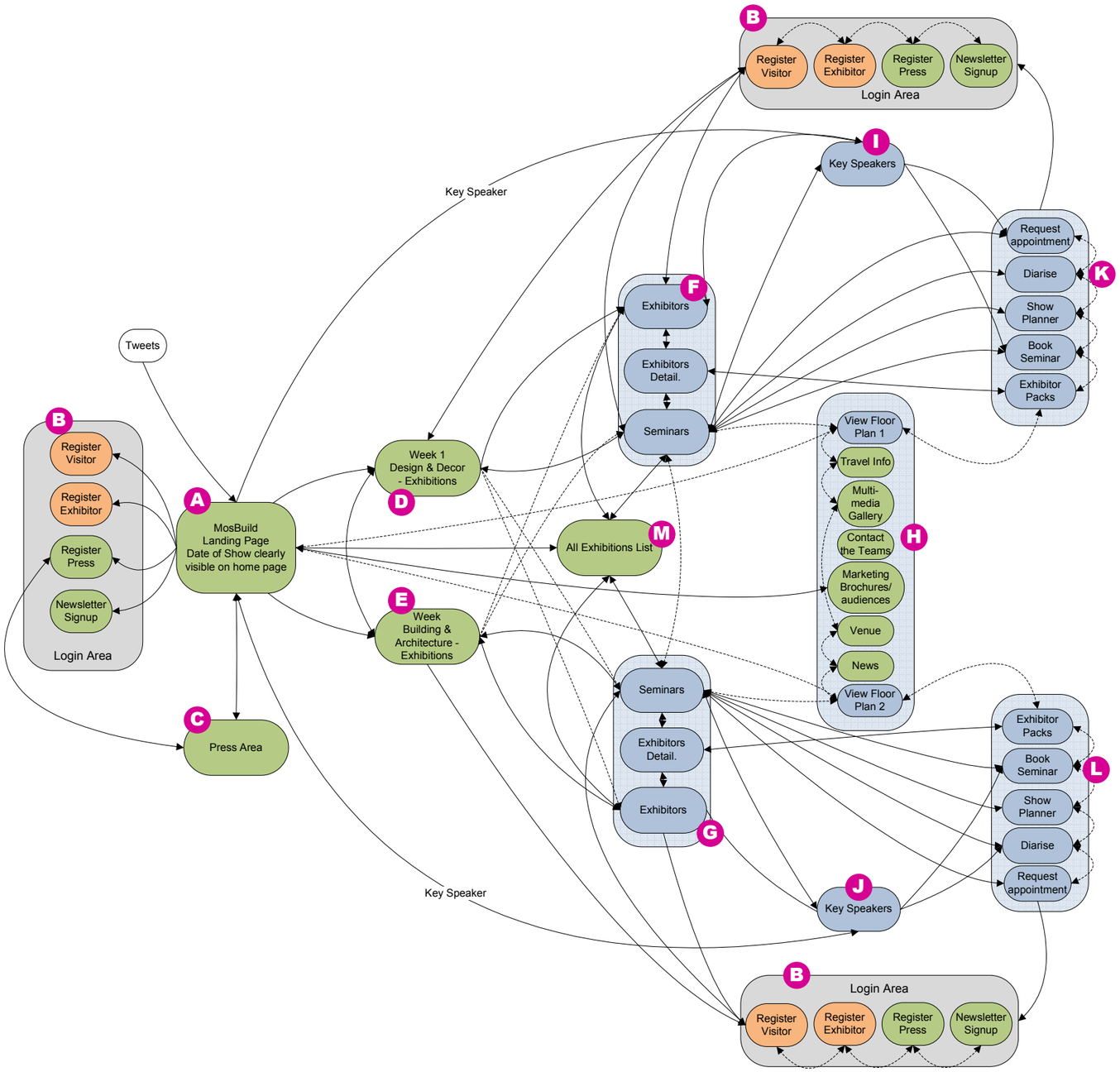
- Paid and External Drivers
- User Journey
- Additional Drivers

Visitor User Journey_1.1

WICKEDWEB.

MosBuild – Site Update

Document: Mosbuild 5th- 12th and 10th- 13th Moscow Expo
Last Edited: July 26, 2011
Author: Mike Green



A MosBuild landing page, allows visitors direct access to important and relevant information.

B Visitor, Exhibitor and press registration section controls all interaction logins and data.

C Press registration area. Prior to allowing access to the press area, validate of their details are required. An email should be sent to the given address and responded to prior to access.

D Show overview conveying dates for the Design and Decor show, links to main exhibition and seminars with cross over links through to the building show. Hub page lists of all exhibitions with interactive links.

E Show overview conveying dates for the Building and Architectural show, links to main exhibition and seminars with cross over links through to the Design show. Hub page lists of all exhibitions with interactive links.

F & G Exhibition area has the different exhibitions segmented the area includes a drill down on exhibitors and information on seminars., cross links are present to allow the user to link to the alternative weeks show and through to generic information. (see 10)

H General information users and exhibitors will require is position in an open area within the site to allow easy access from around the entire site. The marketing section incorporates all marketing information required to make an informed decision to book a stand or visit. Information should include brochures, visitor numbers, audiences, testimonials, support, ways to continue and contact details.

I Key note speakers for the Design seminars are accessible from seminars section and main homepage

J Key note speakers for the Building seminars are accessible from seminars section and main homepage

K Members section area allows members to log into their account plan their event, and schedule their diary for the duration of the show.

L Members section area allows members to log into their account plan their event, and schedule their diary for the duration of the show.

M All exhibitions list, a direct link from the homepage through to a list of all the exhibitions featured in the event.

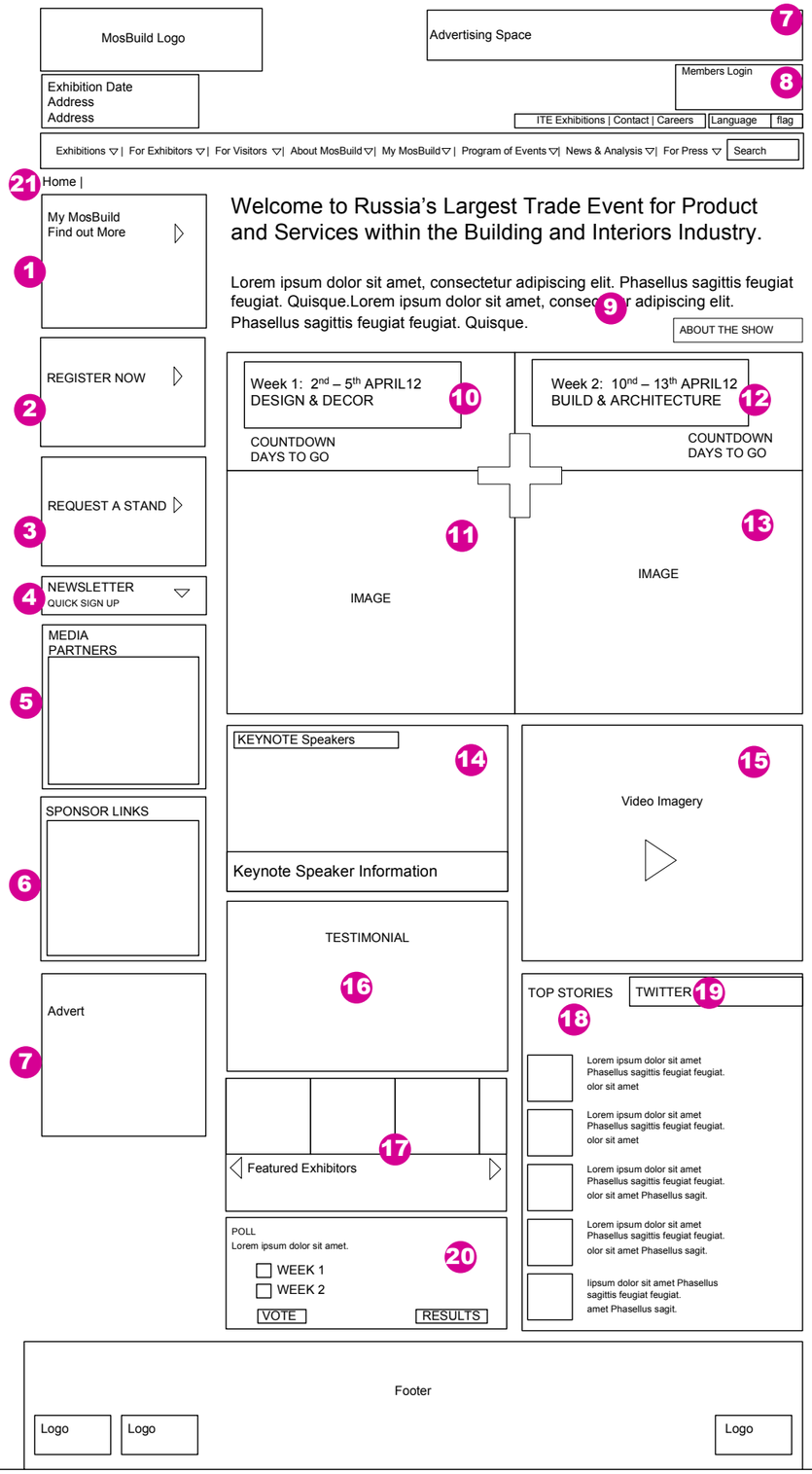
Key

- MyMosbuild/ASP
- Mosbuild/ Kentico/WW
- ITE Russia

WICKEDWEB.

