Detail Concept

AXALTA - Corporate Website V1

Detailed Requirements for the creation of AXALTA's corporate Website Version 1 for Release June 3rd 2013

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Management Summary

The following chapters deal with the implementation of AXALTA's corporate website www.axalta-cs.com and include all basic requirements for version 1 which is to be released at June 3rd 2013.

The implementation is based on Adobe Experience Manager - AEM 5.6 (formally known as Adobe CQ) which provides interactive content input (inline editing) to AXALTA's authors. The corporate website's sitemap is the first subproject of AXALTA's digital roadmap rollout and serves as a basis for initial discussions at PLAN phases for upcoming websites like e.g. AXALTA's country websites.

With version 1 AXALTA's corporate website …

- … is to be the new transport medium for the new brand AXALTA.
- … is to be the new information gate for all parties interested in AXALTA Coating Systems.
- … should display all business areas, major brands and the general product portfolio.
- … is to be a contact point for all career opportunities concerning external applicants within the company.
- … is to be the central gateway for the press. Therefore all company news and press materials will be provided via the website.
- … is to be the first initial start point for investor relations information.
- … is to be a gateway for community aspects such as NGOs, sustainability, university research, etc.

Due to the narrow timeframe until June 3rd 2013 the functionality was delimited strongly and will be extended for version 2 in autumn 2013.

Boundaries & Content

The present documentation describes the technical and business requirements for AXALTA's corporate website, which were defined and elaborated by Klaus Schobesberger (ecx.io) in conjunction with Daniel Kram (AXALTA) during several workshops in March 2013.

The detail concept sketches the requirements of the corporate website on an abstraction level that is needed for implementation. Functional or content specific requirements which are not explicitly referred in the document are not part of the implementation.

The description of the requirements is based on the following structure:

- Content description
- Targets of the feature
- Non-targets

Next to the descriptions, targets and non-targets the document also contains a rough sitemap structure, wireframes and/or designs of the associated components.

As a consequence this document and its requirements replace all prior existing project documents (minutes, presentations, emails, etc.) except explicitly referenced documents which are in direct relation to the content of that document.

In case of new insights regarding the specified requirements, the adaption of requirements after approval by AXALTA will be implemented in terms of change requests or new requests using the issue tracking system made available by ecx.io

(https://service.ecx.io). Therefore change requests or new requests need to be entered by AXALTA. More detail information on ticket handling and change requests can be found in the project handbook.

The detail concept is to be finished before the beginning of the respective implementation iteration and needs to be approved by the customer for the start of that iteration.

Action items: AXALTA

Action items: ecx.io

1. Architecture & Infrastructure

As the main requirements for AXALTA's server architecture and licenses are part of the customer related overall project **"IT INFRASTRUCTURE"**, only additional project specific specification is described below.

1.1 PF001 - System Setup

1.1.1 T001/01 (MH/3/L) DNS Setup

Domains for AXALTA's corporate website need to be configured and a Route53 configuration has to be implemented.

DNS Setup: Domains and IPs have to be clarified.

1.1.2 T001/02 (MH/3/L) Dispatcher Configuration

Based on the existing domains a dispatcher has to be configured to target to the correct website. Additionally administration console has to be adapted to end-users. Caching mechanism for the website itself needs to be configured as well.

1.2 PF002 - Content Distribution

1.2.1 T002/01 (MH/3/L) Define Caching for content types

The cloud front based on URL patterns needs to be configured. Therefore a differentiation between static and dynamic content based on the extension (images, *.css, *.js as static content) is required.

Caching content types: Additional definition for content types has to be elaborated.

1.2.1.1 Targets

- Edge destinations only cache static content, dynamic content is requested in EC2

1.2.1.2 Non targets

- All content is cached
- All content is dynamically loaded on request

1.3 PF003 - Performance

1.3.1 T003/01 (NE/2/L) Load and Performance Check

Specific load and performance checks, which already have been performed during the implementation of the IT infrastructure, have to be performed again based on the current project.

