

Pillowtex Fieldcrest Cannon

Corporate Web Site Redesign

About This Document

This document defines the information architecture for Pillowtex Fieldcrest Cannon's new corporate Web site. Including this introduction, this document consists of three parts:

1. Introduction
 - Describes document purpose and conventions
 - Reiterates strategic context and user definitions from requirements document
2. User Experience Flow
 - Provides birds-eye-view of Web site; Defines home page contents; Identifies template types
3. Page Descriptions
 - Defines contents and their priorities for major pages

Strategic Context

Become a marketing-driven company rather than a manufacturing-driven company

- ✍ Focus on brands and product lines and their relationship with consumers
- ✍ Educate, recreate and stimulate customers and consumers

Exceed each customer's/ consumer's expectations on a timely basis through product leadership, customer/consumer intimacy and operational excellence

- ✍ Allow for interaction with customers and direct relationship building with consumers
- ✍ Provide accurate, timely information as required by users
- ✍ Provide timely customer service

Emerge from bankruptcy restructuring by generating a return on investment and providing adequate and sustainable shareholder equity

- ✍ Provide information that enables investors to feel confident in their investment
- ✍ Provide information that proves credibility and sustainability of company

Build value through continuous improvements in business processes

- ✍ Provide information on company achievements, initiatives, and practices that can be shared with external third parties
- ✍ Encourage online commerce transactions

Drive continuous improvements employing motivated and prepared associates working as a team

- ✍ Provide a unified Corporate Web site with the company's new name that presents one face to the world and to employees
- ✍ Provide internal information on company processes and practices for learning
- ✍ Entice potential employees to join the company and enable ease of application

User Motivations

Product Information

Although the corporate site will not necessarily include information about every single SKU in their family of brands, PFC has retained much institutional knowledge about the general product categories - towels, sheets, bedding ensembles, etc. People come to the site - regardless of their relationship with PFC, consumer, retail buyer, or decorator - seeking out this knowledge. Although each of these audiences might require different specifics regarding products, the site will need to help focus people seeking this kind of information.

Brand Information

With significant market recognition, the brands represent a major motivation for people coming to the site. Like people motivated by particular product types, they may have different relationships with PFC, but during any given visit to the Web site, they want information about the PFC family of brands. Specific kinds of information can include general brand information as well as the specifics under product information.

Corporate Information

Audiences of corporate information can range from job candidates to investors, from the media to business partners. A staple of any corporate Web site, company-specific information can include career information, investor relations, and news.

Suppliers/Customers Information

Because PFC partners can be either suppliers or retailers, partnership information is a broad category. On the other hand, people seeking this kind of content are motivated by the opportunity to do business with PFC Corporate.