MosBuild – Site Update
Document: Mosbuild 5th- 12th and 10th- 13th Moscow Expo
Last Edited: July 26, 2011
Author: Mike Green

not indicative of final design or nomenclature



Page Notes

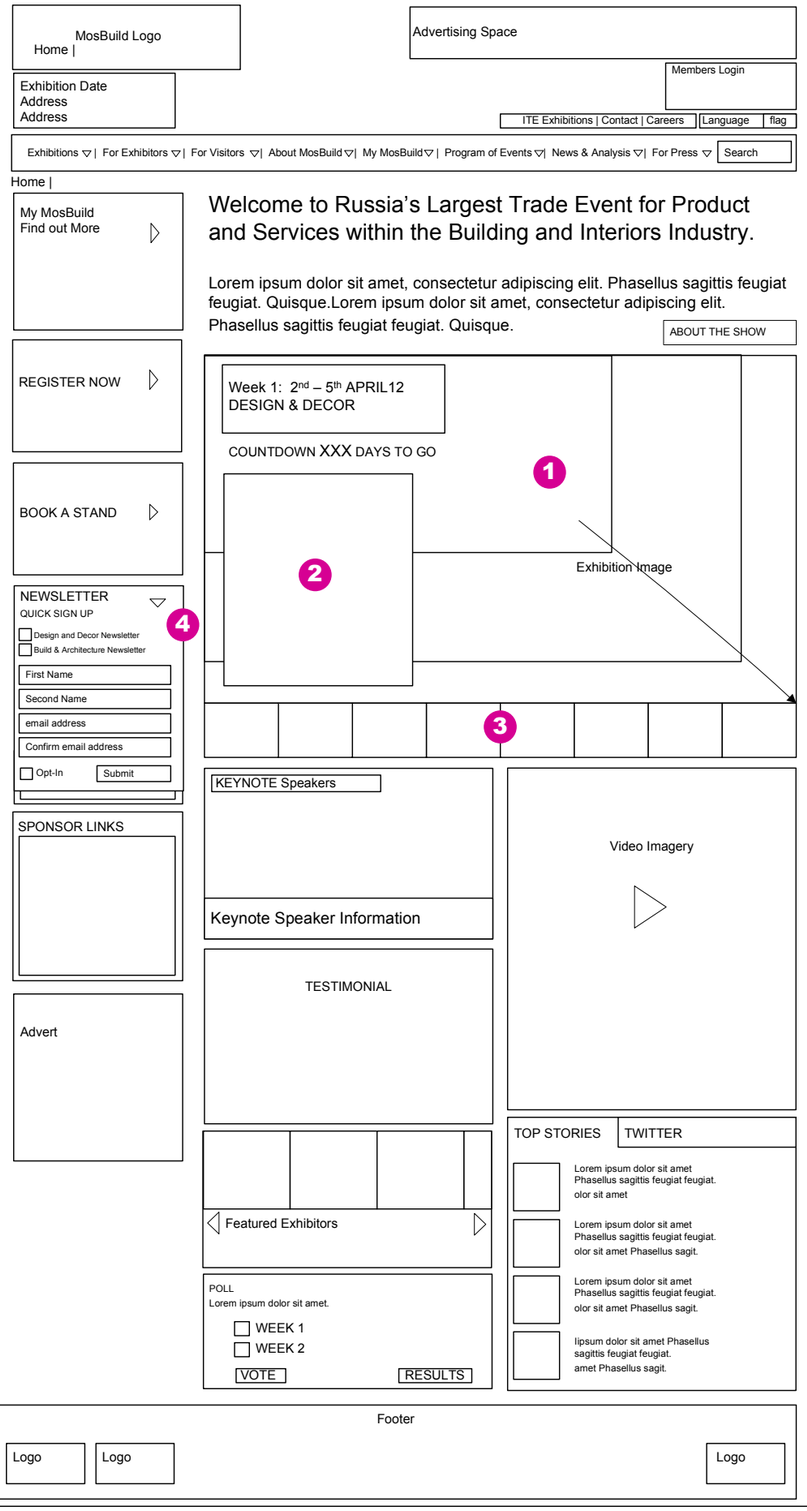
This page references segment 'A' of Visitor user journey_1.1

1. **Direct navigation to find out more information about My Mosbuild and registration forms to become a member, housed on the ASP's system. This page links to a general content page 5.0**
2. **The registration button will take the user directly to the sign up to 'become a visitor' form.**
3. **The 'request a stand' button will take the user directly to the sign up form to 'book a stand' additional information should be available here (common questions/answers) and a phone number to the booking line. Additional information can be gained by clicking a link on the form page to general content - page 5.0 a link back to the form page is incorporated on this page.**
4. **The Newsletter sign up form, is situated high on the left hand side of the landing page, input fields are present on the landing page to reduce barriers and promote newsletter signup. To promote the media partners, sponsors and advertising area as much as possible within the space available, we have closed the 'quick sign up' box which will open (see homepage 1.1) on mouse click.**
5. **Space allocated for media partners, this link should be editable in the CMS.**
6. **Space allocated for any sponsor link required, this link should be editable in the CMS.**
7. **Media bookable space – editable within the CMS**
8. **Members login link, this will take the visitor through to the login section of the site. At this stage there is no direct input login accessible from the homepage.**
9. **Welcome text outlining shows in an easy to digest overview, this text is editable in the CMS**
10. **10,11, 12 & 13 all form the show information panel. Section 10 highlights the Design and Decor exhibitions and dates**
11. **Editable image to represent the show**
12. **Highlights the Build and Architectural exhibitions and dates**
13. **Editable image to represent the show**
14. **Keynote speakers section surfaces speakers at seminars onto the homepage, the information section could be enlarged at the expense of the image size to give more in-depth information on the topics the speaker is speaking on at he seminar. This section is editable and could be re titled to surface alternative content.**
15. **Video display area.**
16. **Testimonials will be displayed on the home page to promote companies exhibiting. Ideally the panel will continually scroll slowly upwards to cycle through available testimonials. (A limit on testimonials should be considered with older post dropping off as new ones are posted.) Content is controlled by CMS and editable.**
17. **Features exhibitors carousel surfaces new or important exhibitors**
18. **Top news stories can be highlighted on the home page, with special preference being given to important or new news articles. Content is controlled by CMS and editable.**
19. **Clicking on the second tab will change the display content to allow users to view Twitter comments. (Moderation should be looked at)**
20. **User interaction poll. Designed to bring user interaction and interest. Questions TBC**
21. **Breadcrumb trail through the site**

WICKEDWEB.

MosBuild – Site Update
Document: Mosbuild 5th- 12th and 10th- 13th Moscow Expo
Last Edited: July 26, 2011
Author: Mike Green

