

Dreambox Learning - Content Model

KEY	
orange text =	Required metadata for all posts (except banner and footer)
highlighted =	Information needed
blue text =	Element is clickable

Asset Metadata						
ID	Element	Required	Description	Input Type	Data Limits	Values
A	state	Y	AK, AL, etc.	Check Box	Controlled list; multiple	Known
B	resourceType	Y	White Paper, Case Study	Check Box	Controlled list; multiple	From Client
C	interestArea	Y	Common Core, Blended Learning	Check Box	Controlled list; multiple	From Client
D	userRole	Y	District Admin, Principal	Check Box	Controlled list; multiple	From Client
E	keywords		Manually entered by site manager	textbox	.csv = 5 or less	Custom
F	dateCreated	Y				Autopopulates
G	uploadDate	Y				Autopopulates

Posts (Word Press)			
ID	Type	Required	Description
1	image		Image + Alt Text + Title
2	video		Video Still + Alt Text + Title + Length + click to play
3	Container - Blank		Container that holds all selected Content Views
4	Banner	Y	Search + Logo + Navigation + Social
5	Footer	Y	Text Links + Email Input + Email Link
6	Marquee		Image (or Video) + CTA(s) + "Latest" links
7	Feature Box		Text + Image (or Video) + CTA
8	Blog		Text + Blogger Image + Date + CTA(s)
9	Testimonial		Text + Quotes + Name and Image
10	Left-side Navigation		Section Title + Text Links
11	Resources Filter		Name + Drop-downs (x4) + "View All" link
12	Content - Tabbed View	Template 1	Tabs + Content + Image (opt) + CTA(s)
13	Content - Row View	Template 2	Horizontal Content + Opt CTA's and Images
14	Content - 3 Column View	Template 3	Sorted Content + Opt CTA's and Images
15	Content - Grid View	Template 4	Grid Content + Opt CTA's and Images
16	Content - Article View	Template 5	Text + Opt Text Links, Images, or CTA(s)

Templates	
ID	Description
T1	Home + Section Hubs
T2	HUB 2 - Secondary Nav
T3	3 Column View
T4	Grid View + Filter (opt)
T5	Article Page

Posts						
Type	Element	Required	Description	Input Type	Data Limits	Values
1 - Image						
	Image	Y		GIF, JPG, PNG	1	Aspect Ratio = TBD
	Image ALT text	Y	ADA / SEO compliance	text	40 characters	Custom
	Image Title		Description	text	char = TBD	Custom
2 - Video						
	Video Still	Y	Image w/ Click to play indicator	GIF, JPG, PNG	1	Aspect Ratio = TBD

Video ALT text	Y	ADA / SEO compliance	text	40 characters	DreamBox Learning
Video Title	Y	Description	text	char = TBD	Custom
Length of Video	Y	Length of Video	text	MM:SS mins	1:31 mins
Video	Y	Actual Multimedia file	TBD	1	Aspect Ratio = TBD
3 - Content Container - Blank					
	Y	This is the container for different types of content			Ex: Marquee, Column View, Grid View, etc.
Share	Y	Button link opens Share options	GIF, JPG, PNG	5	Twitter, FB, G+, Pinterest, Share (or Email)
4 - Banner					
Container - Blank					
Logo	Y	Image	GIF, JPG, PNG	1	
Image Alt Text	Y	ADA / SEO compliance	text	40 characters	Custom
Search Icon	Y	Expands (Displays) Search Field	GIF, JPG, PNG		Image
Search Field	Y	Site-wide Search	textbox	char = TBD	Manually entered by user
Search Filters	Y	Narrow Search Results	checkbox	checked, not checked	All checked on default
Main Nav	Y	Text Links	text		TBD
Secondary Nav	Y	Text Links	text		TBD
CTA 1 - Request Demo	?	Display in Banner = TBD	GIF, JPG, PNG	Exact wording = TBD	Request a Demo (Button)
5 - Footer					
Container - Blank					
Footer Nav	Y	Text Links	text		Company, Press, Blog, Newsletter
Email Subscribe	Y	Inline Form + Submit button	textbox + button	char = TBD	user@company.com
Copyright Text	Y	Site / content protection	text		© 2014 DreamBox Learning, Inc. All rights reser
Phone Number + Icon	Y	Text Link + Icon	text + icon		Contact Us: 1-877-451-7845 + phone icon
Email Address	Y	Text Link	text		info@dreambox.com
Follow	Y	Image Links (+ Hover States?)	GIF, JPG, PNG	4	Twitter, G+, Pinterest, Edmodo
6 - Marquee					
Asset Metadata	Y	See Above			
Container - Blank					
Text	Y	User entered data	text	char = TBD	Custom
Call to Action	Y	There can be multiple CTAs	text	char = TBD	Custom
Image or Multimedia	Y	Image or Video (or Video on Video)	GIF, JPG, PNG, or Video	1	Aspect Ratio = TBD
Image Alt Text	Y	ADA / SEO compliance	text	40 characters	Custom
-optional- Latest News links		Product Announcement, Testimonial, etc.	text	char = TBD	Custom
7 - Feature Box (Text with or without image, or Unordered list with or w/o image)					
Asset Metadata	Y	See Above			
Text	Y	User entered data	text	char = TBD	Custom
Call to Action	Y	New Product, Latest News, etc.	text	char = TBD	Custom
Image - See Above		Assigned by maintainer of site	GIF, JPG, PNG	1	Aspect Ratio = TBD
8 - Blog					
Asset Metadata	Y	See Above			
Text	Y	User entered data	text	3 lines of text, char = TBD	Custom
Image - See Above	Y	Headshot of Blogger	GIF, JPG, PNG	1	Aspect Ratio = TBD
Date	Y	Date of post	text	Month (Name) Day, Year	Ex: June 21, 2014
CTA > View All	Y	Appears only once in Blog Widget	text	char = TBD	Custom
CTA > View Newsletter	Y	Appears only once in Blog Widget	text	char = TBD	Custom
9 - Testimonial					
Asset Metadata	Y	See Above			