About Templates

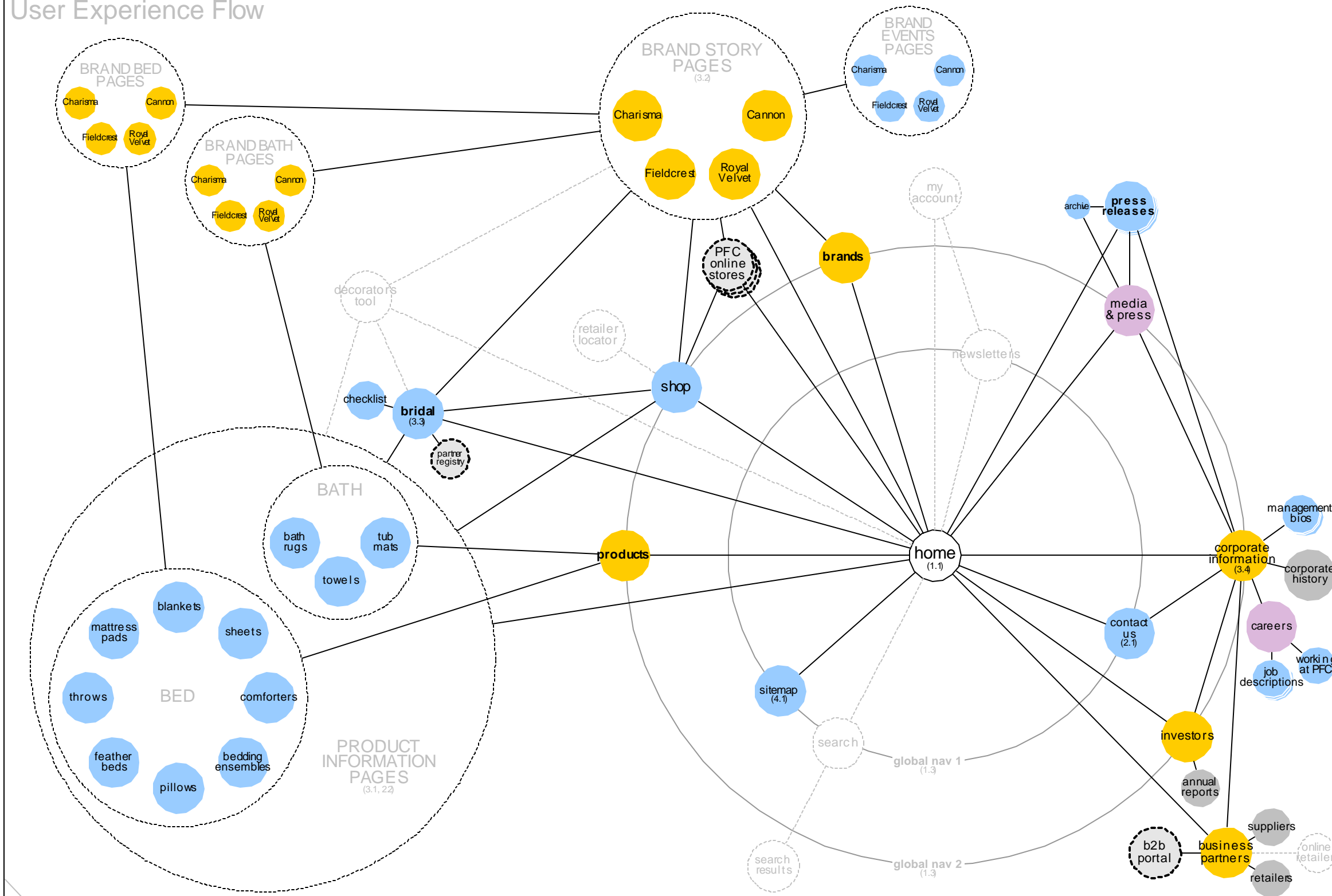
A "template" is an HTML file with placeholders that provides a design structure for Web pages. A single template may be reused throughout the site. This document identifies several kinds of templates that may be used in the construction of this site and recommends their application to the site's contents based on our understanding and the suggested structure.

About Page Descriptions

Besides site structure, this document also defines the contents for major pages on the site. These page descriptions list the content slots for each page in order of visual priority and explain the details behind each slot. Page descriptions offer an initial picture of the Web page and provide direction to the design team.

This version of the document includes some questions about content on these pages. Clarifying these issues will allow use to finalize the site's information architecture.

User Experience Flow



Home Page Description

This list shows content areas for the home page listed in order of priority. Items at the top of the list should have greater visual priority than those at the bottom. All labels are tentative. Links to other pages shown in **boldface**.

Brand Stories

Content focuses on brands with links to **Brands** page and **Brand Groups** pages selected by PFC.

Product Information

Content focuses on product types with links to **Products** page and **Product Information** pages selected by PFC.

Corporate Highlights

Corporate messaging with links to **Corporate Information**, **Investors**, and **Business Partners**. This area will also include a link to the B2B portal at tradeweave.com.

News Items

Top three headlines from most recent **press releases** with links to those articles and a link to **Media & Press**.

Global Navigation 1

Links to items on innering: **contact us**, **site map** (future: search, newsletters).

Global Navigation 2

Links to items on outer ring: **products**, **brands**, **shop**, **media & press**, **corporate information**, **investors**.

Just for Brides

Content focuses on bridal information with link to **Bridal** page.

Online Stores

Links to **online outlet store**, **royalvelvet.com**, and **charismahome.com**.

Shop

Link to **Shop** page.

Decorators Tool (future)

Link to **Decorators Tool** page.

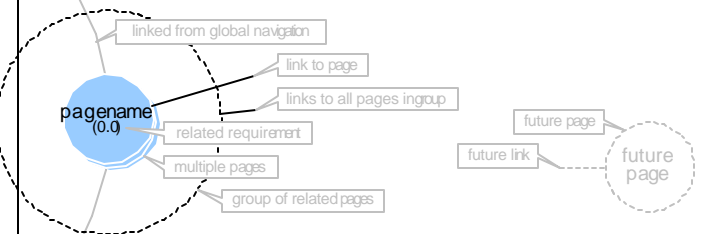
Footer

The page footer includes copyright and legal information.