not indicative of final design or nomenclature



Page Notes

This page references segment 'A' of Visitor user journey_1.1

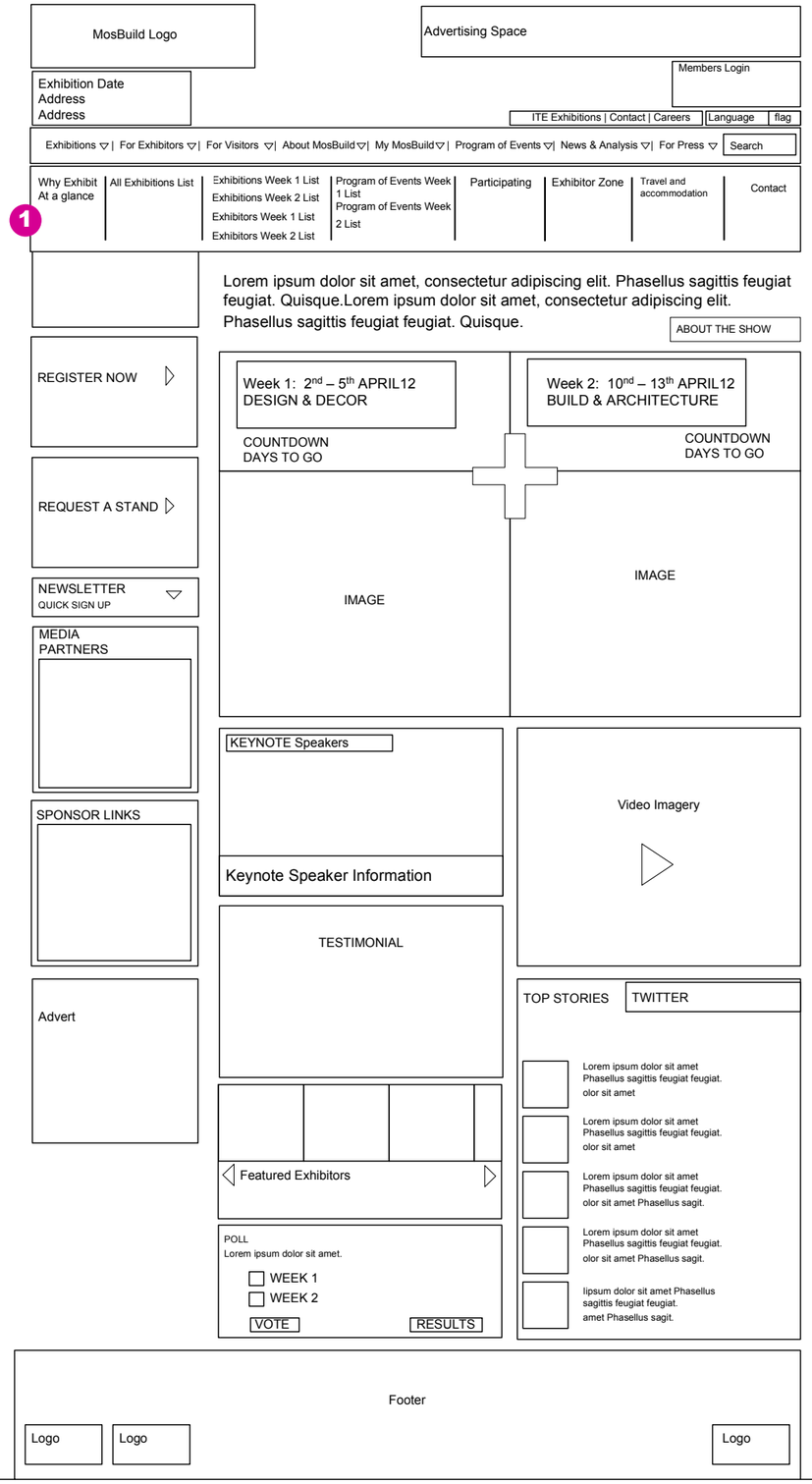
1. **Date and countdown box expands on mouse over, and transform into a display area to showcase sector exhibitions. A relevant image is displayed to depict the highlighted exhibition (see3)**
2. **The image panel will reduce in size to transform into a text box allowing copy of the relevant exhibition to be displayed.**
3. **Logo images of all sector exhibitions are displayed below the main panel. As section 1 and 2 animate into place the exhibition logos will slide in from the right one at a time speeding up as more come in until all logos are visible. By means of clicking on a logo the main viewing panel with update with relevant copy and imagery. The active logo should be highlighted to convey it has been activated.**
4. **Newsletter quick sign up, uses a drop down menu to allow users to simply fill in minimal details to register onto the db and receive Newsletters.**

Navigation dropdown_3.2

WICKEDWEB.

MosBuild – Site Update
Document: Mosbuild 5th- 12th and 10th- 13th Moscow Expo
Last Edited: July 26, 2011
Author: Mike Green

not indicative of final design or nomenclature



Page Notes

1 **Dropdown navigation, second level. Each heading has their bespoke tertiary navigation.**

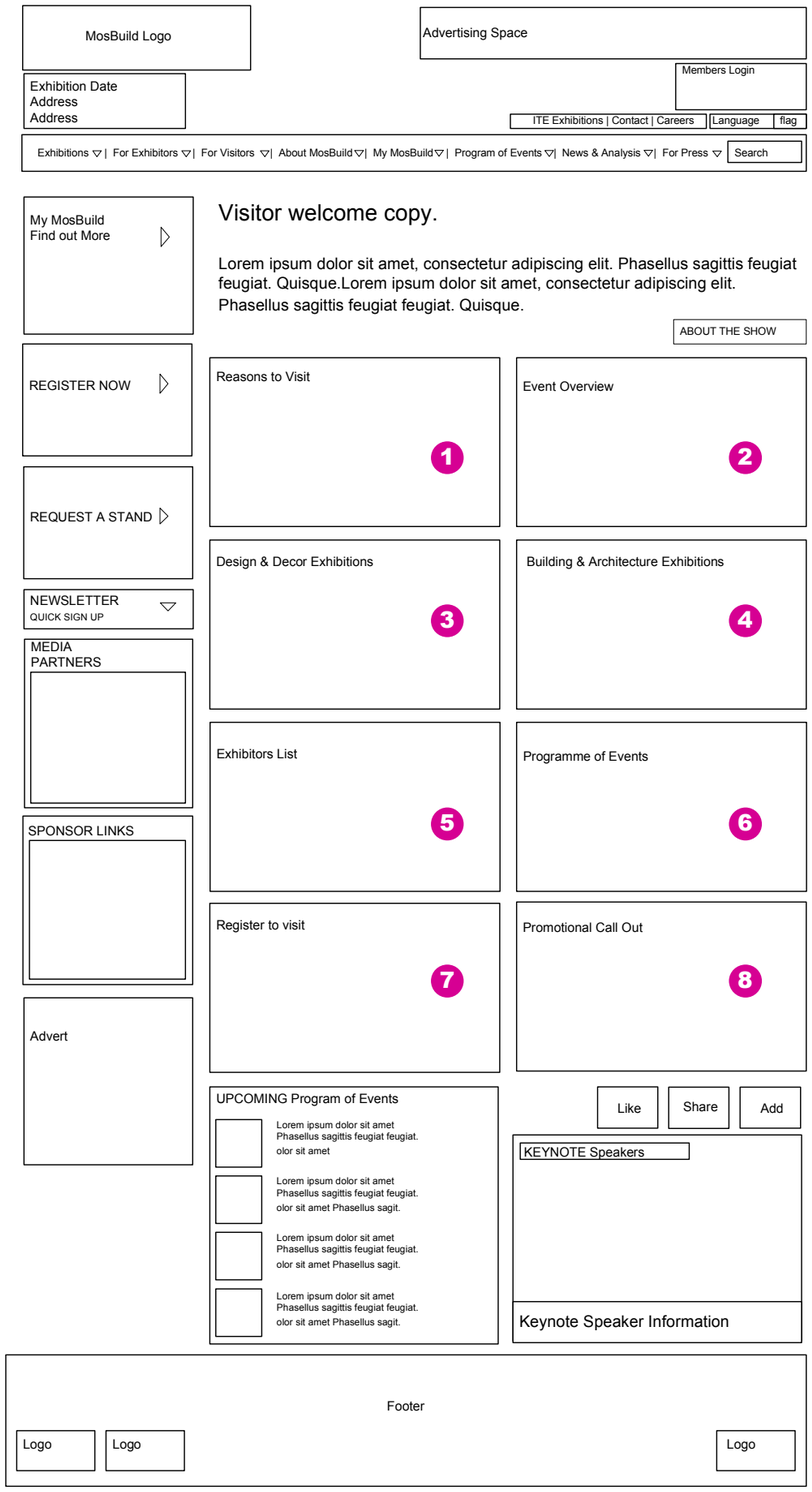
Visitor Hub Landing_4.0

WICKEDWEB.

