Noteworthy Items

Grid

TSIA's new responsive web UI is based on a 9-column grid layout. This grid will help create visual consistency between layouts, while allowing flexibility across a wide variety of designs. The number of grid columns varies based on the breakpoint system.

Typography

The new web typography is based on the "Perfect Fifth" system for all main typographic elements. Headlines are set in 'Roboto Condenced' with the fallback of Arial, "Helvetica Neue", Helvetica, sans-serif and body copy is set in 'Arial' with the same fallbacks. Below is the conversion between em for web and pt for print and mock-ups.

H1 3.157em or 60pt

H2 3.375em or 40pt

H3 2.25em or 26pt

H4 1.5em or 17pt

H5 1em or 16pt

Body copy is 1.3em with 1.45 line-height, or 16pt with 24pt leading.

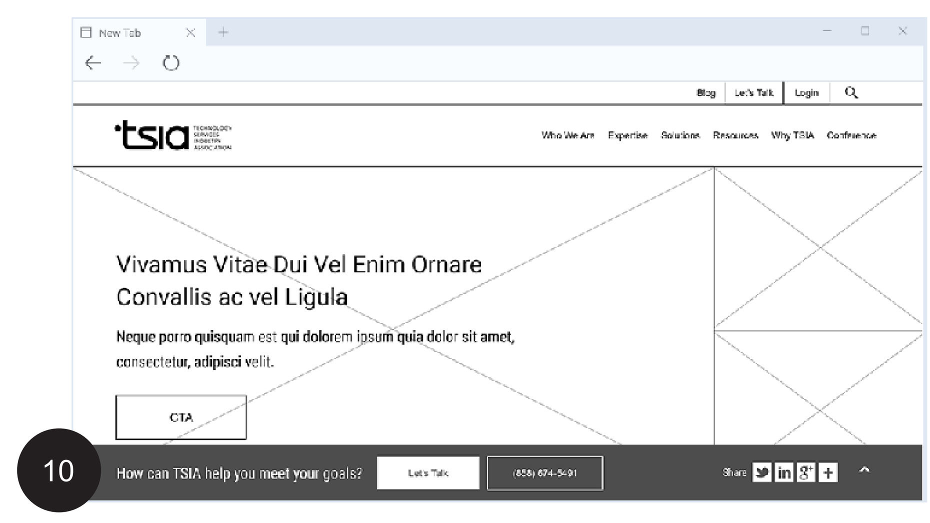
Page Types

There are 12 main page types and 16 main section types that can be used in a modular fashion when building a new page. Include objective user cases for the section types—what is the user supposed to do from a functional view, as I scroll I shouldn't need to wait for new images to load.

1. Home
2. Expertise
3. Subpage Template: Outcome Chains, Community, etc.
4. Library "Listing": Resources / Webinars
    - Resource Page: Videos, Report, Webinar, White Paper, Infographic, Ebook, Case Study, etc.
    - Resource Thank You Page
5. Listing Page: Blog / Article / Press Release / CAP Partners
    - Article Page: Blog Post / Press Release
6. Listing Page: Internal Staff (Senior Leadership Team, RGs)
    - Internal Staff Bio Page
7. Listing Page: Advisory Boards and Executive Boards
    - Lightbox for Bio
8. Listing Page: Resource Calendar
9. System Pages
    - Login
    - Reset Password
    - Register

Home Page

1. Featured Carousel
    - Only three items at any given time
    - Text and CTA box are applied with HTML on top of a background image—if text needs to be 'art' due to logo inclusion or typography style, provide this as a PNG with transparent background to be overlayed on the background image
    - Optimize for 1920px *x* 1080px — use the "Save for Web" option in Photoshop to reduce file size before providing to Web
    - The right two features are a crop of the background image only—when the banner cycles it should look like the thumbnail is sliding into the main viewing area
2. "Who We Are" TSIA brand statement—give prospects a quick view of why they want to work with us. [Learn More] links to About page
3. "Our Expertise"—give prospects a view of the value TSIA brings
4. Each expertise area must include elements pulled from the page:
    - Icon, Discipline Name, Value Prop
    - Short Description—this description will also be use for menu details in the top drop down menus (show on hover)
    - [Learn More] links to respective expertise/discipline subpage
    - Background color shows on hover to match the icon color
5. "Experience Our Research"—give prospects a quick preview of 'free' research available to non-members to download.
6. Each research block should be related to contact group personalization so the most relevant research is given priority (include ability to target sectors)
    - Demand Gen team to provide list of groups and the report asset that should be the 'default' for the report block—need featured resource selector in Kentico so that Demand Gen can have control over what shows as default
    - After user engages with the default, use recommendation engine to automate what is displayed here
    - Blog post should be the newest blog post by date—If user is in a discipline specific contact group show most recent post tagged with that discipline
    - "Upcoming Webinar" block should always be the most relevant upcoming webinar based on date and primary discipline—place importance on T&S 50 Webinar or Cloud 40 Webinar if there is one upcoming. If user is already registered, show a different upcoming webinar, or relevant on-demand webinar that was not watched
    - Each resource card should be pulled from the page with-in Kentico rather than SDFC so that the data loads quickly
        - Resource Type: Tag from SDFC, mapped to Kentico page—do not edit in Kentico
        - Resource Title: Entered into SDFC, mapped into Kentico page—do not edit in Kentico
        - Resource Description: No more than 150-characters, mapped from SDFC into Kentico—allow editing in Kentico to personalize content for Contact Groups
7. "Monthly Research" subscription—simple email only form to capture ToF contacts. If the user has already submitted the form, do not show this section
8. "Experience Our Community"—Logo social proof
    - Do not exceede 5 current member logos
    - Logos must be greyscale
    - Allow logos to be personalized for contact groups
    - CTA link to listing of TSIA members
9. "Expereince Our Conference"—TSW Conference callout use video when it is ready
    - [Tell Me More] links to conference website
10. Floating bar docs here after user has scrolled down this far. Until reaching this point, the floating bar should follow the user down the page.
    - [Let's Talk] links to the MIF page
    - Back to top button scrolls the user back to the page top



