

Black = CMS field
Orange = autopopulates or pre-populates
Highlighted = dev consult

Italicized = redundant element; follow definition from earlier in the document
Bold = standard fields for all child objects

Object type	Element	Description	Req	Data limits	Values	Notes
Media objects						

Video - Standard fields						Autopopulates as many fields as possible from API
	Hosted URL	URL to YouTube or Hulu video. Autopopulates data from API	Y		URL	Assumes all media is hosted
	Title	Title of video clip	Y	65 chars		Check YouTube limit
	Summary	Detailed description of video asset	Y	500 chars		Check YouTube limit
	Short summary	Shorter summary of show	Y	100 chars		Char limit keeps it mobile-friendly and tweet-friendly // Check YouTube limit
	Keywords	User-defined tags	Y			schema.org // Check YouTube/Hulu limits
	author	Name of person or organization who owns this asset	Y	String		schema.org. Default = Rick Steves
	Image	Thumbnail representing episode	N	.jpg		schema.org
	uploadDate	Date when this media object was uploaded to this site.	Y	UTC date	date	schema.org
	Date created	Date video was created	Y	UTC date	date	
	Duration	Duration of video in minutes and seconds	Y	MM:SS	MM:SS	schema.org
Video - Episodes (includes						http://schema.org/TVEpisode
	Country	Country/countries discussed in this asset	Y	Controlled list; multiple		CMS needs ability to add multiple countries
	City	City/cities discussed in this asset	N	Controlled list; multiple		CMS needs ability to add multiple cities
	partOfSeason	The season to which this episode belongs	Y	2 chars	EE	schema.org
	episodeNumber	The episode number	Y	2 chars	SS	schema.org
	partOfTVSeries	The TV series to which this episode or season belongs. Default is Rick Steves Europe, but could also be a TV special, e.g. Symphonic Special	Y			schema.org. CMS: autocomplete helps ensure input consistency
	datePublished	Date of first broadcast/publication.	Y	UTC date	date	schema.org

Video - Clips (includes						
	Country	Country featured in this resource. There may be more than one country.	N	Controlled list; single		
	City	City featured in this resource. There may be more than one city.	N	Controlled list; single		May need to to design for case where Rick Steves needs to select a city not already on the list.
	<i>episodeNumber</i>		Y			
	<i>partOfSeason</i>		Y			
	<i>datePublished</i>	Date of first broadcast/publication of the episode this clip was taken from	Y			
	Tip category	Corresponds to the travel tips categories (e.g. "packing")	N	Controlled list; multi	Values correspond to the travel tip categories, + Railpass	Part of the larger plan to migrate Railpass into Travel Tips
	Cultural category	Educational and background information topics	N	Controlled list; multi	Overview Art History Politics Activism	
Video - Lecture (includes						
	<i>Country</i>		N	Controlled list; multiple		
	<i>City</i>		N	Controlled list; multiple		
	<i>Tip category</i>		N			
	<i>Cultural category</i>		N			
Video - Support						
	<i>Country</i>		N			
	<i>City</i>		N			
	Support video category	Identifies category of promotional video	Y	Controlled list	Tour Experience About Rick Steves	
	Tour name	If applicable, identifies the name of the tour associated with this media object. e.g. "Europe in 14 Days Tour"	N	Controlled list	[All tours]	

