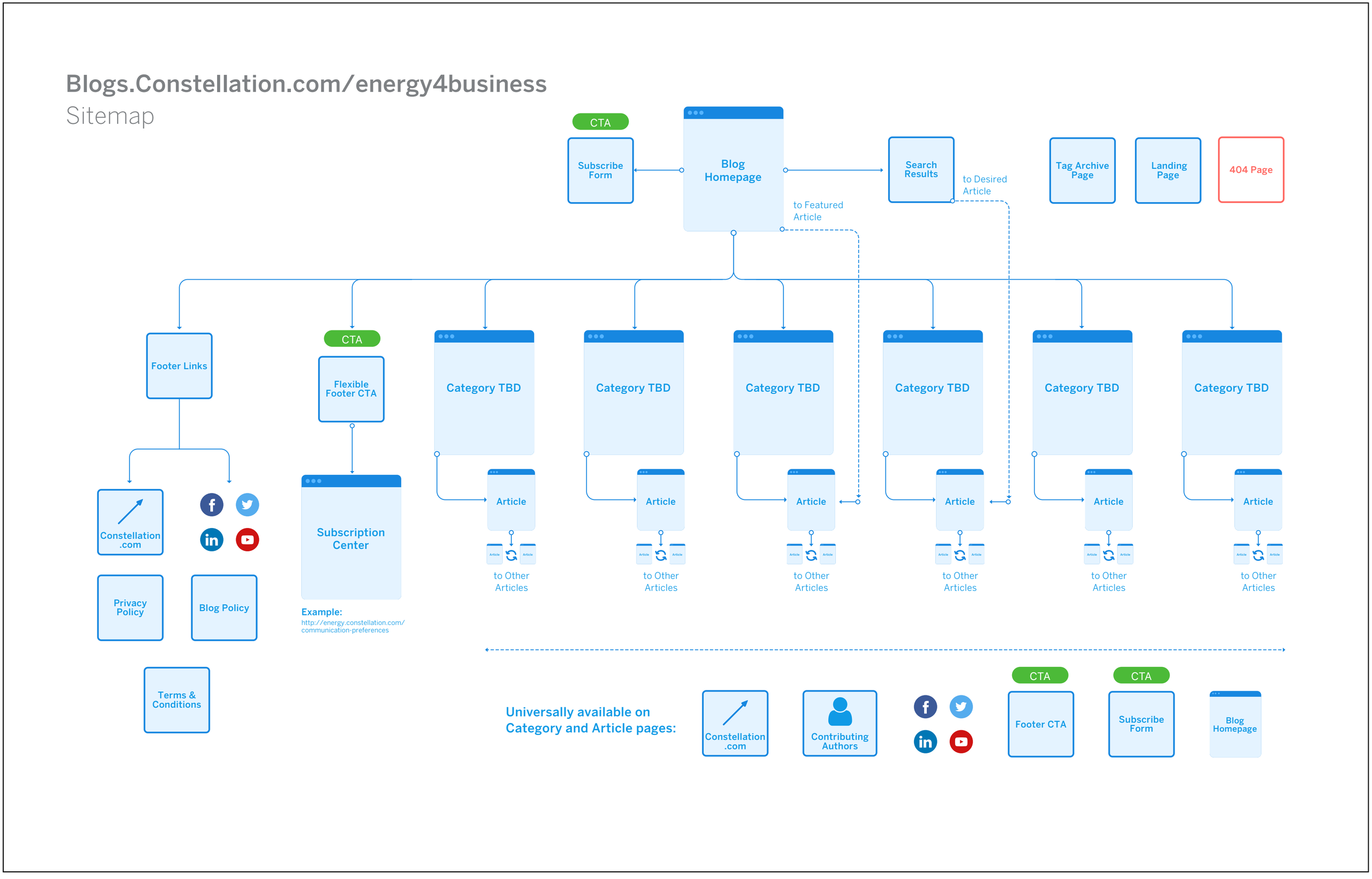
09.15.2017

Constellation - Energy For Business Blog Transition Wireframe Annotation - Functional Specifications