11. Two column global footer
    - Left column shall include logo, brand statement, social network follow links, and quick links to other site pages
    - Right column shall include a Hubspot form for subscribing to TSIA emails
12. Two column global sub-footer
    - Left column shall include copyright details
    - Right column shall link to T&C, Cookie Policy and Email Preferences Landing Page

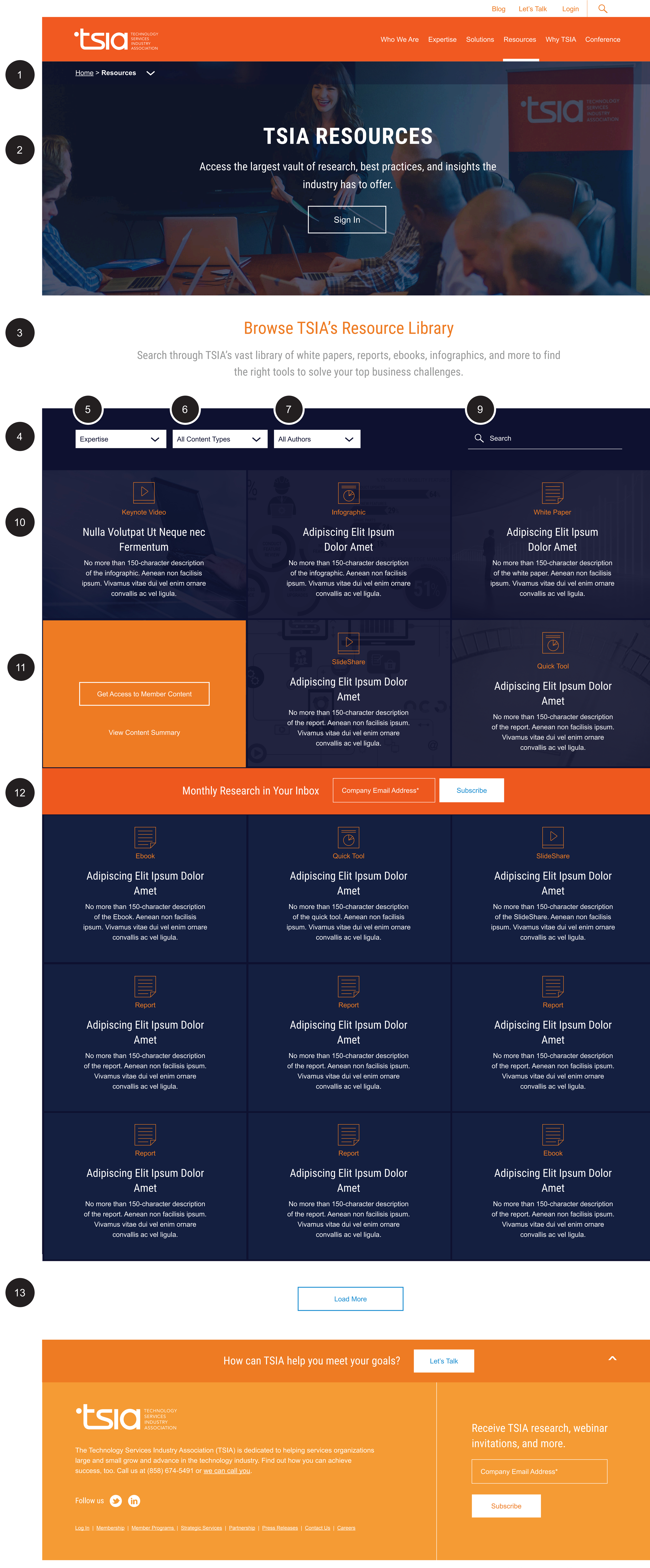
Expertise Page

1. Breadcrumbs on all sub pages
    - Help users know where they are and find their way 'back'
    - Crumbs are hyper-linked except for active page which will have the 'active' class
    - If subpage has additional pages on this tree level show a drop down to select other pages so the user doesn't need to keep using the top nav (in this case the rest of the expertise pages)
2. Banner
    - Background image optimize for 1920px *x* 1080px max banner height is 550px
    - Text is HTML overlayed on background
    - Headline 60 characters max
    - Subhead 130 max—keep this content phrased as a seeker friendly value proposition
    - [Optional CTA] should be no more than three words—keep the CTA focused and action orientated
3. About the discipline and SBCs
    - Provide an intro to the discipline in a format that explains how we help the 'broad market problem' this section will be the old 'focus area' pages
    - Introduce our service business challenges—what are they why do we focus on them (J.B. "We are service business model experts")
    - List of SBCs will be automated from SFDC. This can be done in a couple ways, the format needs to be defined. Could pull only popular SBCs to match [Discipline Name] and is part of the IMQ
4. "Experience Our Research"—give prospects a quick preview of 'free' research available to non-members to download.
5. Allow list of no more than eight items for user to scroll through: each research block should be related to contact groups so the most relevant research is given priority (include ability to target sectors)
    - Demand Gen team to provide list of groups and the report asset that should be the 'default' for the report block—need to update DM records to include ability for a featured drop down so that Demand Gen can have control over what shows as default