Audio - Standard fields					http://schema.org/AudioObject
	Local file URL	URL of user-uploaded audio file	Y	.mp3	Requirement: audio in mp3 format only
	Title		Y	70 chars	
	Summary		Y	500 chars	
	Short summary		Y	60 chars	
	Date created		Y		Autopopulate
	uploadDate		Y		
	Duration		Y		Autopopulate
	Keywords		N		
	Original air date		Y	UTC date	date
	Image		N	.jpg	URL
Audio - Radio (includes)					
	Country		N		
	City		N		
	Tip category		N		
	Cultural category		N		
	Radio program number	Unique identifier for program number	Y		CMS: Pre-populate field with last program number +1
Audio - Audio Europe					
	Country		Y		
	City		N		
	Radio program number		Y		There may be multiple radio programs
Audio - Audio Tours					
	Country		Y		
	City		Y		
	Cultural category		N		
	Radio program number		Y		There may be multiple radio programs
Images - Marquee					http://schema.org/ImageObject
	Image	Max 8 images	Y	min 800x600, 4:3 aspect ratio	Strict image requirements. Must be landscape, 4:3. Get dimension recommendation from Creative?
	Image caption		Y	60 characters	Also works as image alt text
	Image order		Y		
	Link	Links a particular marquee image to a page	Y		URL
Images - Slideshow					
	Title	Slideshow title	Y	40 chars	
	Teaser	Shorter summary of slideshow	Y	100 chars	Present this field in CMS as "snippet" or "first paragraph"
	Summary	Summary of slideshow	Y	500 chars	
	Image		Y	min 800x600	Minimum one image
	Image caption		Y	500 characters	
	Image order		Y		

CMS Templates

Text - Standard fields						
	Headline		Y	70 chars		schema.org
	Teaser	Teaser of article	Y	100 chars		
	Body text		Y	long		
	Date published		Y			
Travel article (includes http://schema.org/Article)						
	Article type	High-level article types	Y	Controlled list	Background Culture Resources Attractions Tips Press	Determines where this article shows up
	Country		Y			
	City		N			
	Subhead		Y	40 chars		
	SEO headline	SEO-optimized version of the headline	N	100 chars		
	SEO subhead	SEO-optimized version of the subhead	N	100 chars		
	Image	Images that the user has uploaded and associated with this article	N	.jpg		There may be more than one image. The image inherits relevant metadata fields of the travel article (e.g. country).
	Image caption	Caption describing the corresponding image	N	500 chars		Each image gets its own caption.
	Image order	If there is more than one image associated with the article, this value orders the images	N	Integer		Up to 10 images. If this field is left undefined, order them by most recent first.
	Tip category	Only display field here if user selects topic="tips"	N	Controlled list		
	Cultural category		N			
	Keywords		N			
Blog article (includes http://schema.org/BlogPosting)						
	Subhead	Subheadline	Y	40 chars		
	SEO headline	SEO-optimized version of the headline	N	100 chars		
	SEO subhead	SEO-optimized version of the subhead	N	100 chars		
	Country		N			
	City		N			
	Images		N			
	Keywords		Y			
	Tip category	Only display field here if user selects topic="tips"	N	Controlled list		
Script (includes standard)						
	TV episode identifier	Links the script to the TV episode	Y			
	Cultural category		N			

Other content objects

Tour						
	Tour name	e.g. "Europe in 14 days"	Y	40 chars		
	SEO tour name	SEO-optimized tour name	Y	100 chars		
	Country		Y	Controlled list; multiple		
	City		Y	Controlled list; multiple		
	Summary	Summary of tour	Y	500 chars		
	SEO summary	SEO-optimized summary text		100 chars		
	Short summary	Shorter summary of tour	Y	100 chars		To be used in search results, mobile, etc
	Tour type flags	Identifies the type of tour, e.g. My Way	Y	Controlled list	Top Sellers My Way City Getaways Family-Friendly Winter Escapes	Lets us create flags for search filtering
	Activity level flags	User selects from a standard list of activity requirements (must carry luggage, etc)	Y	Controlled list; multiple	Carry luggage, extra strenuous etc	
	Price		Y	Integer		
	Tour map	Image showing where the tour stops	Y	minimum 600x800px	.jpg	
	Itinerary description	Detailed itinerary information	Y	Long	Text input	
	Included	Multiselect list of transportation options	Y	Controlled list; multiple		
	Pre-tour information	Pre-tour information	Y	Long	Text input	
	Image		N			There may be more than one image. The image inherits relevant metadata fields of the travel article (e.g. country, tour name).
	Image caption		N			
	Railpass option	Select best Railpass to buy with this tour	Y	Controlled list		Determines which Railpass link is served to user