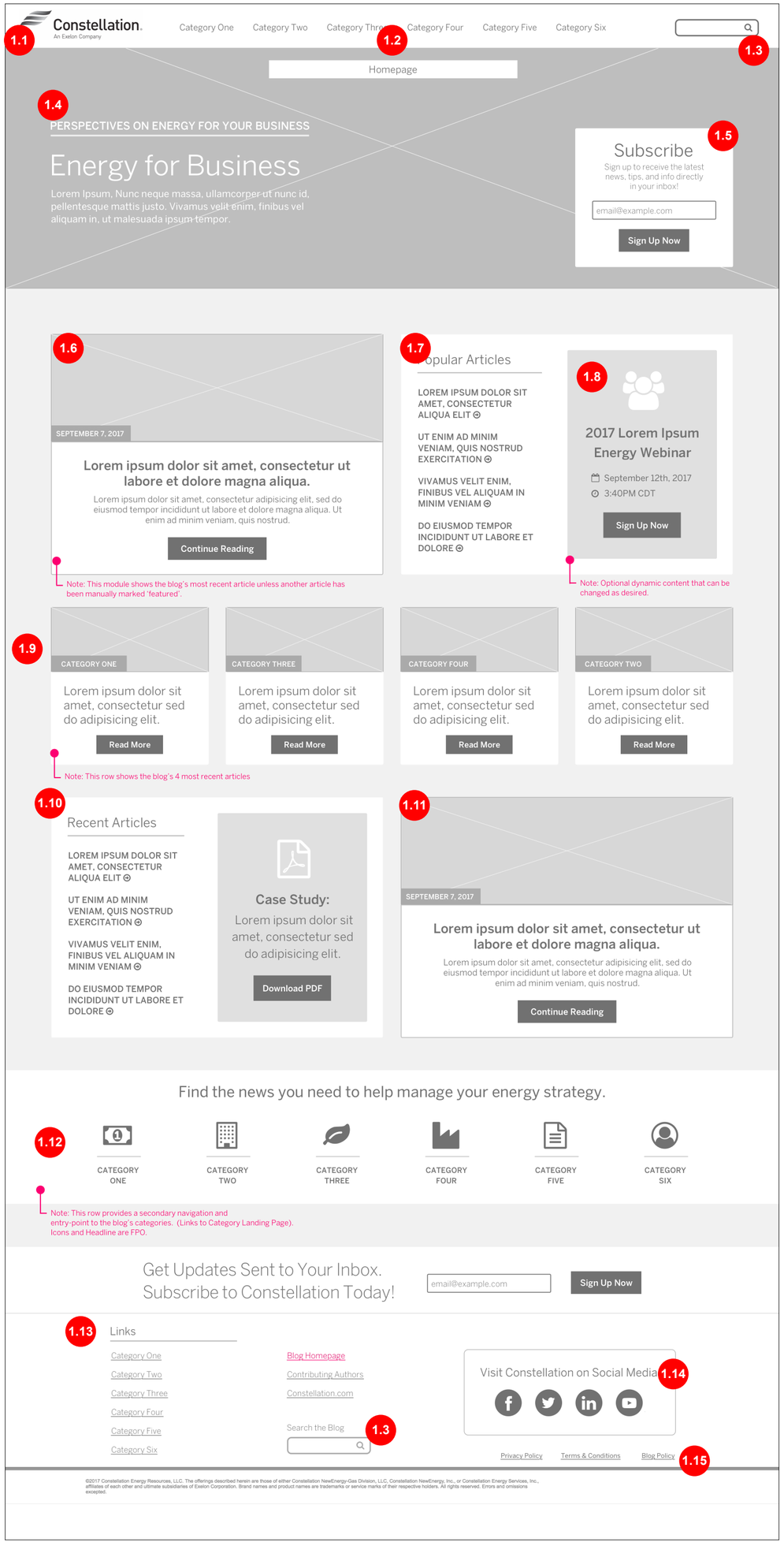
0.1 Sitemap

Notes

This is a responsive site



1.0 Homepage | Desktop



Notes

1.1 Main logo
Links to blog homepage (1.0).

1.2 Main navigation links
Links to corresponding pages. We should see active states of these items as users land on each navigational element.

**Note to Developer:*
On hover, the navigation items will turn blue (Constellation brand blue #2372b9;).

1.3 Site Search Input Box
Input in this box will query a blog search, taking the user to the search results page (4.0).

**Note to Developer:*
Placeholder text reading "Search" will display faintly within the box before a user types in a query.

1.4 Homepage Hero Area
Image in this hero area will represent the blog with a tagline and short description.

1.5 Subscribe Widget
This widget allows blog visitors to sign up to receive email updates. The widget content is dynamic and will use AJAX scripting to submit the captured form data and display a "thank you" message upon submission of an email address without directing the visitor away from the widget or page.

1.6 Feature Module
This module shows the blog's most recent article as default unless a Blog Editor manually marks another article as "featured."

1.7 Multi-Piece Dynamic Content Module
This module will list the most popular articles by number of views, and will exclude any articles already listed elsewhere (1.6, 1.7, 1.9 and 1.10) on the page. This module is not optional.

1.8 Optional Dynamic Content
This content area can feature a dynamic CTA such as featuring a case study, flexible content, webinar invitation, etc., and can be changed as desired. Links from this content area will point to a separate page or download. CTA links here can either provide a direct download or link to gated content on another page. If a Blog Editor does not select a dynamic CTA, it will be automatically filled with more links to recent articles.

1.9 Most Recent Blog Articles
This row of content displays the blog's four most recent articles.

1.10 Multi-Piece Dynamic Content Module
This module will list more recent articles, and will exclude any articles already listed elsewhere (1.6, 1.7, 1.9 and 1.10) on the page. This module is not optional.

1.11 Featured Article Module
This module allows a Blog Editor to manually mark another article as "featured" to showcase in this area of the page. This module is not optional.