    - After user engages with the default, use recommendation engine to automate what is displayed here
    - Blog post should be the newest blog post by date—If user is in a discipline specific contact group show most recent post tagged with that discipline
    - "Upcoming Webinar" block should always be the most relevant upcoming webinar based on date and primary discipline—place importance on T&S 50 Webinar or Cloud 40 Webinar if there is one upcoming. If user is already registered, show a different upcoming webinar, or relevant on-demand webinar that was not watched
    - Each resource card should be pulled from the page with-in Kentico rather than SDFC so that the data loads quickly
        - Resource Type: Tag from SDFC, mapped to Kentico page—do not edit in Kentico
        - Resource Title: Entered into SDFC, mapped into Kentico page—do not edit in Kentico
        - Resource Description: No more than 150-characters, mapped from SDFC into Kentico—allow editing in Kentico to personalize content for Contact Groups
6. "Monthly Research" subscription—simple email only form to capture ToF contacts. If the user has already submitted the form, do not show this section
7. Meet the Expert—Highlight the Research Executive with short bio and video
8. "Access a Peer Network Like No Other"— Logo social proof
    - Do not exceede 5 current member logos
    - Logos must be greyscale
    - Allow logos to be personalized for contact groups
    - CTA link to listing of TSIA members
9. Advisory Board—Network proof "These are the people surrounding the RG, there is real value here"
    - Allow AB list to be personalized for contact groups
    - Show no more than 4 names
    - Important to RGs for establishing credibility
    - CTA link to full advisory board list
10. TSIA Member Outcomes—ROI/Case study section make sure this can be personalized for Contact Groups
    - Embed case study video if we have one—we have found historically that embedded videos perform better than CTAs to open lighboxed videos
    - Other options for this section could be an embedded SlideShare or interactive 'canvas' chart