MosBuild – Site Update
Document: Mosbuild 5th- 12th and 10th- 13th Moscow Expo
Last Edited: July 26, 2011
Author: Mike Green

9

not indicative of final design or nomenclature



Page Notes

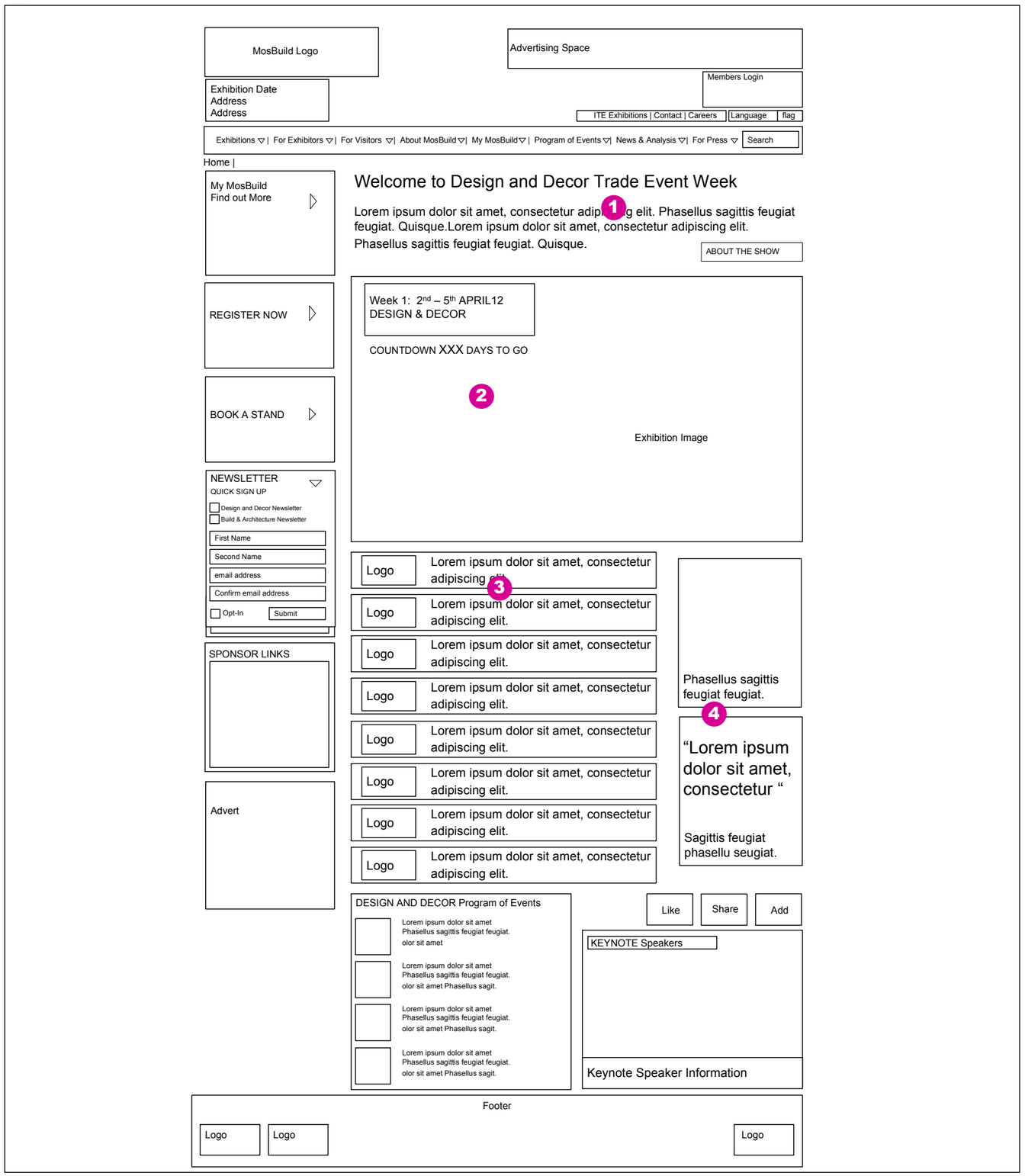
1. **Short overview with 'Reason to visit' link,**
2. **Short overview with 'Event Overview' link, segment should allow for images if required**
3. **Short overview with 'Design & Decor Exhibitions' link, segment should allow for images if required**
4. **Short overview with 'Building & Architecture Exhibitions' link, segment should allow for images if required**
5. **Short overview with 'Exhibitors List' link, segment should allow for images if required**
6. **Short overview with 'Programme of Events' link, segment should allow for images if required.**
7. **Short overview with 'Register to visit' link, segment should allow for images if required.**
8. **Short overview with 'Promotional Call Out' link, segment should allow for images if required.**

Week 1 Design and Decor Landing_5.0

WICKEDWEB.

MosBuild – Site Update
Document: Mosbuild 5th- 12th and 10th- 13th Moscow Expo 10
Last Edited: July 26, 2011
Author: Mike Green

not indicative of final design or nomenclature



Page Notes

This page references segment ‘A’ of Visitor user journey_1.1

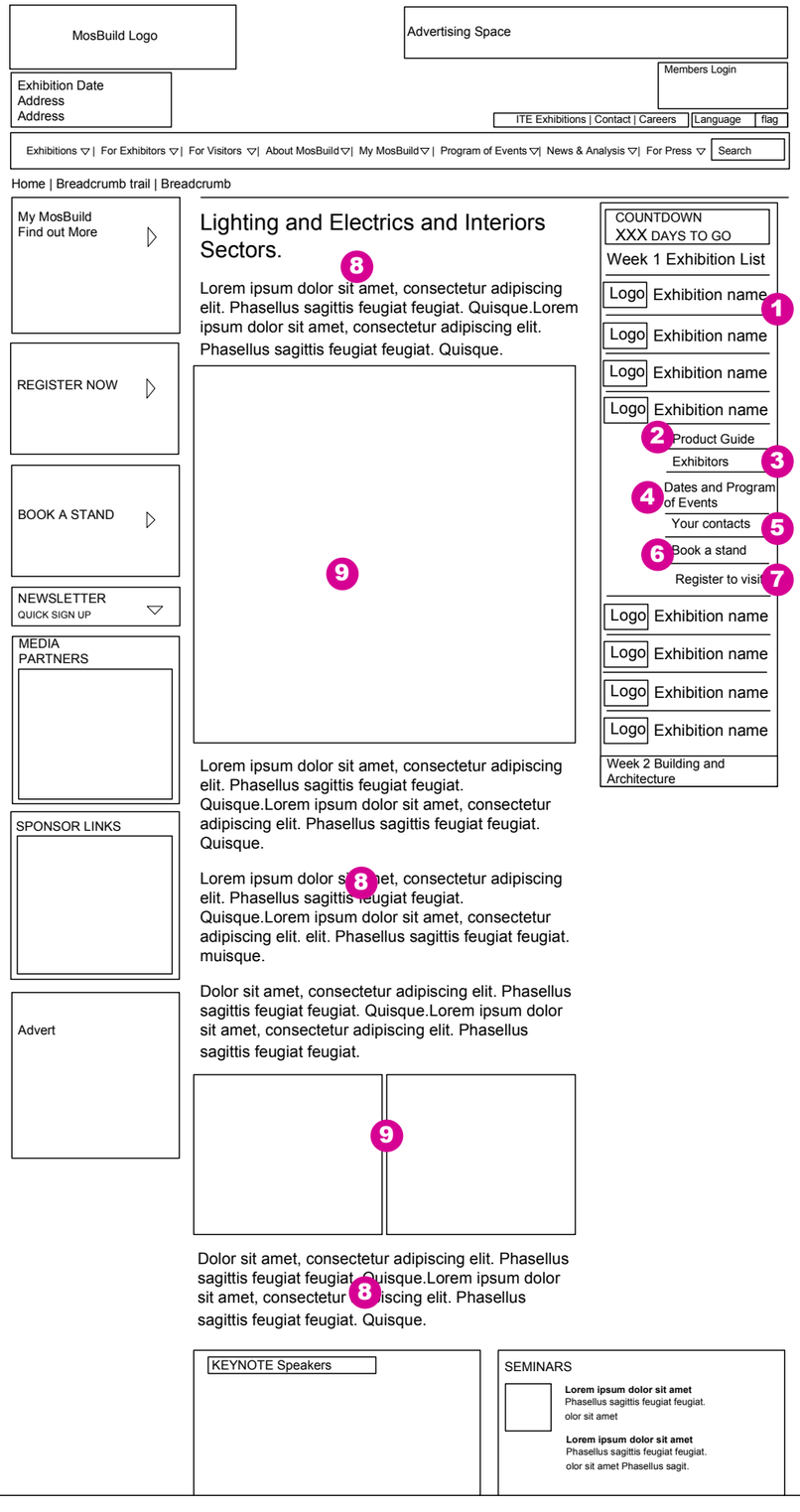
1. **Introduction to Weeks show**
2. **Reduced version of homepage panel, depicting date of show, countdown and image representative of the weeks show being viewed.**
3. **List of exhibitions featuring in the show the viewer is looking at.**
4. **Promotional callouts, this space should be used to highlight or promote aspects of the event. Callouts should allow for image and copy.**

Week 1 Design and Decor Detail_5.1

WICKEDWEB.

MosBuild – Site Update
Document: Mosbuild 5th- 12th and 10th- 13th Moscow Expo 11
Last Edited: July 26, 2011
Author: Mike Green

not indicative of final design or nomenclature



Page Notes

This page references segment 'D & E' of the Visitors User Journey_1.1

1. **List of exhibitions in for the Design and Decor section. A similar list will be available for Building and Architecture.**

   Functionality: As the user mouse's over the list of exhibitors, the copy in section 6 changes to reflect the exhibition highlighted, images in section 7 and 8 will update to reflect the copy. Clicking on the exhibitors' button will result in the exhibition displayed being locked in place until another button is depressed.