Unique tour					
	Tour name		Y		
	Unique tour ID	Unique ID for that specific tour group	Y		
	Tour begin	Date that the tour begins	Y	UTC date	date
	Tour end	Date that the tour ends	Y	UTC date	date
	Tour status	Tour signup status	Y	Automatically populated	Open / Sign up 70% full / Filling fast Closed / Join waitlist
Destination page					
	Country			500 chars	
	City	List all child cities of parent country		100 chars	
	Summary	Summary of country		100 chars	
	Short summary				

Forms

User profiles						
	Name		Y	40 chars		
	Username		Y	20 chars		
	Email address		Y	email address		
	Userpic	User-uploaded photo	N	Max 1MB		
	Countries	User information (what countries have you visited)	N	Controlled list; multiple		
	About the user	User information (tell us about yourself)	N	500 chars		
	Tour privacy	Gives user option to publish information about tours s/he has been on	Y	Toggle	Private, Public	Required if user has purchased a tour. // What about if a user creates an account and then purchases a tour? Default = private?
	Unique tour ID	Tours that the user has purchased	N			There may be more than one. This is also futureproofing for community-building in later phases. // Outstanding: Can the user select tours or is it only on the back end?
	Facebook	Social connect	N			
	Twitter	Social connect	N			
	Wishlist	Provides link to the user's wishlist	N		e-commerce items in Phase 1	Integration with e-commerce
	Verified tour member	Badge for member who has purchased a tour	Y			Automatic; dependent on privacy
	Community badge	Badges for participating in Rick Steves community (given by # of posts in forum)	Y			Automatic based on # of forum postings
	Rick Steves associate	Badge for Rick Steves associates only	Y			Automatic
Search						TBD - final fields come out of working session with RS
	Search terms	Search keywords	Y	200 chars		
	Content type	Filter content types	N	Controlled list	Destinations Tours Community Shop Audio Video Images	
	Media type	Filter by media objects	N	Controlled list		
	Date	Filter by date asset was last updated	N		Last week Last month	Return results in order of most recently updated

Tour review					UX: Revisit these questions with Rick Steves
Rating	Standard star rating	Y	Integer	[1-5]	
Name	Name of user leaving review	Y	40 chars		Public. If user is logged in, attach automatically
Username	If a user is part of the Rick Steves community, this links them to it	N	System		Public. Only grab if user is logged in
Verified tour member	Badge for a user who has purchased a tour		Toggle	Yes No	
Community badge	Displays whether user is an active Rick Steves community participant				
General comments	User gives an overall opinion of the tour	Y	100 chars		Public
Wow moment	"Do you have a favorite "wow!" moment or magic memory from your trip? Tell us about it."	N	100 chars		Public
Prepared	"Could our office have better oriented and prepared you for your tour? If so, how?"	N	500 chars		Private
Guide review	"Tell us about your guide's leadership skills, including any suggestions for improvement. (In an effort to protect your guide's privacy, we ask that you not use their first name in your comments. Thank you.)"		500 chars		Private
Driver review	"Tell us about the performance of your driver (not applicable to City Tours)"		500 chars		Private
Find a tour					
Tour type flags	Filter by tour type flags defined earlier (e.g. My Way)	N	Controlled list		
Date	Filter by date range. Maps to unique tour element	N	Date range		Calendar picker? Should be flexible enough to accept month of May as well as May 5-May 14th
Region	Filter by region/regions	N	Controlled list		Define groupings in the back end; this is not a relational element
Country	Filter by country/countries	N	Controlled list; multiple		
Activity level flags	Filter by activity level flags (e.g. strenuous)	N	Controlled list		
Price	Filter by price from [low end] to [high end]	N	Price range		