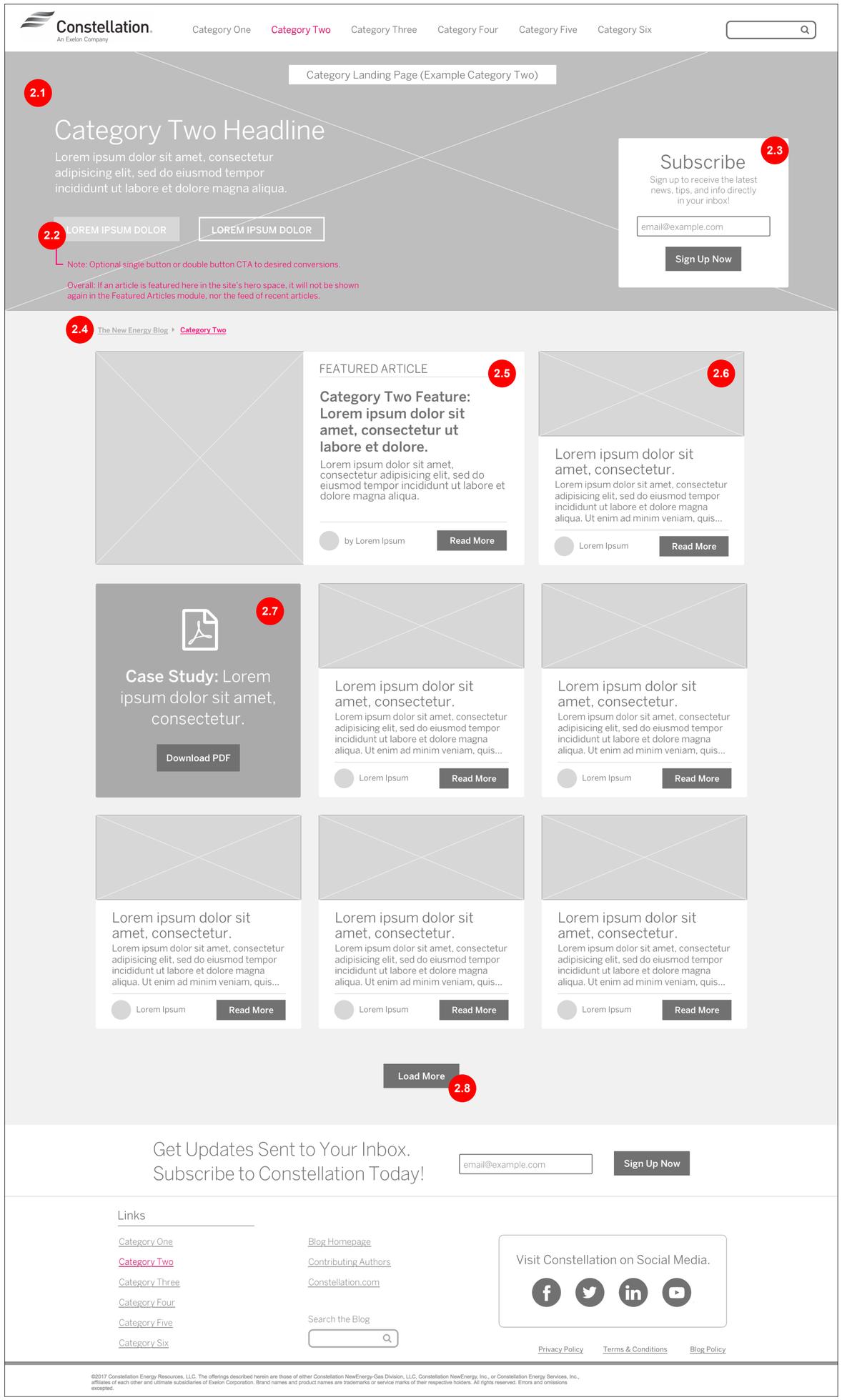
1.12 Secondary Navigation
This row provides a secondary and entry point to the blog's categories. (1.2) Icons and headlines are FPO.

1.13 Links
This area in the footer links to the top level pages of the blog and is standard across all pages in the blog.

1.14 Social Media
Social media icons will link to Constellation social media accounts in new tabs/windows.

1.15 Footer Links
Links in the footer include the Constellation's Privacy Policy, Terms & Conditions and Blog Policy that link to the appropriate Constellation.com pages, which will open in new tabs/windows.

2.0 Category Landing Page | Desktop



Notes

2.1 Category Landing Page Hero Area
Image in this hero area will represent the category with a short description to featuring a specific article and .

2.2 Category Hero Space and CTA Button(s)
If an article is featured in the landing page's hero area, it will not be show again in the Featured Article module nor the feed of recent articles on the page. There is an option to feature a single or double CTA to desired landing pages.

2.3 Subscribe Widget
This widget allows blog visitors to sign up to receive email updates. The widget content is dynamic and will display a "thank you" message upon submission of an email address without directing the visitor away from the widget or page.

2.4 Breadcrumbs
All secondary and tertiary pages will have breadcrumbs to provide a secondary level of navigation to indicate to the visitor.