   A sub navigation is displayed below each of the exhibitors, linking through to relevant sections of that exhibition.

2. **The link takes users through to the breakdown of products being displayed at the exhibiton**

3. **This link will take the user through to a list of exhibitors within the given exhibition. On navigating through the user will be presented with a list exhibitors, with links through to detailed information on each exhibitor, seminars key speakers, exhibitions etc .**

4. **The dates and seminars link will take the user through to a list of Seminars specifically about this exhibition products. On navigating through the user will be presented with a list seminars and speakers, with links through to detailed information on each of the topics. Additional links from this page will take the user through to detailed information on each exhibitor, seminars key speakers, exhibitions etc .**

5. **The contact link takes the user thought to contact information.**

6. **Book a stand takes the user though to the book a stand section.**

7. **CMS editable copy, the copy will update as users mouse over other exhibitions as outlined in number 1 above.**

8. **CMS editable copy, the copy will update as users mouse over other exhibitions as outlined in number 1 above.**

9. **CMS editable Images, the copy will update as users mouse over other exhibitions as outlined in number 1 above.**

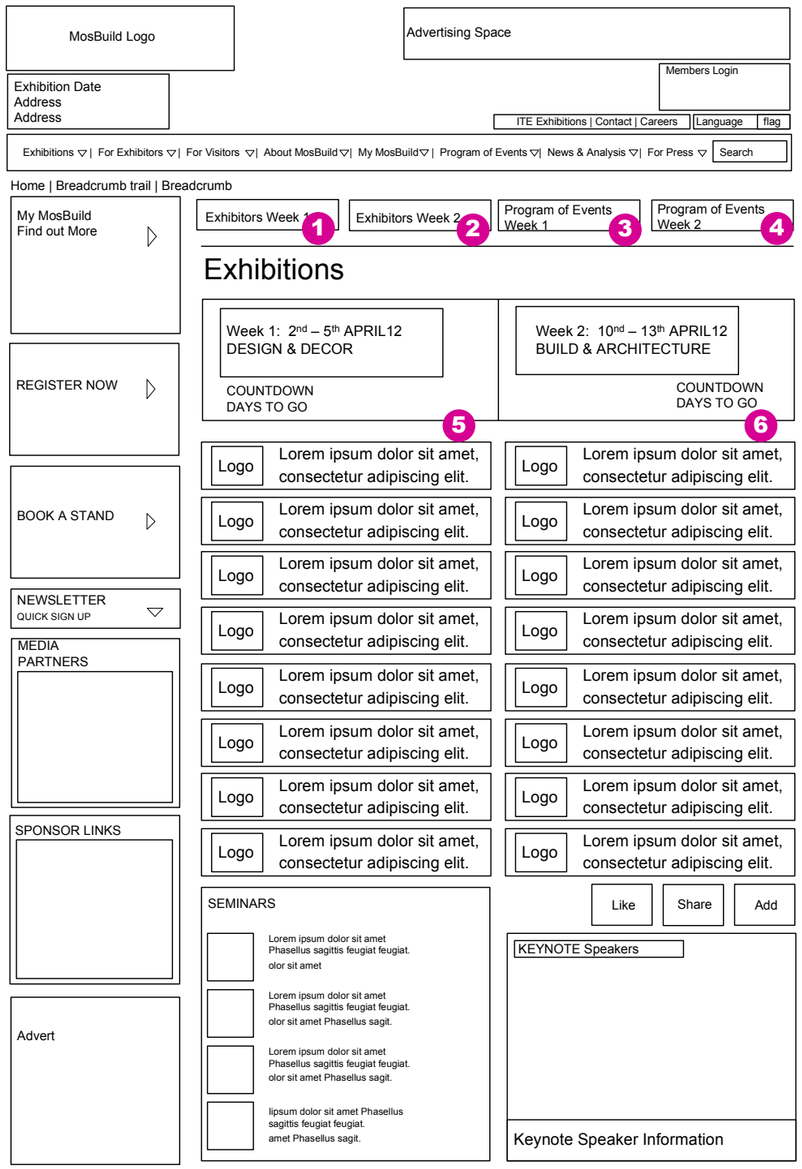
All Exhibitions List_6.0

WICKEDWEB.

MosBuild – Site Update
Document: Mosbuild 5th- 12th and 10th- 13th Moscow Expo
Last Edited: July 26, 2011
Author: Mike Green

12

not indicative of final design or nomenclature



Page Notes

This page references segment 'D & E' of the Visitors User Journey_1.1

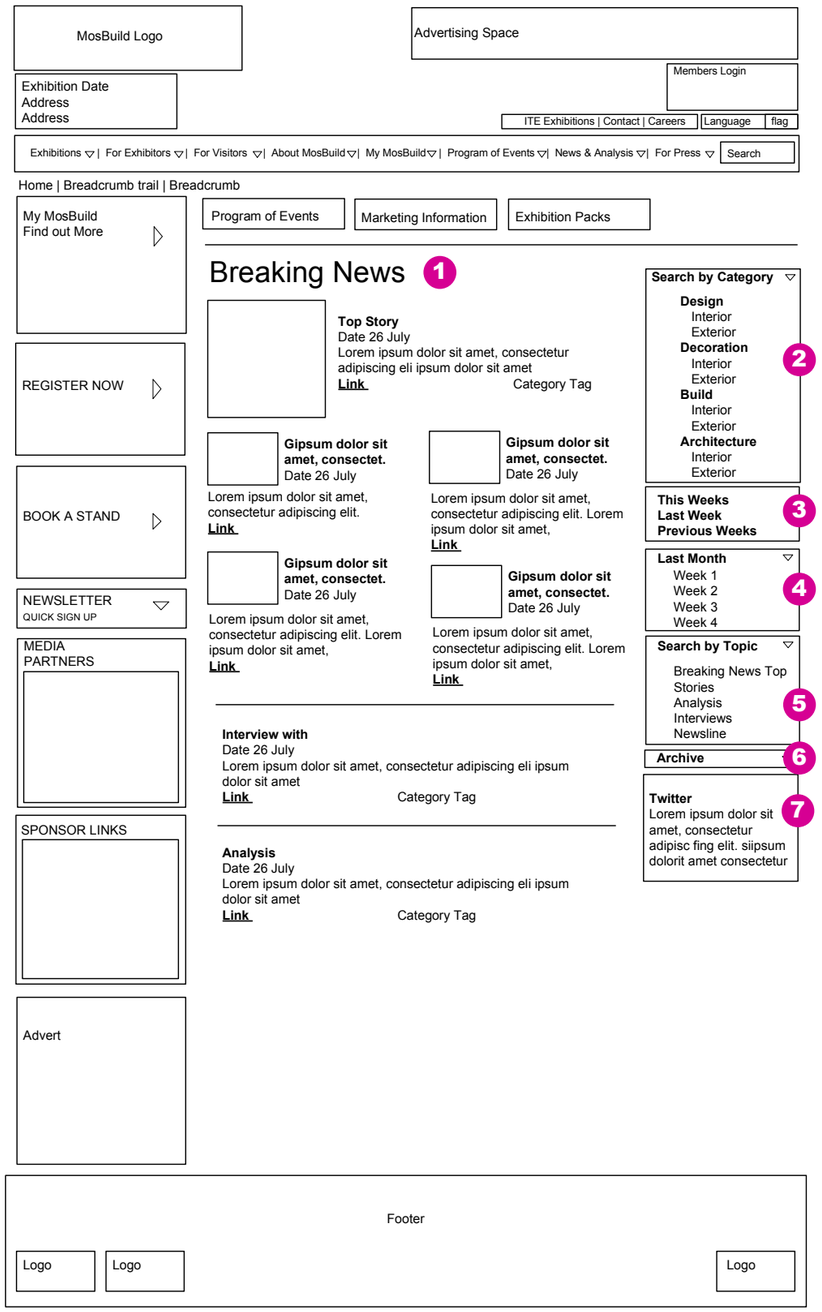
1. **Link to specific week 1 exhibitors list with additional information housed on ASP system.**
2. **Link to specific week 2 exhibitors list with additional information housed on ASP system.**
3. **Direct link to seminar for week 1 housed on ASP system.**
4. **Direct link to seminar for week 2 housed on ASP system.**
5. **List of exhibitions for week 1 design and decor.**
6. **List of exhibitions for week 2 Build and architecture.**

News Landing Page_7.0

WICKEDWEB.