Detailed information on the load and performance checks can be found at

https://portal.ecomplexx.com/clients/dpc/Miscs/Forms/AllItems.aspx?RootFolder=%2fclients%2fdpc%2fMiscs%2fP217%20-%20Web%20Infrastructure%2fWS02_Technical_Concept%2fPerformance%20and%20Monitoring&FolderCTID=&View=%7b50962B97-94D8-400E-A829-AF1800436ED9%7d

1.3.2 T003/02 (NE/2/L) Page Speed Check

The page speed check is part of the load and performance check. Detailed information on the page speed check can be found at

https://portal.ecomplexx.com/clients/dpc/Miscs/Forms/AllItems.aspx?RootFolder=%2fclients%2fdpc%2fMiscs%2fP217%20-%20Web%20Infrastructure%2fWS02_Technical_Concept%2fPerformance%20and%20Monitoring&FolderCTID=&View=%7b50962B97-94D8-400E-A829-AF1800436ED9%7d

1.3.3 T003/03 (NE/2/L) jMeter Test

The jMeter test is part of the load and performance check. Detailed information on these tests can be found at

https://portal.ecomplexx.com/clients/dpc/Miscs/Forms/AllItems.aspx?RootFolder=%2fclients%2fdpc%2fMiscs%2fP217%20-%20Web%20Infrastructure%2fWS02_Technical_Concept%2fPerformance%20and%20Monitoring&FolderCTID=&View=%7b50962B97-94D8-400E-A829-AF1800436ED9%7d

1.4 PF004 - Security

1.4.1 T004/01 (NE/2/L) Security Audit

The publish system needs to be tested by a third party provider for security issues based on the OWASP Top10[1], as these are the most important and essential security issues for websites:

- A1 Injection
- A2 Broken Authentication and Session Management
- A3 Cross-Site Scripting (XSS)
- A4 Insecure Direct Object References
- A5 Security Misconfiguration
- A6 Sensitive Data Exposure
- A7 Missing Function Level Access Control
- A8 Cross-Site Request Forgery (CSRF)
- A9 Using Known Vulnerable Components
- A10 Invalidated Redirects and Forwards

The OWASP Top10 will be additionally synchronized with Adobe's security checklist, which provides a best practice security issues list[2].

1.4.1.1 Targets

- Tests for OWASP Top10

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[1] https://www.owasp.org/index.php/Category:OWASP_Top_Ten_Project

[2] http://dev.day.com/docs/en/cq/current/deploying/security_checklist.html

- Tests based on additional Adobe security issues list items

1.4.1.2 Non targets

- Full security audits

1.5 PF005 - General

1.5.1 T005/01 (MH/3/L) SEO

AXALTA's corporate website templates will be basically optimized for SEO. The following optimizations will be implemented by ecx.io for version 1:

1.5.1.1 Targets

- Using correct html tags for headlines H1, H2, H3, etc.
- Valid code (W3C conformity)
- Alt-texts for images
- Meta Tags for pages
- Possible creation of landing pages and own URLs for landing pages
- Automatic generation and update of robots.txt
- Automatic generation of XML sitemap
- Usage of URL aliases
- URLs consist of full depth navigation levels (e.g. www.axalta-cs.com/newsroom/pressreleases/20130321/new-website-online)
- Possibility to set meaningful link texts

1.5.1.2 Non targets

- Content based keyword validation and optimization

1.5.2 T005/02 (NH/4/L) Accessibility

„The Web is fundamentally designed to work for all people, whatever their hardware, software, language, culture, location, or physical or mental ability. When the Web meets this goal, it is accessible to people with a diverse range of hearing, movement, sight, and cognitive ability. The mission of the Web Accessibility Initiative (WAI) is to lead the web to its full potential to be accessible, enabling people with disabilities to participate equally on the web. "[3]

For classification of accessibility the WAI defined 3 different levels[4] in their web content accessibility guidelines (WCAG):

- A-level
- AA-level
- AAA-level

According to the customer's needs there is currently no need for specific accessibility for version 1. As a result there are no additional implementation efforts for AXALTA's corporate website version 1.

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[3] Internet-research 2013: http://www.w3.org/standards/webdesign/accessibility, requested on 2013-03-21
[4] http://www.w3.org/TR/UNDERSTANDING-WCAG20/conformance.html#uc-levels-head

2. Content & Appearance

2.1 PF006 - Templates

2.1.1 Theme Design Requirements

2.1.1.1 Themes - CSS Style

Axalta's corporate design is based on 10 different colors to show AXALTA's product portfolio origins and the diversity of AXALTA's colors. As a result the following items of every webpage need to be colored based on the respective color of the subsection:

- Subnavigation – selected item
- Subnavigation – 2nd level item of selected subitem
- Subnavigation – hover item
- Title color
- Logo color
- Footer link hover color
- Teaser title color
- Product/Industry teaser hover glow color
- H2, H3, H4
- List bullets

Links are generally displayed in blue color independent of the scheme color.