Library “Listing”: Resources

Note: Use Kentico Search Return Functionality

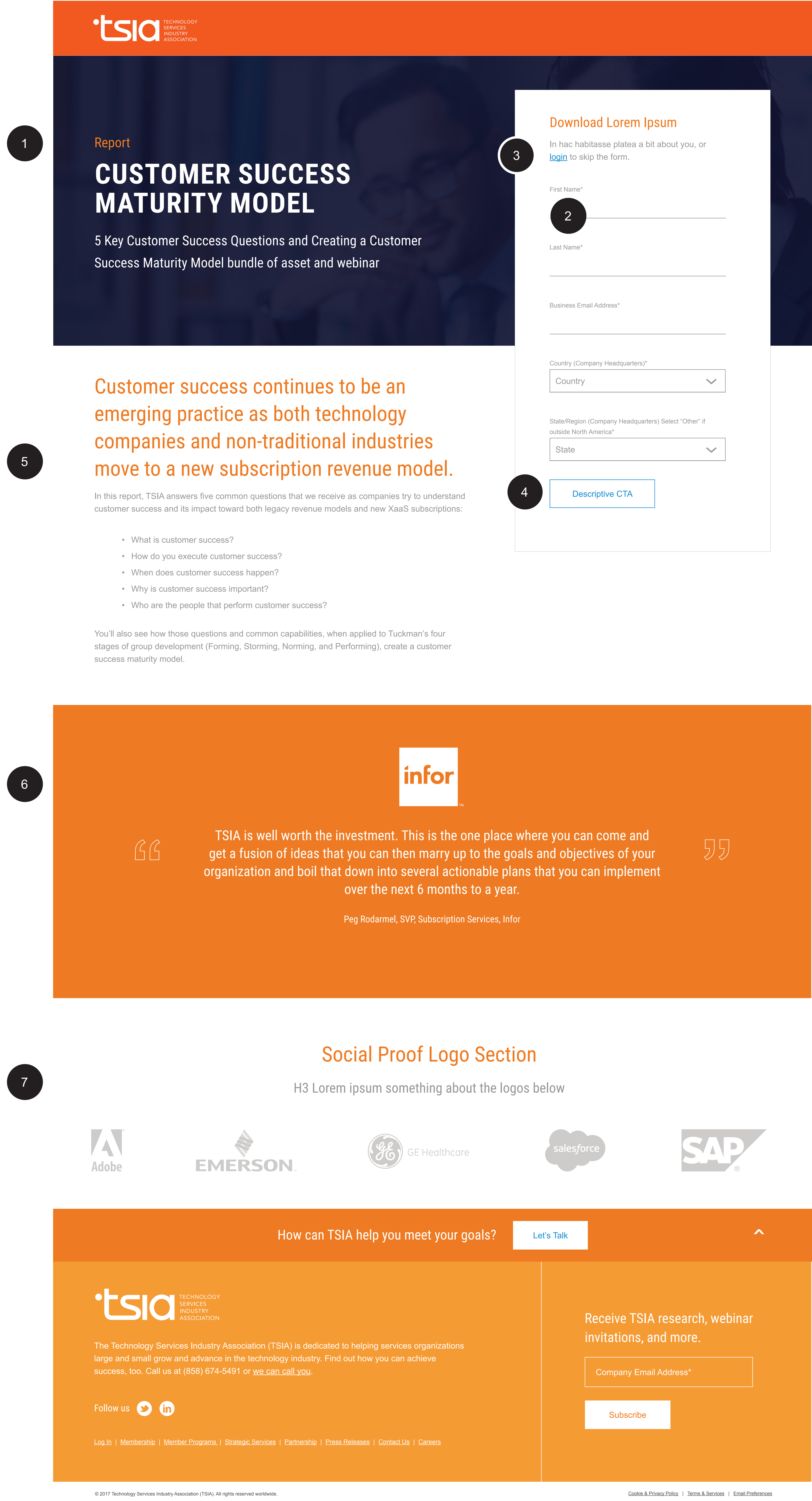
1. Breadcrumbs on all sub pages
    - Help users know where they are and find their way ‘back’
    - Crumbs are hyper-linked except for active page which will have the ‘active’ class
    - If subpage has additional pages on this tree level show a drop down to select other pages so the user doesn’t need to keep using the top nav
2. Banner
    - Background image optimize for 1920px *x* 1080px max banner height is 550px
    - Text is HTML overlayed on background
    - Headline 60 characters max
    - Subhead 130 max—keep this content phrased as a seeker friendly value proposition
    - [CTA] should be no more than three words—keep the CTA focused and action orientated that encourages the user to create an account on the website to skip the forms
3. Introduce our Resources—make sure the user feels welcome
4. Ability to filter resources—clicking the resource filters will update the client side URL so that it would be easy for Demand Gen and Sales to create customized resource centers for prospects such as <www.tsia.com/resources?field-services&reports>
5. Expertise filter: Calling the filter expertise will allow us to include sectors
6. Content types to include on this page will reside as sub-pages of the listing page:
    - Report
    - Infographic
    - Book
    - Ebook
    - White Paper
    - SlideShare
    - Video (include keynotes)
    - Quick Tools
7. Authors filter: Include TSIA authors to ensure that partner sponsored papers do not appear here
8. Date/Trending filter: Use date filter by default. Trending filter shall use recommendation engine to position most trending resources at the top (Removed from MVP)
9. Search field on this page shall only search resources that are sub pages to this listing page
    - If user has already applied filters 5, 6, or 7, the search function shall only return resources which apply to the filters AND search query
10. Each resource card shall be pulled from the page with-in Kentico rather than SDFC so that the data loads quickly
    - Resource Type: Tag from SDFC, mapped to Kentico page—do not edit in Kentico
    - Resource Title: Entered into SDFC, mapped into Kentico page—do not edit in Kentico
    - Resource Description: No more than 150-characters, mapped from SDFC into Kentico—allow editing in Kentico to personalize content for Contact Groups
11. Indication of Member-only content—this style shows on hover
    - [Get Access to Member Content] points to the interest landing page
    - View Content Summary allows the user to view the abstract in the “Non-gated Resource Landing Page” layout
12. “Monthly Research” subscription—simple email only form to capture ToF contacts load after two rows of resources. If the user has already submitted the form, do not show this section
13. Click to load more rather than paginating—load nine more each time



Gated Resource Landing Page

Prospect Rule: Show this layout if document gate = true
Member Rule: Show this layout in the member chrome if user does not have entitlements to document