high priority

low priority

HOW TO READ THIS DIAGRAM



Template Types

- H** Home Page
The home page has a unique template to accommodate the range of information and to present the PFC corporate brand.
- G** General
The main content area has no distinct layout and is meant to display text, like articles and press releases.
- LL** Long-Item List
The main content area is organized as a list. Each list entry occupies more than a couple lines of text.
- SL** Short-Item List
The main content area is occupied by a list of short entries, each of which is no more than two lines.
- ?** Unknown
Until we clarify the nature of the content, we cannot specify the template type.
- >** Off-Site
- F** Future

Descriptions for Brand and Product Pages

These lists show content areas for selected pages from the site, presented in order of priority. Items at the top of the list should have greater visual priority than those at the bottom. All labels are tentative. Template mock-ups do not necessarily reflect final design, and are meant only to demonstrate information relationships.

high
priority

Brands (3.2)

Brand List

The Brands page links to each PFC brand (like Charisma). Each brand is listed with a brief description, an image, and a link to the appropriate Brand Story Page.

Footer

Brand Story Pages (3.2, 2.2)

Each PFC Brand (like Royal Velvet) has its own page. Each brand page includes a list of all the products lines available for that brand (like Royal Velvet Towels).

Brand Story

A description of the brand.

Brand Colors

Description and display of brand palette.

Brand Events

Link to brand events page.

Brand Online Store

Link to brand online store (if appropriate).

Product Line List

For each product line, the page includes the following information:

Product Line

eg: Charisma Towels or Royal Velvet Sheets

Photograph

Image capturing product line.

Description

Describes product line & appropriate consumer lifestyle.

Links

Each item in the list will include the following links:

- ✍ Contact
link to mailto: address for product line information request
- ✍ Link to brand bed/bath story

QUESTIONS

Does each brand have a unique contact?

Products (3.1)

Product List

The Products page links to each PFC product group (like towels). Each product group is listed with a brief description, an image, and a link to the appropriate Product Information Page. Each product group could also link to product care, buying tips, and other supporting content.

Footer

Product Info Pages (3.1, 2.2)

Each product type (like bedsheets) has its own page.

Each product information page includes the following content about the product:

Product Imagery

Images displaying the products from various brands.

Product Description

In-depth description of high quality products, which link to appropriate brand story pages, as necessary.

Product FAQs

Frequently asked questions about the product.

Decorating Tips

Suggestions for decorating.

Care and Maintenance

Tips on caring for products.

Buying Guide

What to look for when buying products.

Link to Product Contact

mailto: link to address for product

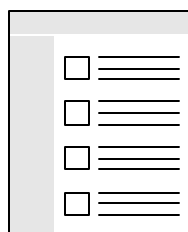
Ask an Expert (future)

QUESTIONS

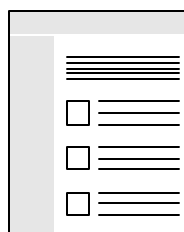
How are product FAQs different from rest of content?
Do products need product contacts?

low
priority

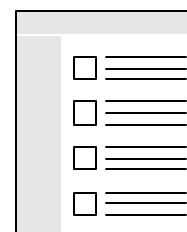
recommended
template



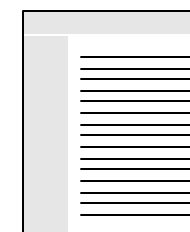
Long-Item List Template



Long-Item List Template with Introduction



Long-Item List Template



General Template

Descriptions for Corporate Information Pages

These lists show content areas for selected pages from the site, presented in order of priority. Items at the top of the list should have greater visual priority than those at the bottom. All labels are tentative.

high
priority

Media & Press (3.4)

List of Current Press Releases

For each press release, the page will list the date and title of the document. The titles will be linked to the press release itself (which will use the general template).

List of Press Release Archives

Press Releases will be archived by year. Each item in the list will appear as "YYYY Press Releases" where YYYY is the year. Each item will link to a page listing the press releases for that year.

Press Contact Information

Hierarchical Navigation Element

The hierarchical navigation indicates the user's location within the Web site. For this page, this element might look like this:

[Home](#) > Media & Press

Individual press releases or archives will be listed after "Media & Press." For example:

[Home](#) > [Media & Press](#) > PFC Emerges From Bankruptcy

[Home](#) > [Media & Press](#) > 2001 Press Releases

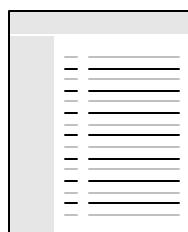
Footer

QUESTIONS

Is archiving by month better?
What else needs to go on this page?

low
priority

recommended
template



Short-Item List Template

Corporate Information (3.4)

Management Bios

This content area provides a brief introduction to the management, lists their names, and links each name to their bio or CV.