MosBuild – Site Update
Document: Mosbuild 5th- 12th and 10th- 13th Moscow Expo
Last Edited: July 26, 2011
Author: Mike Green

not indicative of final design or nomenclature



Page Notes

Landing page for news articles. Articles will be files by date, we anticipate this becoming a large repository of articles and cumbersome to find specifics.

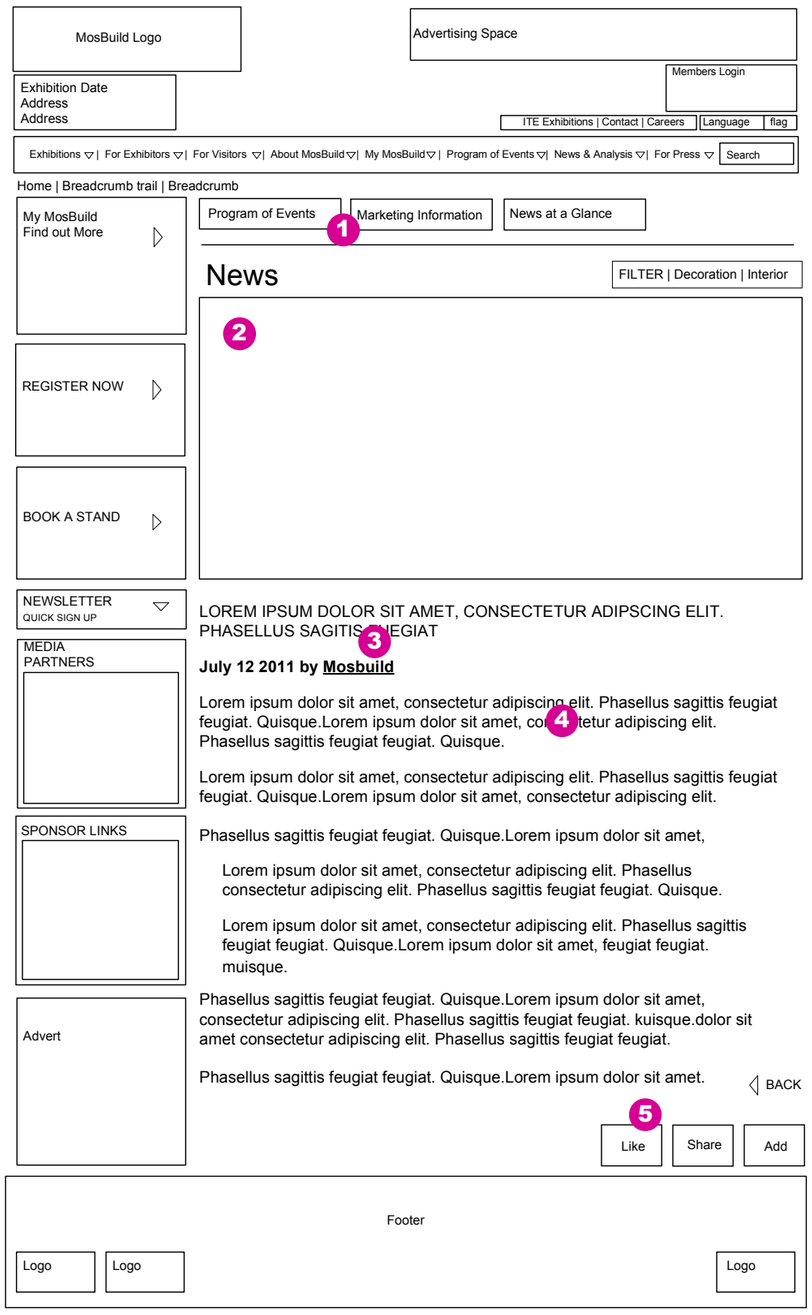
Provided proper tagging is used the repository should be searchable through the site search engine.

1. **News articles are divided into sections. Comprising of a relevant image and abbreviated copy. The Image and a link at the end of the abridged copy should take user to a full verion of the news post.**
2. **Dropdown filter menu system allows users to filter news articles to display only relevant topics to the user. MosBuild to control search categories and level of tagging.**
3. **Dropdown filter menu system allows users filter news articles from previous weeks. This filter should work in conjunction with the 'search by category' filter**
4. **Once a news article is 4 weeks old it is consigned to 'Last Month' section.**
5. **Dropdown filter menu system allows users to filter news articles to display only relevant topics to the user. MosBuild to control search categories and level of tagging.**
6. **The functionality of the drop down menu incorporated in the 'Archive' tab works in a similar way to that of the 'Last Month' tab, with the exception that the category list is divided into 'Months'**
7. **Twitter feed to the home page is also visible on the news overview. (Moderation should be looked at)**

WICKEDWEB.

MosBuild – Site Update
Document: Mosbuild 5th- 12th and 10th- 13th Moscow Expo
Last Edited: July 26, 2011
Author: Mike Green

not indicative of final design or nomenclature



Page Notes

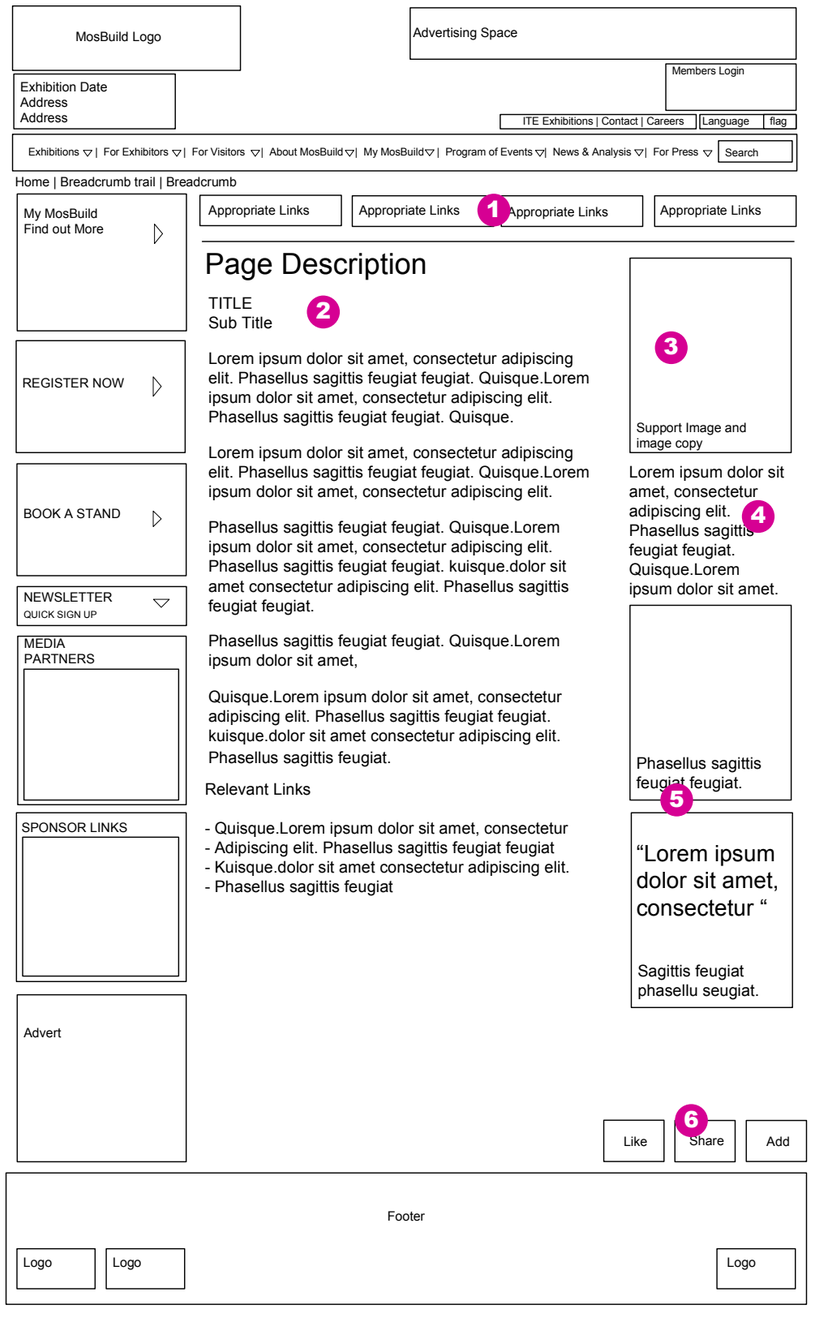
This page references segment 'H' of the Visitors User Journey_1.1

1. **Quick Links to relevant sections of the site editable within the CMS.**
2. **News article image updatable and editable in the CMS,.**
3. **News article, heading and date article was uploaded, editable within the CMS.**
4. **News article full copy uploaded through the CMS**
5. **Like, share, add etc should be added to news feeds, exhibitors exhibition pages, all functionality will be controlled though the CMS and can be edited by administration.**

WICKEDWEB.