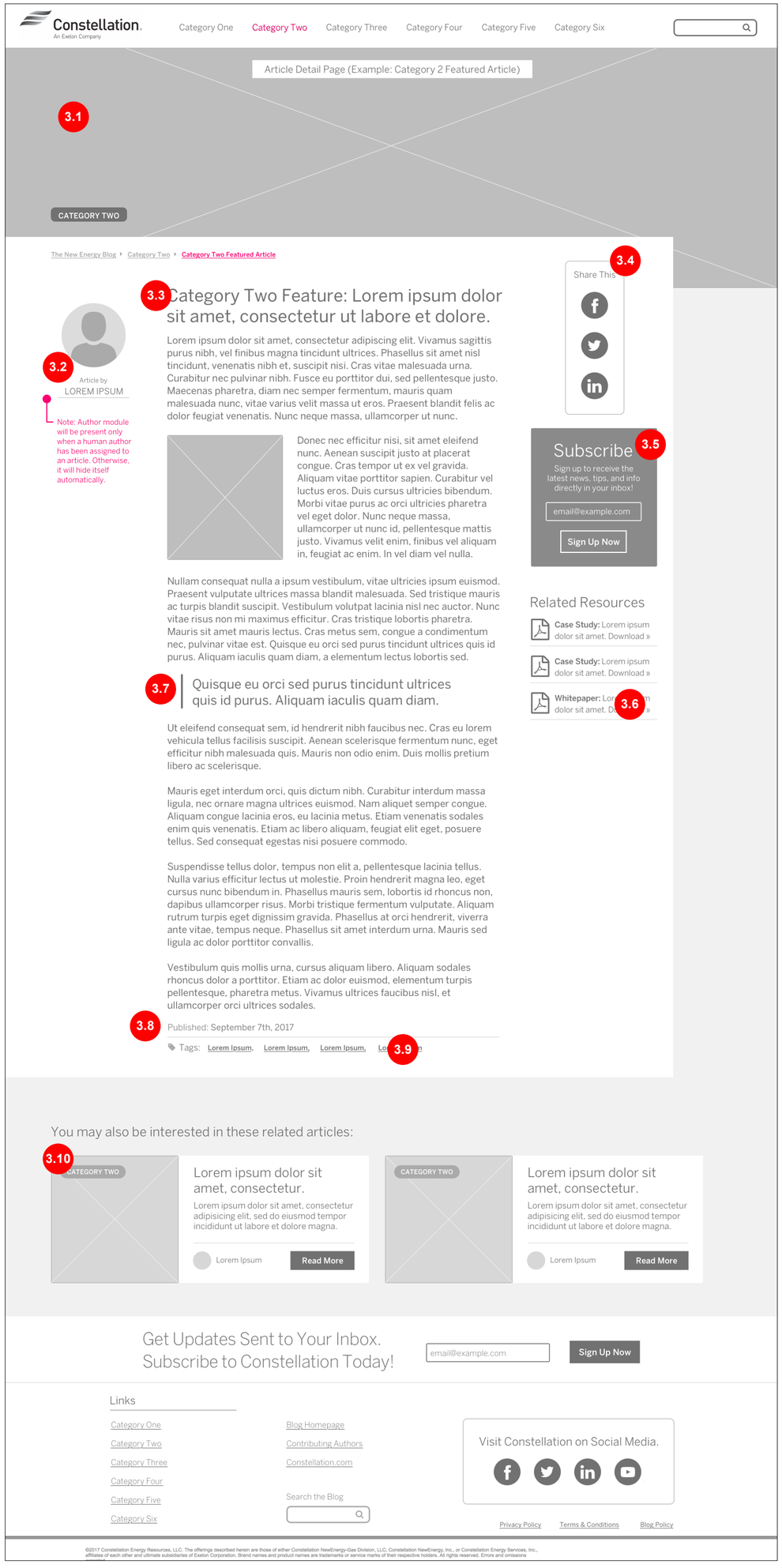
2.5 Featured Article Module
This module allows a Blog Editor to manually mark another article as "featured" to showcase in this area of the page.

2.6 Recent Articles Feed
The main content area of the category landing page features all recent articles in a feed format throughout the rest of the page.

2.7 Case Study Widget
This widget allows a Blog Editor to showcase a CTA — download a case study, sign up for a webinar, etc. The link from this content widget will point to a separate page or direct download.

2.8 Load More Continuous Article Feed
The "Load More" button extends the length of the page to display more articles in the respective category. Additional clicks of the "Load More" button will display additional articles until all articles within the category have been displayed.

3.0 Article Detail Page | Desktop



Notes

3.1 Article Image
This area will feature the main image of the blog article.

3.2 Author Byline
This module appears when a human author has been assigned to an article with an image (if available). If there is no author, then the module will be hidden and all other elements will stay in their respective positions on the page. Author Name link takes the user to the Contributing Authors Page (6.0).

3.3 Article Title
The article title will be featured at the top of the page. In mobile view, the title will be overlaid on the article's featured Image. The Article Image will be tinted by an overlay to ensure readability. (3.1).

3.4 Social Media Share Widget*
The social media icons will allow users to share the article on Facebook, Twitter, and Linkedin and populate a post about the article, an initial length of content will be used as an excerpt if a Blog Editor has not set up a custom excerpt for each social media channel shown.

3.5 Subscribe Widget*
This widget allows blog visitors to sign up to receive email updates. The widget content is dynamic and will display a "thank you" message upon submission of an email address without directing the visitor away from the widget or page.

3.6 Related Resources Widget*
This widget allows a Blog Editor to manually select related case studies to showcase for download. If there are no resources, then this widget will be hidden. In mobile view, these resources will appear below the article.

**Note to Developer: In desktop view, the three widgets (3.5, 3.6 and 3.7) will follow the user when scrolling up and down the article page.*

In mobile view, the Social Media Share Widget will stick to the bottom of the user's viewport. (3.5) For mobile, the widget appears just before the beginning of the article, after the hero image and article title. (3.6) For mobile, the widget appears at the end of the article.