The following subsection color setup was defined by Futurebrand:

- Homepage: As the homepage is a mix of all colors, the main color was defined as blue
- About us: turquoise

- Products & Services: light blue

- Industries – Automotive: red

- Industries – Transportation: turquoise

- Industries – General Industrial: orange

- Industries – Architectural & Decorative: magenta

- Newsroom - yellow

- Contact - violet

2.1.1.2 Color Palette

2.1.1.3 Animated Logo

The Logo on the homepage needs to fade through the different colors of AXALTA's Corporate Design. On all other subpages the logo needs to be displayed in the respective color of the subsection.

2.1.2 T006/01 (MH/1/M) Home page

The homepage serves as THE initial entry point for the visitor at AXALTA's website (www.axalta-cs.com). Below a full-width stage slider the page additionally consists of the following 3 teaser boxes:

- News teaser
- Products and Services
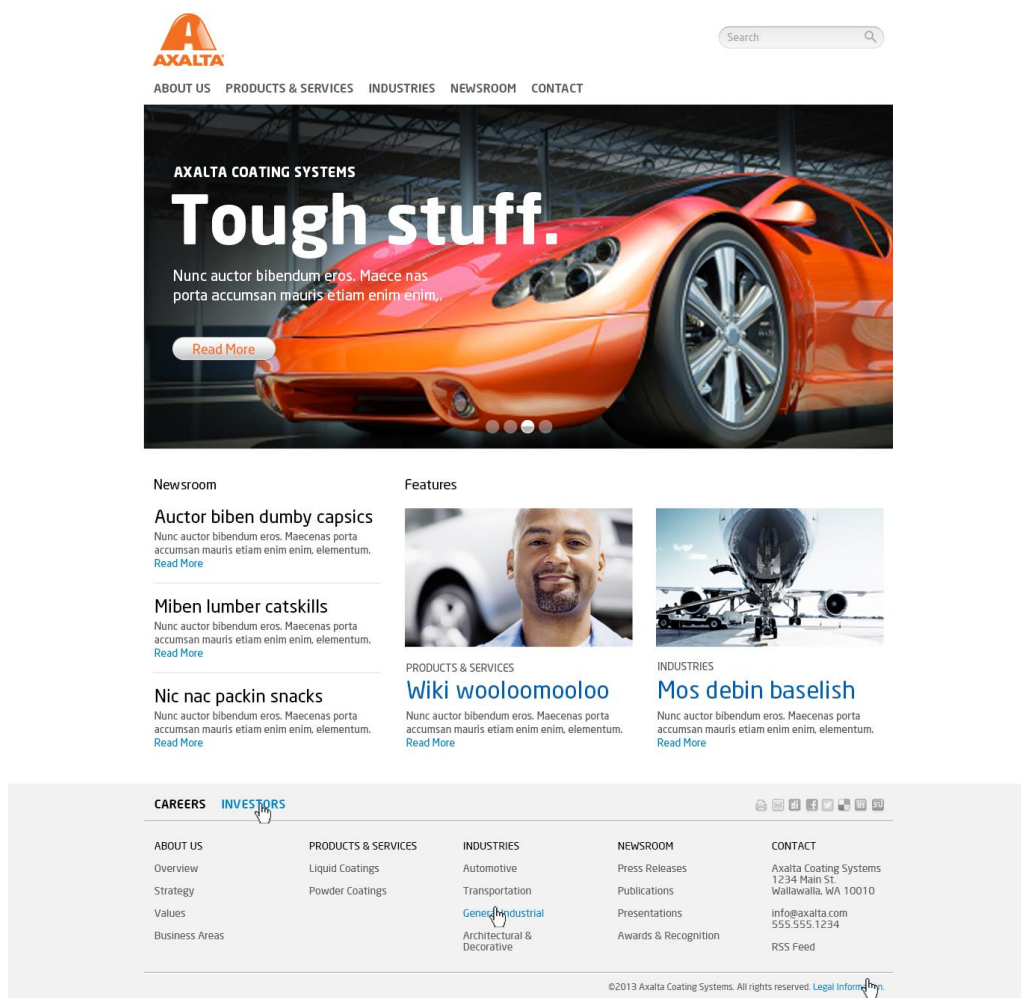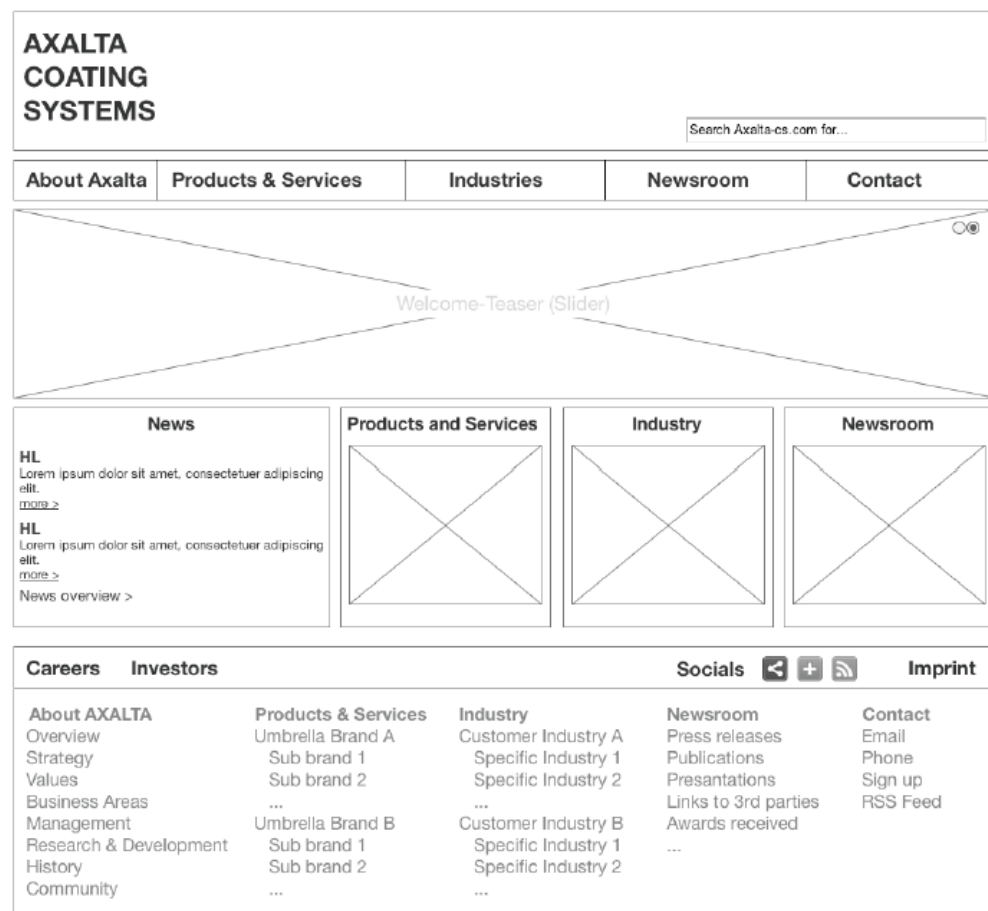- Industries