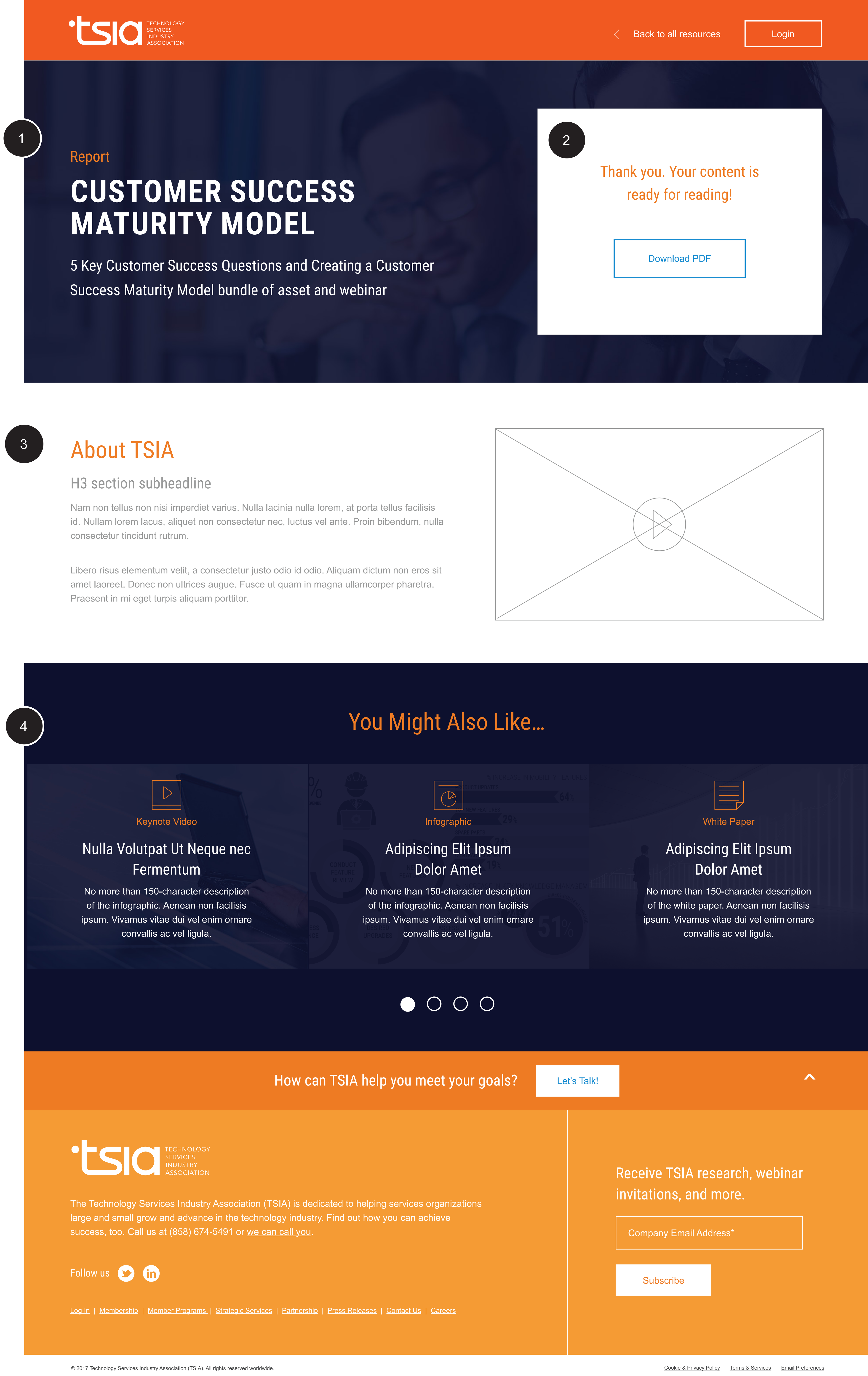
1. Resource banner
   - Background image optimize for 1920px *x* 1080px max banner height is 550px
   - Text is HTML overlayed on background
   - Headline 60 characters max
   - Subhead 130 max—keep this content phrased as a seeker friendly value proposition
   - [CTA] should be no more than three words—keep the CTA focused and action orientated that encourages the user to create an account on the website to skip the forms
2. Resource form fill—Hubspot form embedd
   - Smart fields to remember what the user input, progressive fields to ask other questions
   - Recommendation: auto populate the area of interest selection based on primary discipline tag in SFDC—this will solve the issue of users not knowing what to select and reduce the number of fields on the form
   - Leverage custom Hubspot integration for form selection
3. Option to login to skip the forms—open login form in lightbox and once the user is signed in, take them to the Thank You page
   - The reasons users should create an account:
     - Gather more account detail through on-boarding process
     - Ensure the email is valid
     - Auto subscribe the user to all 'top bucket' email lists (webinar, conference, industry content and blog)
     - Create habit of returning to the site early in the cycle
     - Primary discipline selection is part of the on-boarding process
     - For webinars users can begin to one-click register for the webinars and find webinars they had already registered for
4. Action oriented CTA related to the asset. IE: Download Report or Register Now
5. Content to let the user know why they want to learn more
   - Make sure this is keyword rich so the landing page will index well for organic leads
   - By default this section shall be the SFDC abstract field—allow custom content to be entered for personalization
6. Social Proof Section—use this section if you have a relevant quote or testimonial video
   - For quotes, include a reversed out logo above the quote
7. Optional Social Proof Logo Section—use logos as an end-cap if using a dark background, logos should be reversed out white. If the background is light, logos should be grey scale