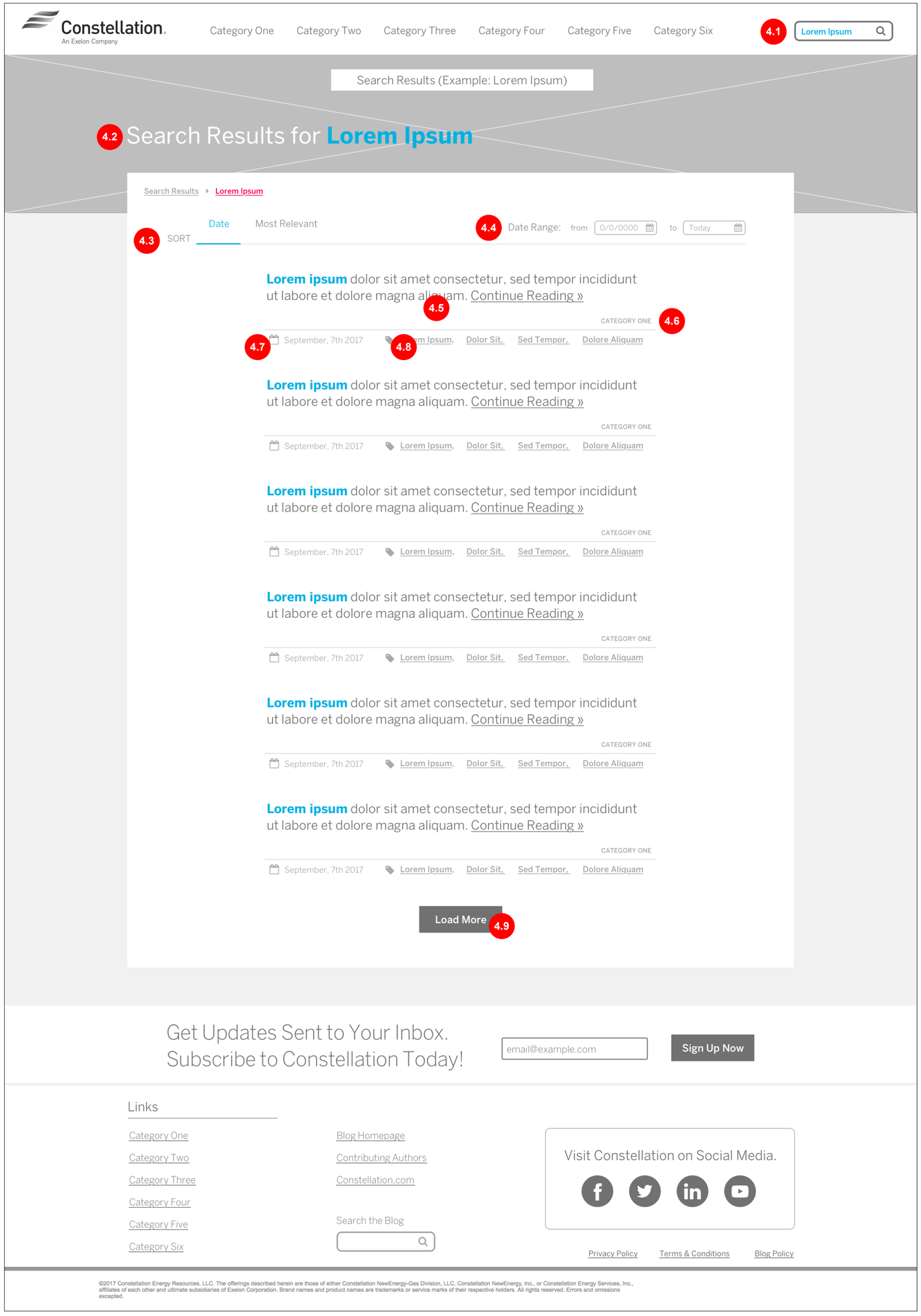
3.7 Pull Quote
A Blog Editor will have the option to select a quote from the article to highlight.

3.8 Article Date
All article dates will appear below the article content.

3.9 Content Tags
Content tags will be entered manually for each article by the Blog Editors. Content tags will appear at the bottom of every article. Each content tag is clickable and will direct users to a Tag Archive Page (5.0).

3.10 Related Articles Widget
This widget displays two related articles from the same category.

4.0 Search Results Page | Desktop



Notes

4.1 Site Search Input Box
Input in this box will query a blog search, and the inputted text will remain when a user visits the search results page.

4.2 Search Query Confirmation and Page Title
The search term(s) appear at the top of the page to confirm the results show below it.

4.3 Sort Options
Search results can be sorted by date or by relevancy. Clicking on either will sort by ascending or descending order, which will be indicated to the user through arrow icons.

4.4 Date Range Filter
Search results can be narrowed down by inputting a date range or selecting the date range from the calendar

4.5 Search Results
Each search result will highlight the queried search term within the relevant article. Users can go to the full article page by clicking on the corresponding “Continue Reading” hyperlink or the article title.