Corporate History

This content area introduces the company and links to the corporate history.

Careers

This content area provides a brief description of careers at PFC and links to the careers section, which contains more information about working at PFC and a listing of job opportunities.

Corporate Philosophy, Mission, Vision, and Values

The philosophy, mission, vision, and values will appear in full on this page (depending on length).

Business Partners

Hierarchical Navigation Element

Examples:

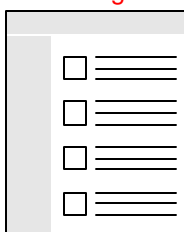
[Home](#) > Corporate Information

[Home](#) > [Corporate Information](#) > Management Bios

Footer

QUESTIONS

How long are the bios? Link to one page w/ all bios or separate pages?
Introductory content for each link.
How long mission/vision/values?



Long-Item List Template

Investors (3.4)

Investor Content

This content area could include the following types of information:

- ✗ Investor FAQ
- ✗ Stock Stats
- ✗ Earnings Releases
- ✗ SEC Filings
- ✗ Financial Facts and Highlights
- ✗ Corporate Timeline & History
- ✗ Management Bios
- ✗ Philosophy, Mission, Vision, and Values
- ✗ Business Partners
- ✗ Press Releases
- ✗ Investor Relations Contact

Link to Annual Reports

Hierarchical Navigation Element

Example:

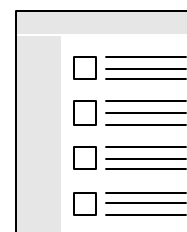
[Home](#) > Investor Information

[Home](#) > [Investor Information](#) > 2002 Annual Report

Footer

QUESTIONS

What else goes on this page?
What goes in Investor Content?



Long-Item List Template

Business Partners (3.4)

Link to Suppliers

Link to Retailers

Hierarchical Navigation Element

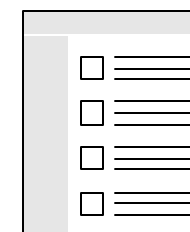
B2B Portal

This content area introduces the B2B portal and links to it.

Footer

QUESTIONS

Is there enough information to justify separate pages for suppliers/retailers?
What kind of information will go here?



Long-Item List Template

Descriptions for Miscellaneous Pages

These lists show content areas for selected pages from the site, presented in order of priority. Items at the top of the list should have greater visual priority than those at the bottom. All labels are tentative.

high
priority

Site Map (4.1)

Links to top levels of site

The site map will provide links to the following pages:

- ✂ Home
- ✂ Contact Us
- ✂ Products
 - [list of products]
- ✂ Brands
 - [list of brands]
- ✂ Corporate Information
- ✂ Investor Information
 - Annual Report
- ✂ Press and Media
 - Current Press Releases
 - [list of press release archives]
- ✂ Shop
- ✂ Bridal
- ✂ Decorating Center (future)

Contact Us (2.1)

Contact Information for Corporate Office

Contact information includes physical address, phone number, fax number, general email.

Web Site Feedback

Mailto: link for Web site comments

General Feedback

Mailto: link for general comments

Plant Locations

Office Locations

Bridal (3.3)

Link to Checklist

Introduction to checklist with link to printable page.

Bride Guide

Information on what products a bride will need in her new home and what to consider when registering and/or buying products

Link to Partner Registries

List of partners with links to the registry area of their sites.

Shop

Introduction

Content describing the different places to buy PFC brands.

Links to Online Stores

List of links to online brand stores, including outlet store.

List of Retailers

List could include logos of featured retailers, linking to them.

QUESTIONS

Do you want to include links to brand online stores?

QUESTIONS

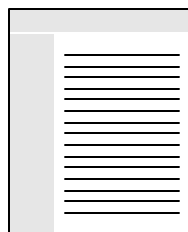
Is the contact information on your current site accurate?

QUESTIONS

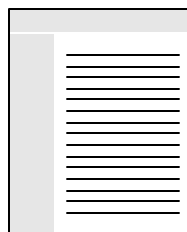
What do you want to display for retailers?

low
priority

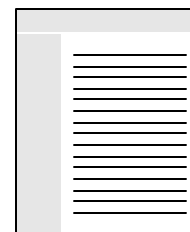
recommended
template



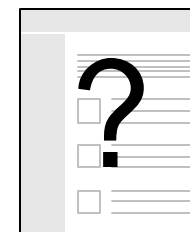
General Template



General Template



General Template



Long-Item List Template with Introduction