Gated Resource Thank You Page

Only Gated Resources will have thank you pages

1. Resource banner
    - Background image optimize for 1920px *x* 1080px max banner height is 550px
    - Text is HTML overlayed on background
    - Headline 60 characters max
    - Subhead 130 max—keep this content phrased as a seeker friendly value proposition
2. Resource download CTA directly at the top inside colored ground to make sure this stands out from the background
3. Replace the abstract with “About TSIA” section—include embedded “Why TSIA” video to remind the user who we are
4. “You Might Also Like”—allow up to 12 related resources to be listed
    - Need featured resource selector in Kentico so that Demand Gen can have control over what shows as default
    - See page 42 item #10 for further details

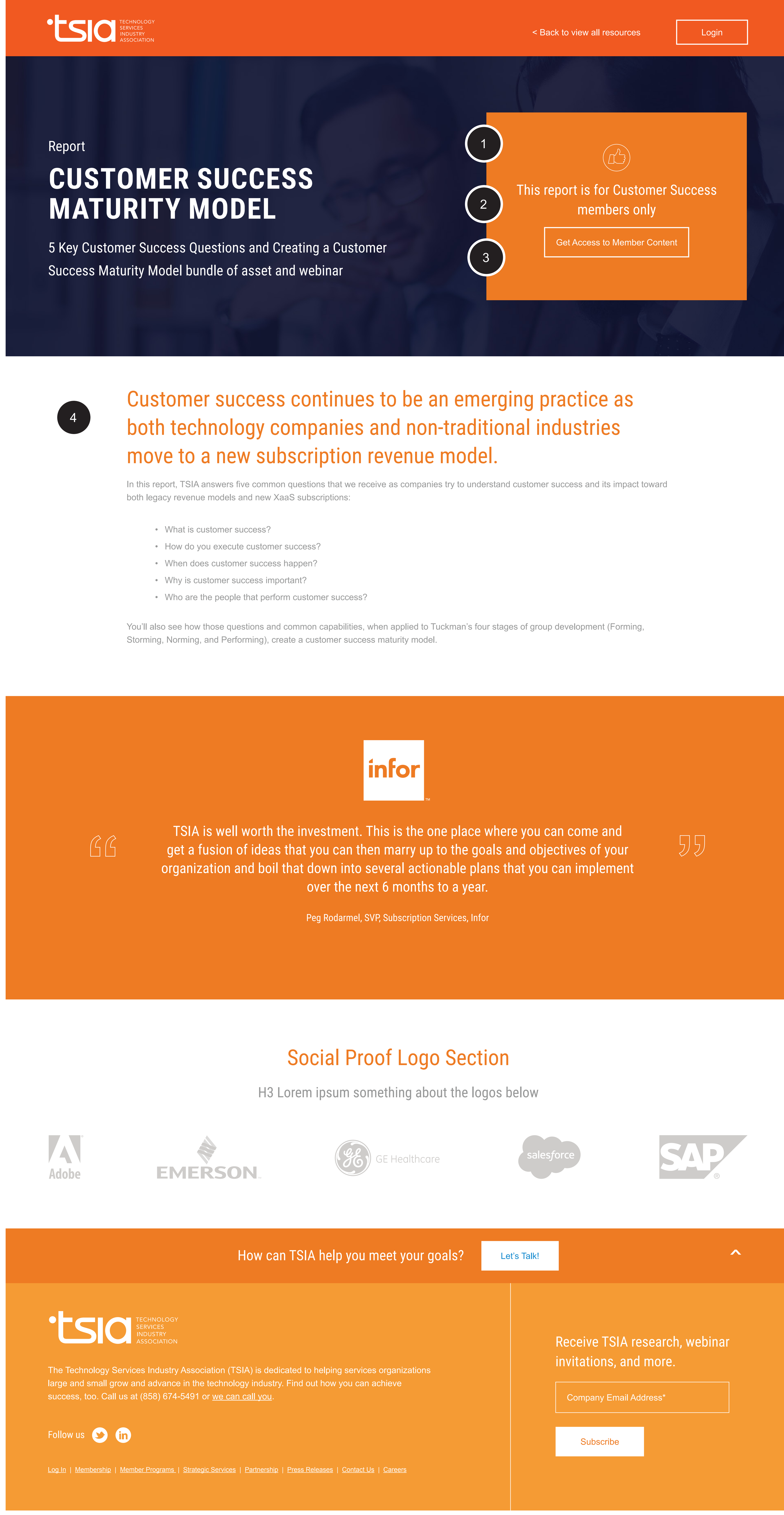


Non-gated Resource Landing Page

Prospect Rule: Show this layout if document gate is not equal to “true”