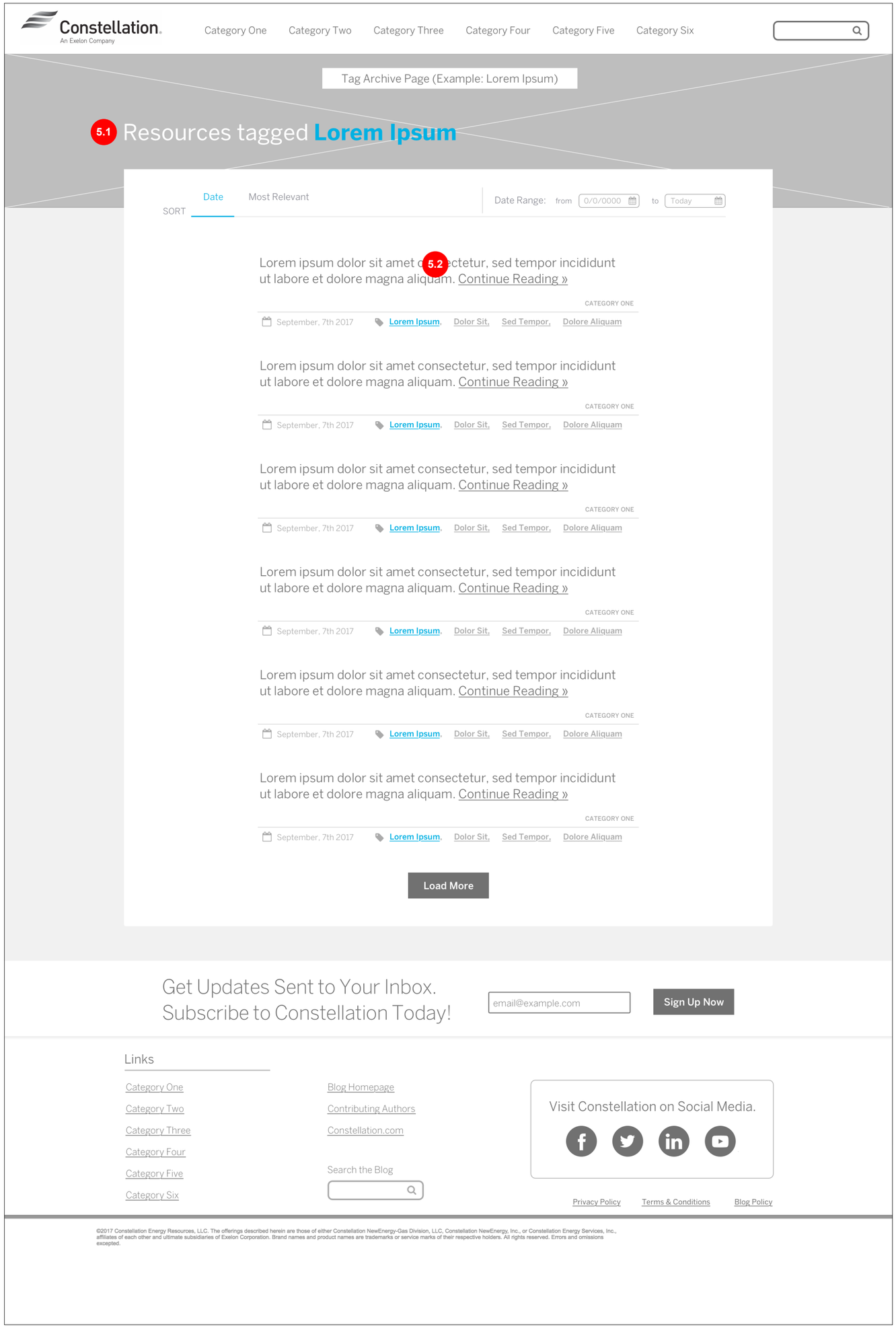
4.6 Search Result Category
Each search result will indicate the category type for the article.

4.7 Search Result Article Date
Each search result will indicate the article date.

4.8 Search Result Article Tags
Each search result will display the tags related to the article. These tags are clickable and will take the user to the corresponding Tag Archive Page (5.0).

4.9 Continuous Search Results Feed
The “Load More” button extends the content on the page to display more search results. Additional clicks of the “Load More” button will display additional search results until all results for the queried search term(s) has been displayed.