Text	Y	User entered data	text	3 lines of text, char = TBD	Custom
Quotes	Y	Surround testimonial text	text	Quote Marks	Preferably rounded quotes
Image - See Above	Y	Headshot of Testimonial author	GIF, JPG, PNG	1	Aspect Ratio = TBD
Text	Y	Author info	text	char = TBD	Name, Role, Location
CTA > View All	Y	Appears only once in Testimonial Widget	text	char = TBD	Custom

10 - Left Navigation (Curriculum, Resources, Company)

Asset Metadata	Y	See Above			
Container - Blank					
Header (Tier 1)	Y	Text link	text	char = TBD	Curriculum, Resources, Company, etc.
Tier 2 Link set	Y	Text link	text	char = TBD	K-8 Math Lessons
Tier 3 Link set		Appear under T2 Nav when needed	text	char = TBD	Individual Grade pages

11 - Resources Filter (Occurs on most Resource section pages)

Asset Metadata	Y	See Above			
Text	Y	Description / Direction	text		Filter
Filter 1 - School Position	Y	Role	Dropdown	Controlled list; multiple	From Client
Filter 2 - Academic Interest	Y	Standards	Dropdown	Controlled list; multiple	From Client
Filter 3 - State	Y	Region (may be pre-populated from Cookie)	Dropdown	Controlled list; multiple	Known
Filter 4 - Resource Type	Y	Narrow Field	Dropdown	Controlled list; multiple	From Client
CTA > View All	Y	Restore	text		View All

12 - Content - Tabbed View (Applies to Home, Persona HUBs, and Persona Sub-sections)

Asset Metadata	Y	See Above			
Tabs	Y	Persona Navigation	text + image (opt)	char = TBD	Overview + Personas x4 (TBD)
Header	Y	Intro to body content	text	char = TBD	Custom
Text	Y	User entered data	text	char = TBD	Custom
CTA 1 - Request Demo	Y	Links to inline Form	GIF, JPG, PNG	Exact wording = TBD	Request a Demo (Button)
CTA 2 - Link to User HUBs	Y	HUB navigation	text	char = TBD	Ex: Take a look at our curriculum
Image - See Above			GIF, JPG, PNG	1	Aspect Ratio = TBD
Video - See Above			TBD	1	Custom

13 - Content - Article View (Applies to White Papers, Case Studies, Efficacy Studies, etc.)

Asset Metadata	Y	See Above			
Header	Y	Intro to body content	text	char = TBD	Custom
Author		Person who wrote article, etc.	text	char = TBD	Custom
Text	Y	User entered data	text		Custom
CTA		Download PDF	text	char = TBD	Custom
Text Links		Optional	text		Custom
Image - See Above			GIF, JPG, PNG	1	Aspect Ratio = TBD
Video - See Above		Video	TBD	1	Custom

* 14 - Content - 3 Column View (Applies to K-8 Lessons, Resources, etc.)

please see me before implementing this one					
Asset Metadata	Y	See Above			
Header 1	Y	Intro to body content	text	char = TBD	Custom
Header 2		Optional	text	char = TBD	Custom
Header 3		Optional	text	char = TBD	Custom
Text	Y	User entered data	text		Custom
CTA		Download PDF	text	char = TBD	Custom
Image - See Above			GIF, JPG, PNG	1	Aspect Ratio = TBD
Video - See Above		Video	TBD	1	Custom
Posts					

* 15 - Content - Row View (White Papers, Case Studies, etc.)

please see me before implementing this one

Asset Metadata	Y	See Above				
Header 1	Y	Intro to body content	text		char = TBD	Custom
Text	Y	User entered data	text			Custom
Unordered List						
Text Links		Optional	text			Custom
Text Links		Optional	text			Custom
CTA > See More						
CTA > View All						
Image - See Above			GIF, JPG, PNG	1		Aspect Ratio = TBD
Video - See Above		Video	TBD	1		Custom

16 - Content - Grid View (Applies to all Galleries)

Asset Metadata	Y	See Above				
Image - See Above		Image or Video Still	GIF, JPG, PNG	1		Aspect Ratio = TBD
Video - See Above		Video	TBD	1		Custom