Member Rule: Show this layout in member chrome if document gate is not equal to “true” and user does not have entitlements for document

1. Discipline icon will be managed through the icon manager that TSIA is building
2. This report is for [Primary Discipline] members only—pull the primary discipline from the resource’s forms tab
3. CTA to be customizable URL
4. This layout shows if the “Gated” checkbox in Salesforce is not selected and the user is not entitled to the document—content styled during the content entry state

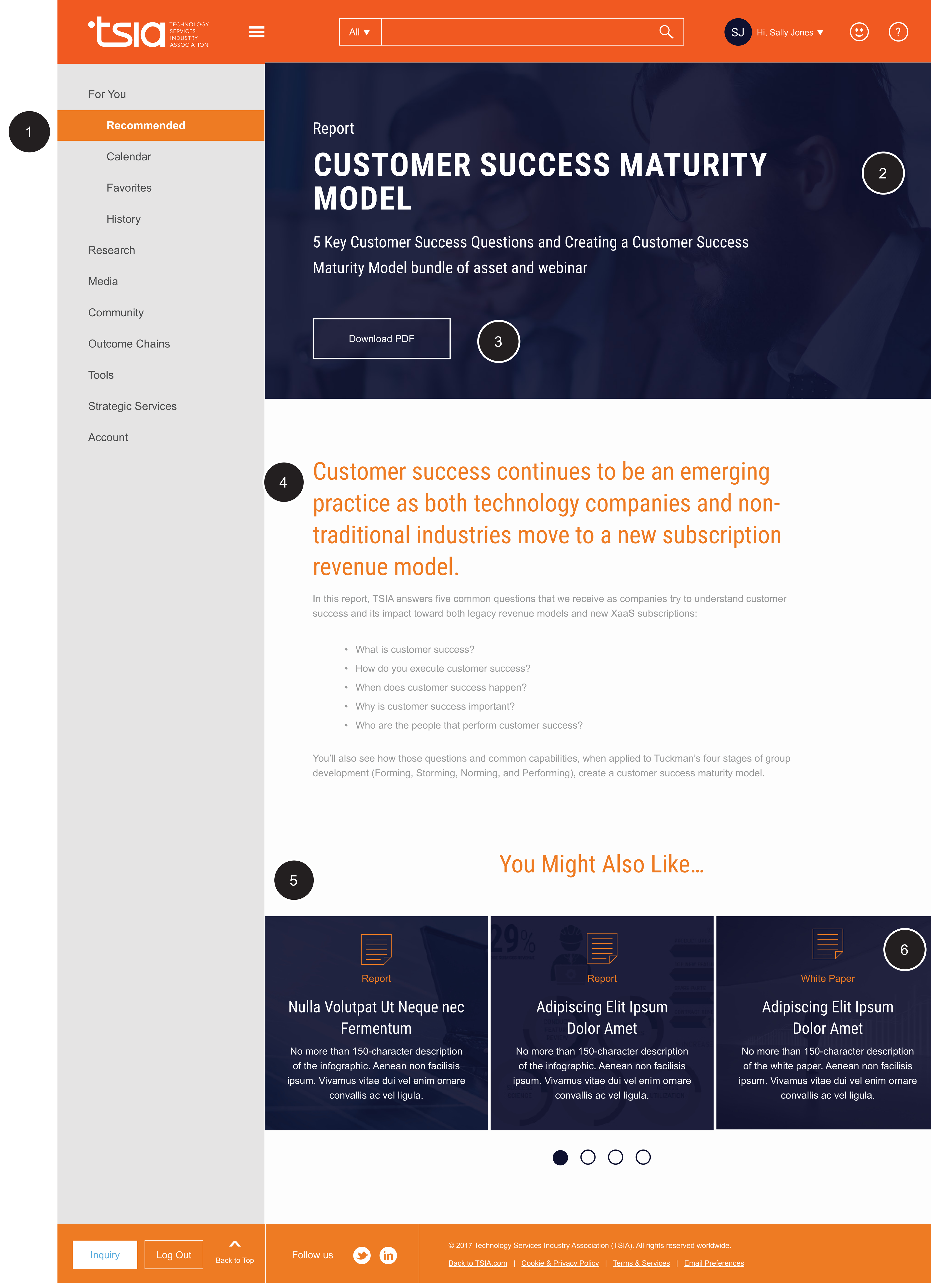


Member Resource Landing Page

Prospect Rule: This layout shall never show for prospects

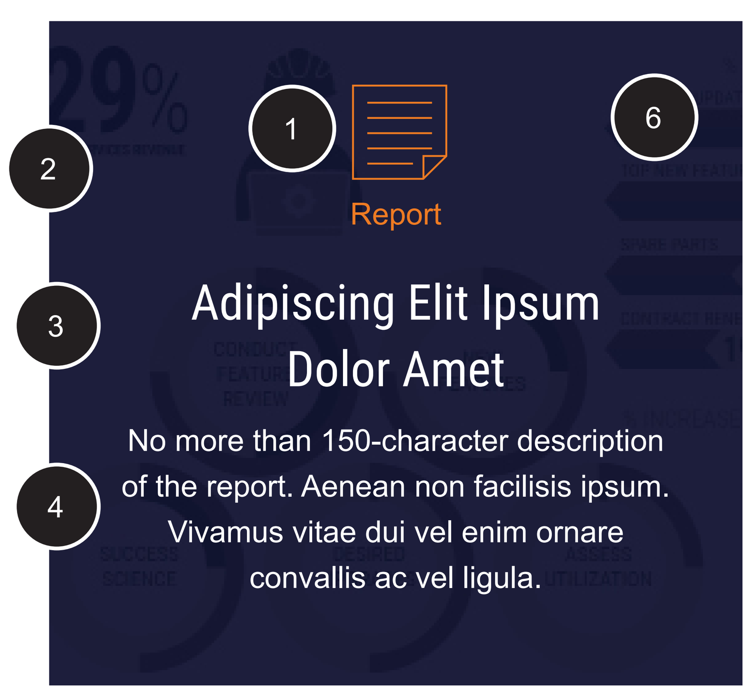
Member Rule: Show this layout if user has correct entitlements for document

1. Highlight 'active' navigation to match the page the user was on previously
2. Resource banner—use same resource banner as demand gen prospect landing page
   - Background image optimize for 1920px *x* 1080px max banner height is 550px
   - Text is HTML overlayed on background
   - Headline 60 characters max
   - Subhead 130 max—keep this content phrased as a seeker friendly value proposition
3. Resource download CTA directly inside the banner to be easy to find with out scrolling
4. Default, use SFDC abstract and allow for personalization based on roles. This will allow for HTML publishing in the future. The abstract is populated during the batch sync and shall not call SFDC unless the DM record is updated to trigger a sync.
5. "You Might Also Like"—allow up to 12 related resources to be listed
   - Need featured resource selector in Kentico so that Demand Gen can have control over what shows as default
   - See page 42 item #10 for further details



Resource Card Anatomy

1. Resource icon shall be managed through Global Variable associated with the resource type. See additional documentation here for how the icons need to map: https://docs.google.com/spreadsheets/d/1Yal9Zj7pSRHlZtjWg5-EJ7l7-9WqM_1BS1ersHw8CKM/edit#gid=0
2. Card background shall be uploaded through the web part on the resouce page as the header-img-bkg
   - Pull the card background from the resource subpage header
   - Webinars have default backgrounds based on discipline and all other resources have a default background image of "report-default.png". See additional documentation here: https://docs.google.com/spreadsheets/d/1Yal9Zj7pSRHlZtjWg5-EJ7l7-9WqM_1BS1ersHw8CKM/edit#gid=1984183048