5.0 Tag Archive Page | Desktop

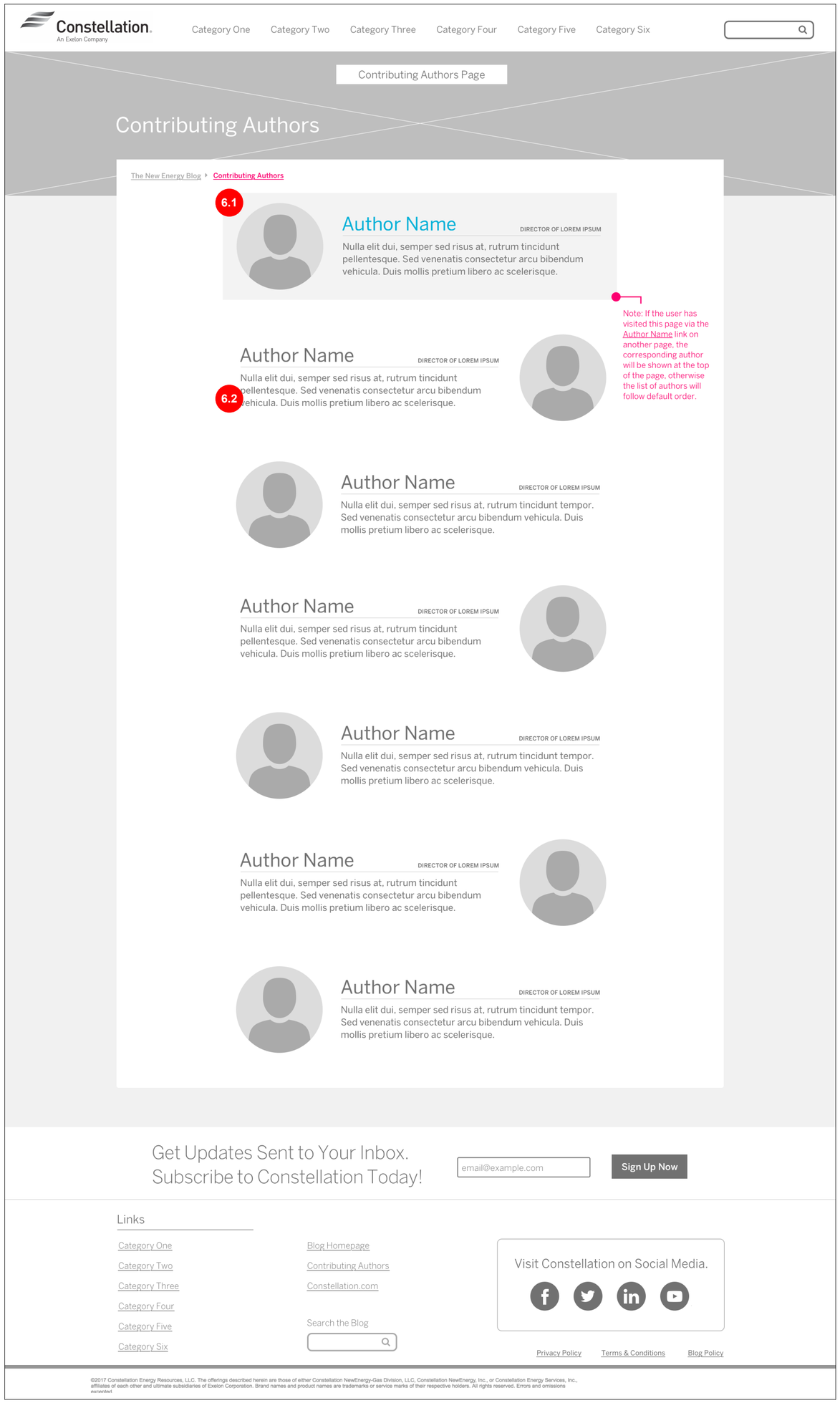


Notes

5.1 Tag Confirmation and Page Title
The tag appears at the top of the page to confirm the results shown below it..

5.2 Tagged Article Results
This area displays a chronological list of articles related to the tag at the top of the page and includes details such as the category, article date and additional tags related to that result. Users can go to the full article page by clicking on the corresponding “Continue Reading” hyperlink.

6.0 Contributing Authors Page | Desktop

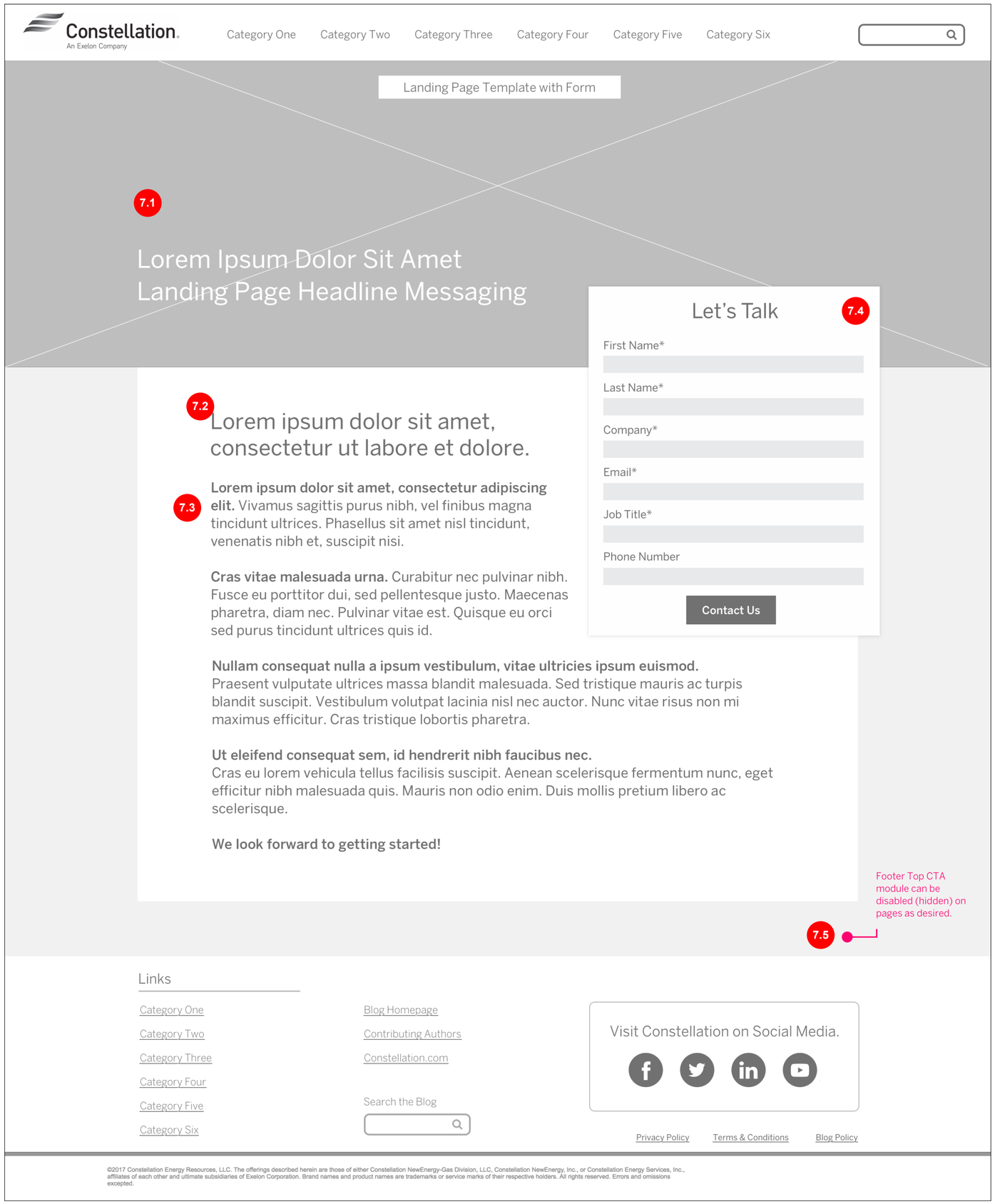


Notes

6.1 Highlighted Contributing Author
If a visitor lands on the Contributing Author page via the Author Name link from and article page, then the corresponding author will be shown at the top of the page automatically. Otherwise, the list of authors will follow a default order (alphabetical by last name).