MosBuild – Site Update
Document: Mosbuild 5th- 12th and 10th- 13th Moscow Expo
Last Edited: July 26, 2011
Author: Mike Green

not indicative of final design or nomenclature



Page Notes

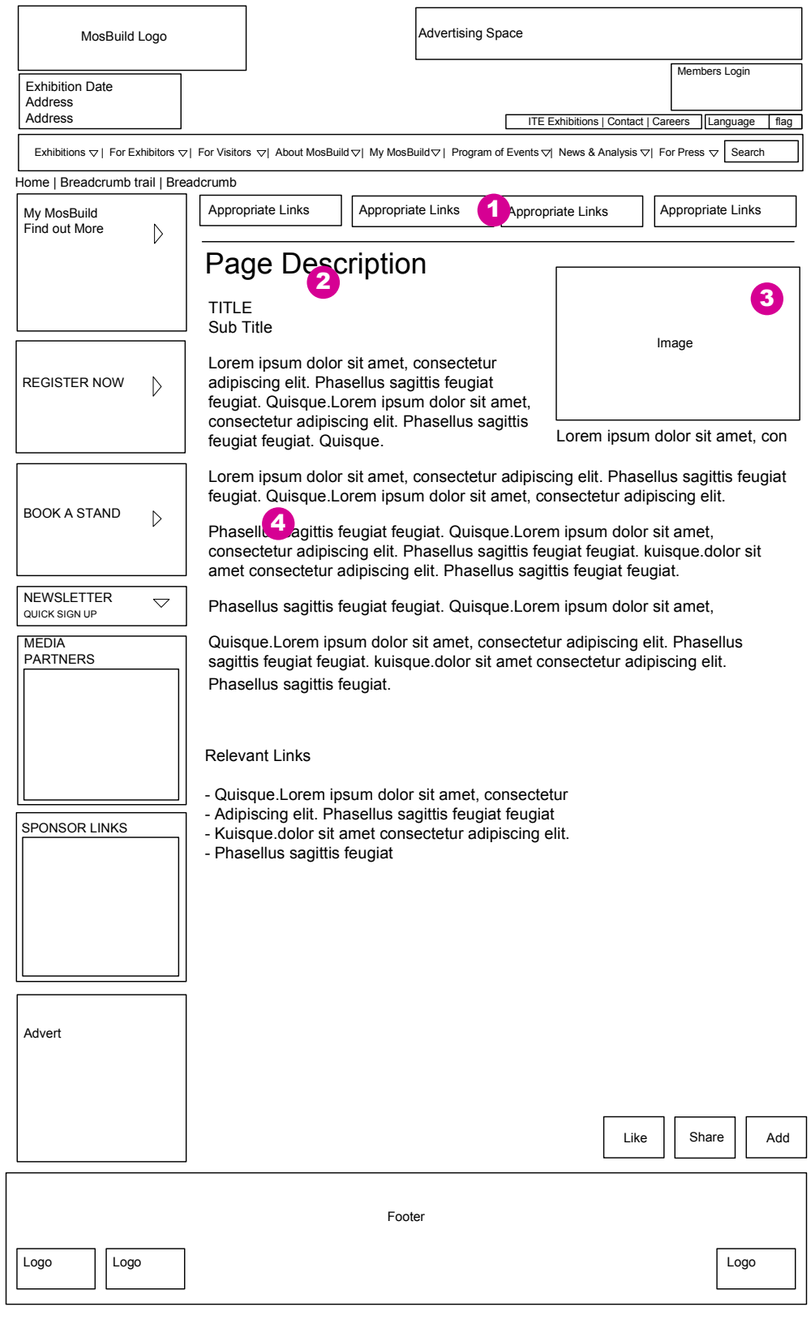
General content page, this page could be used for the more information pages links though from My Mosbuild

1. **Appropriate links to various parts of the site, dependent on content page location editable within the CMS.**
2. **Article title, sub heading and copy editable within the CMS.**
3. **Image relevant to the copy or an associated article. Image title and copy superimposed at bottom of image editable within the CMS.**
4. **Associated article, quote, support copy or any other copy deemed appropriate editable within the CMS.**
5. **Promotional callouts, this space should be allocated generic content and can be used to highlight or promote aspects of the event. Specific content will depend on page location. Callouts should allow for image and copy.**
6. **Like, share, add etc should be added to news feeds, exhibitors exhibition pages, all functionality will be controlled though the CMS and can be edited by administration.**

WICKEDWEB.

MosBuild – Site Update
Document: Mosbuild 5th- 12th and 10th- 13th Moscow Expo
Last Edited: July 26, 2011
Author: Mike Green

not indicative of final design or nomenclature



Page Notes

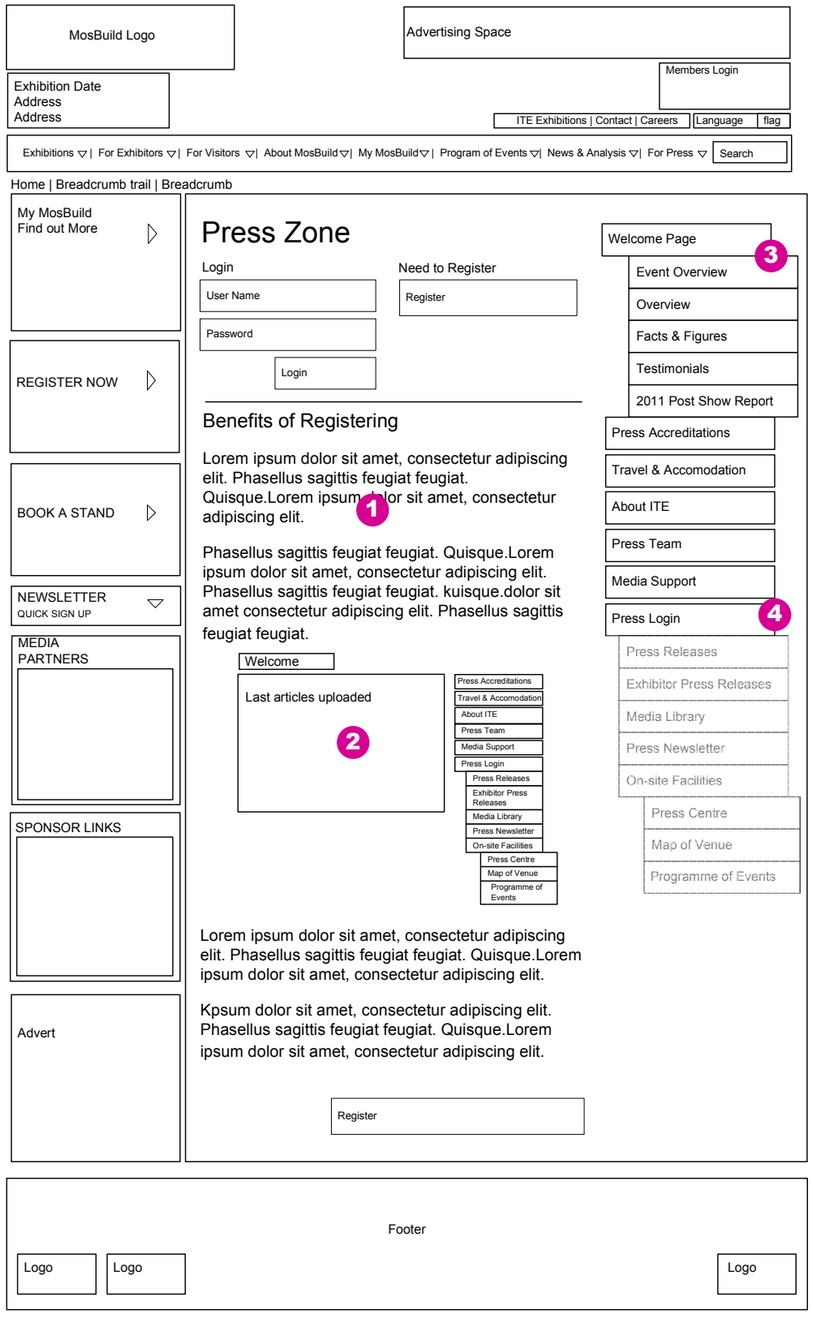
General content page, this page could be used for the more information pages links though from My Mosbuild

1. **Appropriate links to various parts of the site, dependent on content page location.**
2. **Article title, sub heading and copy**
3. **Image relevant to the copy or an associated article. Image title and copy superimposed at bottom of image.**
4. **Associated article, quote, support copy or any other copy deemed appropriate.**

WICKEDWEB.