3. Resource Card title is populated from SFDC during the document sync and will not need to call SFDC unless the DM Record is updated.
4. Resource Card description is populated from SFDC with the ability to update within the Kentico interface so external SEO team can optimize. Do not update the meta description during the SFDC batch sync.
5. For "Recommended" content and other content using the recommendation engine, use the SFDC Resource ID from the SFDC table and match to the SFDC Resource ID on the resource page to ensure the correct content is being used.
6. Please see additional documentation for how "Resource Card Actions" shall work on the member site to allow sharing, adding to favorites, etc. https://docs.google.com/drawings/d/1XNZkYFQ9CwuYLMmq57hzopD5xVi6haYLzTqnGcBpXwI/edit



Article Page:

Blog Post

1. Unique top nav for blog, other article and post types retain main www.tsia.com nav
   - Topics can be personalized based on contact groups—Nicole will provide the default top 5 topics to list
2. Include main category tag, title, subheadline
3. Include author headshot and date published for blog posts
4. Use consistant click-to-tweet format stylized in the https://clicktotweet.com/ app so we have access to metric tracking
5. Relevant images shall have ability to open in UIKit modal to zoom in for more detail by applying class.
   - Use modal [center : true] and allow for modal caption
   - Show plus icon and scale up image (UIKit transition) on hover in center of image so user knows they can zoom
6. Keep pull quotes contained to content area
   - Allow for pre-defined color backgrounds to be selected
   - Use :before and :after to apply large hanging quotes
7. About the author and headshot, include hyperlinked mason style list of topics recently discussed by this author
8. Post tags hyperlinked to find similar posts
9. "You Might Also Like"—allow up to nine related blog posts and resources based on the recommendation engine to drive the user to a related resource
   - Show more posts than resources
   - Allow posts to be shown in the resource card format for consistency in appearance
10. Keep comments in accordion collapse allow for writing and reading comments once expanded