6.2 Contributing Author Details
Each Author listing will include an image of the author (if available), author name, title and a short description.

7.0 Landing Page Template with Form



Notes

7.1 Landing Page Template Hero Area
Image in this hero area will represent the landing page CTA with a Title and Headline Message.

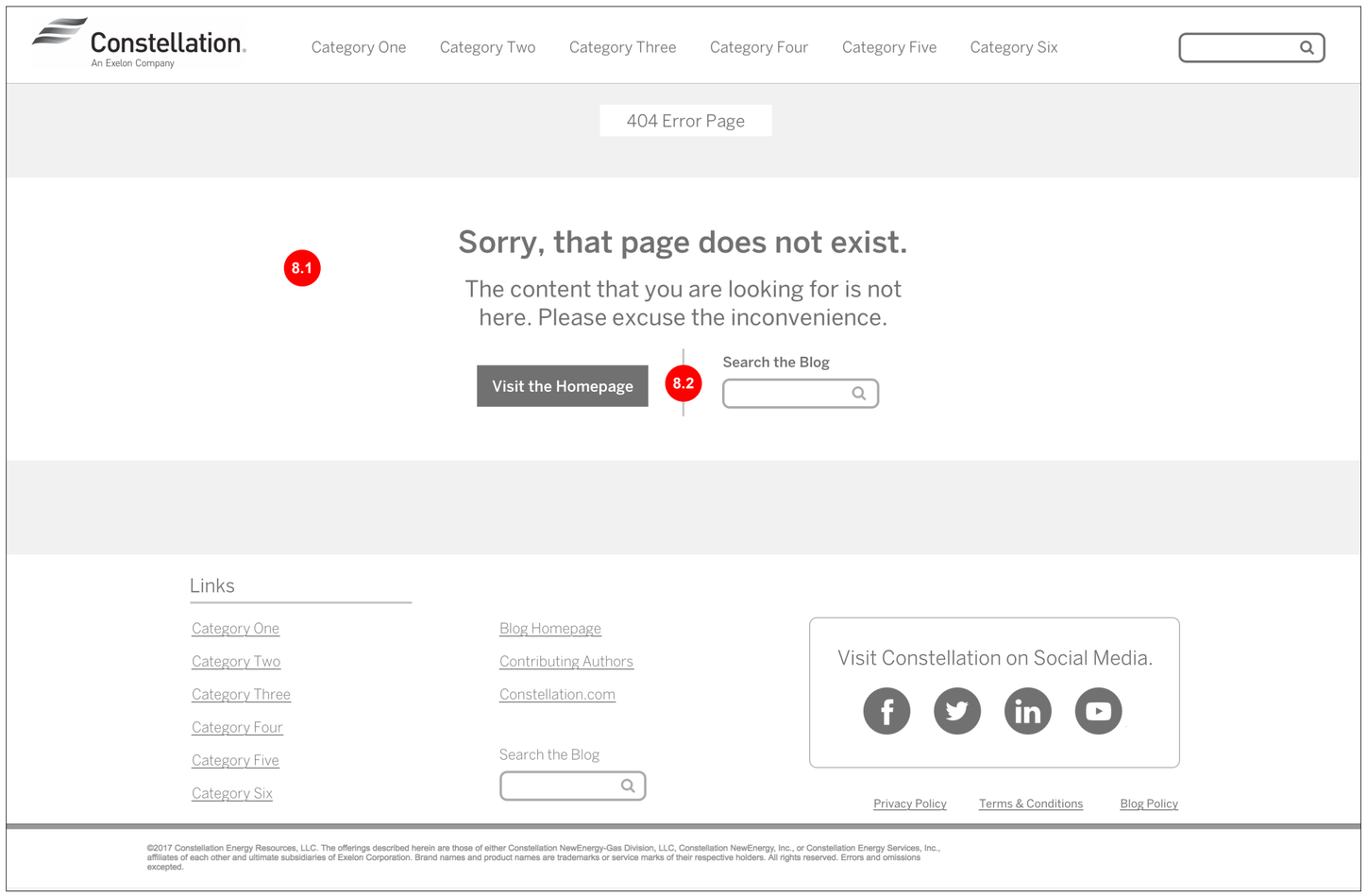
7.2 Subheader
This area allows for subheader copy.

7.3 Landing Page Copy Area
This area is designated for the main content copy.

7.4 Landing Page Form
The form module links to a HubSpot form and all data gets inputted directly into the HubSpot database. In mobile view, the form appears before the the Subheader (7.2) and Landing Page Copy (7.3)

7.5 Footer CTA
This module is an optional Subscribe Widget (1.5) that can be disabled or hidden on pages as desired.

8.0 404 Error Page | Desktop



Notes

8.1 404 Page Copy
This area includes a header and content copy to indicate to users that the page the user is trying to view is not available.

8.2 404 Page CTAs
The 404 Error Page offers two options for users: 1. To visit the Blog's homepage or 2. Search the Blog, using the Site Search Input Box (1.3).