MosBuild – Site Update
Document: Mosbuild 5th- 12th and 10th- 13th Moscow Expo
Last Edited: July 26, 2011
Author: Mike Green

not indicative of final design or nomenclature



Page Notes

Information in the Press section is divided into open information and login only information.

Unless the user has registered, been verified and has logged into the press section they will be greeted with a welcome screen and generic press information.

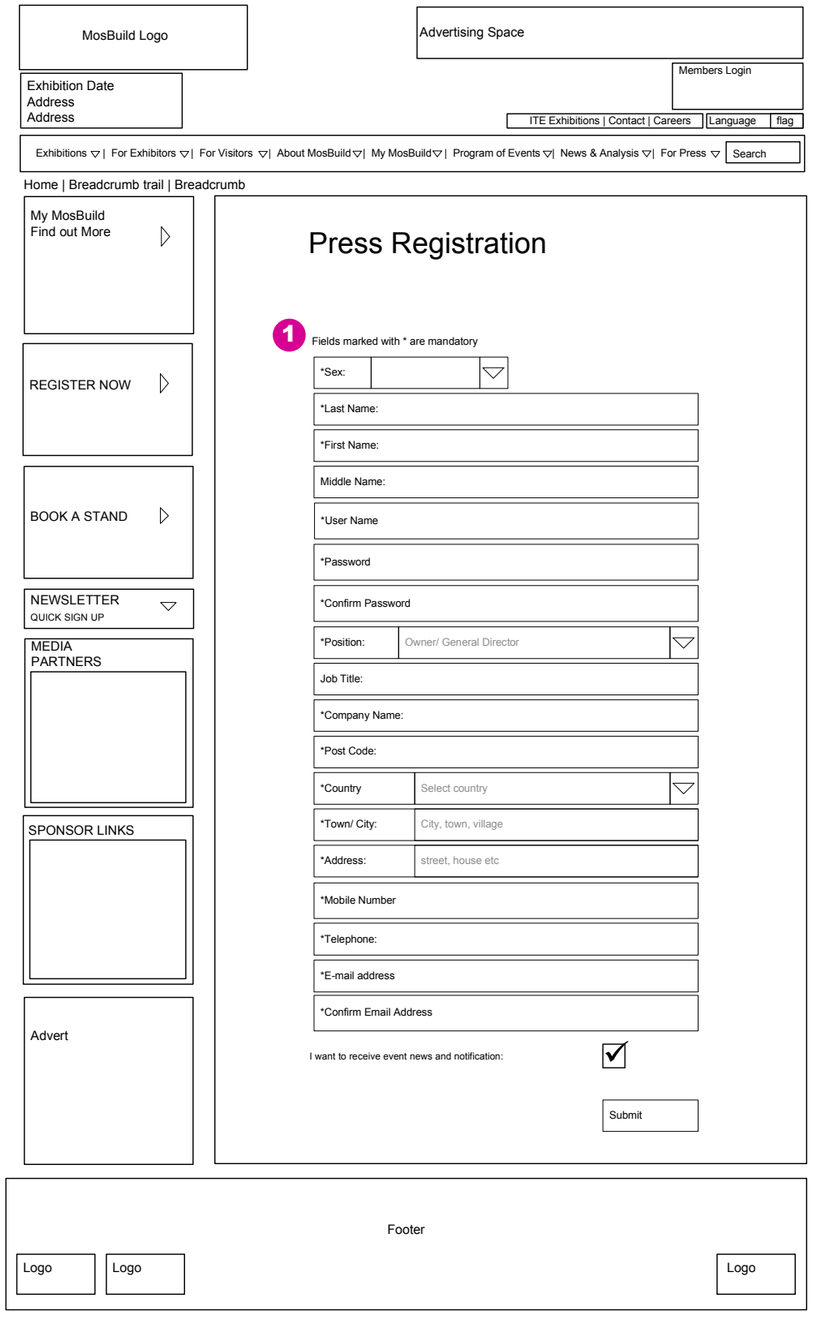
1. **Copy outlining reasons to register as a press delegate and benefits.**
2. **Teaser imagery showing visitors additional functionality and information they will receive by registering as press.**
3. **Navigation through to sections of the 'open' press area**
4. **Press Login tab, links from this tab are greyed out until the user has logged in.**

Press Registration_9.1

WICKEDWEB.

MosBuild – Site Update
Document: Mosbuild 5th- 12th and 10th- 13th Moscow Expo 18
Last Edited: July 26, 2011
Author: Mike Green

not indicative of final design or nomenclature



Page Notes

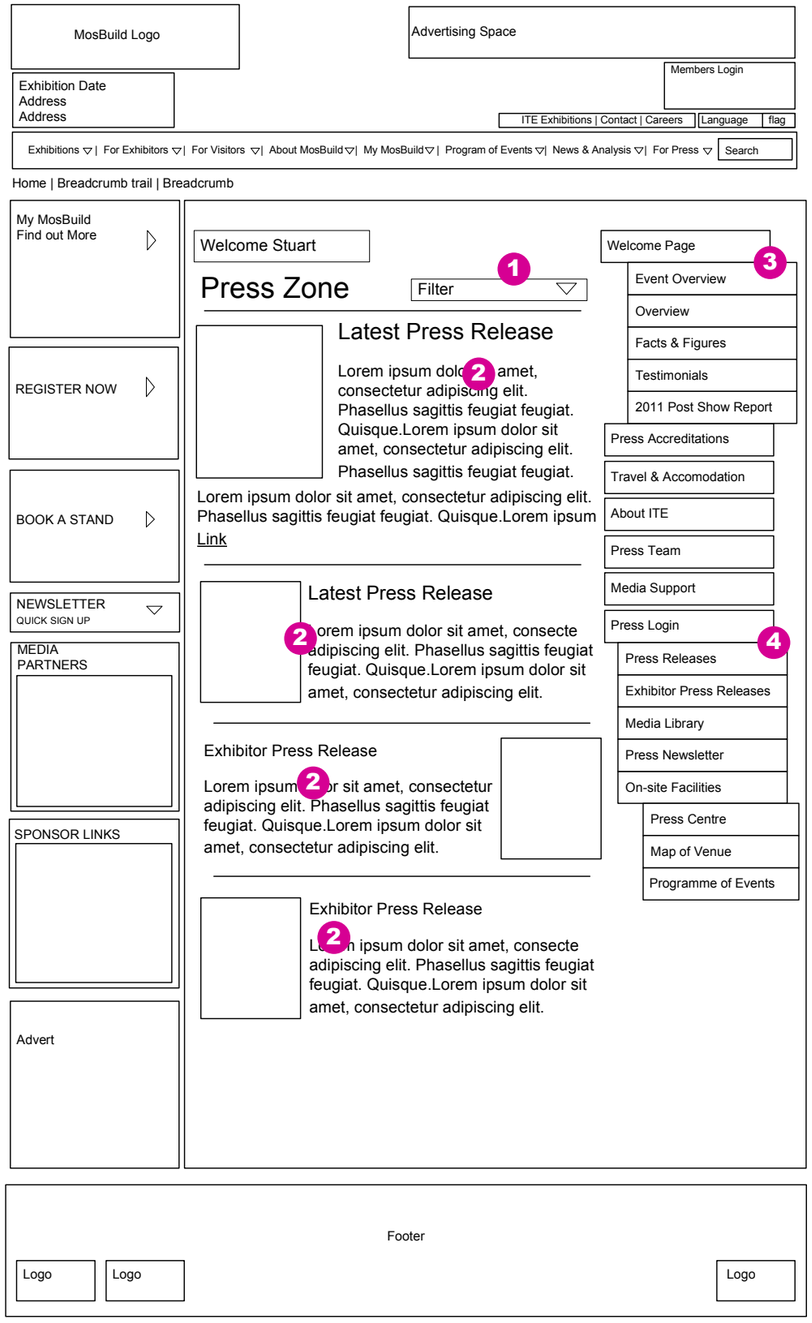
Form page, questions will be dependent on which form is used. TBC

1 **Press registration form, opens in a form page all fields with an asterisk should be filled in.**

WICKEDWEB.

MosBuild – Site Update
Document: Mosbuild 5th- 12th and 10th- 13th Moscow Expo
Last Edited: July 26, 2011
Author: Mike Green

not indicative of final design or nomenclature



Page Notes

Unless the user has logged in general information will be dispayed in the press section.

1. **Dropdown filter allowing user the ability to filter by industry sector.**
2. **Press releases are displayed in chronological order, the most recent press report surfacing to the top of the page. When filtered, articles will still display in chronological order.**
3. **Open navigation within the press section, any user can browse through this area of the press.**
4. **All information in this section is behind the login, to gain access users have to register and be verified prior to entry**