2.1.2.1   Design

Figure 1 Homepage AXALTA

2.1.2.2 Wireframe

AXALTA
COATING
SYSTEMS

Search Axalta-cs.com for...

| About Axalta | Products & Services | Industries | Newsroom | Contact |

Welcome-Teaser (Slider)

News

HL
Lorem ipsum dolor sit amet, consectetuer adipiscing elit.
more >
HL
Lorem ipsum dolor sit amet, consectetuer adipiscing elit.
more >
News overview >

Products and Services

Industry

Newsroom

Careers   Investors   Socials [<] [+] [≡]   Imprint

About AXALTA	Products & Services	Industry	Newsroom	Contact
Overview	Umbrella Brand A	Customer Industry A	Press releases	Email
Strategy	Sub brand 1	Specific Industry 1	Publications	Phone
Values	Sub brand 2	Specific Industry 2	Presantations	Sign up
Business Areas	...	...	Links to 3rd parties	RSS Feed
Management	Umbrella Brand B	Customer Industry B	Awards received	
Research & Development	Sub brand 1	Specific Industry 1	...	
History	Sub brand 2	Specific Industry 2		
Community	...	...		

2.1.2.3 Targets

- Initial starting point for visitor of AXALTA's corporate website
- Authors can 1 column grid stages and grids of 3 elements in the content's parSys containing
  - *2.6.2 T011/02 (MH/1/H) Standard - Teaser box*
  - *2.6.3 T011/03 (MH/1/H) News - Teaser box*

2.1.2.4 Non targets

- Detailed editorial texts

2.1.3 T006/02 (MH/1/M) Content page

A content page is used for editorial content and provides the following components for Adobe AEM's ParSys[5]:

- 1 Column Full width grid
  - Content stage slider(s)
  - Text component(s)
  - Text + Image component(s)
  - Content teaser(s)
  - Download component(s)
- 2 Column grid
  - Left: text component(s)
  - Left: Download component(s)
  - Right: Image teaser component(s)

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[5] The paragraph system (parsys) is a compound component that allows authors to add components of different types to a page and contains all other paragraph components. Each paragraph type is represented as a component. The paragraph system itself is also a component, which contains the other paragraph components. (http://wem.help.adobe.com/enterprise/en_US/10-0/wem/wcm/default_components.html)
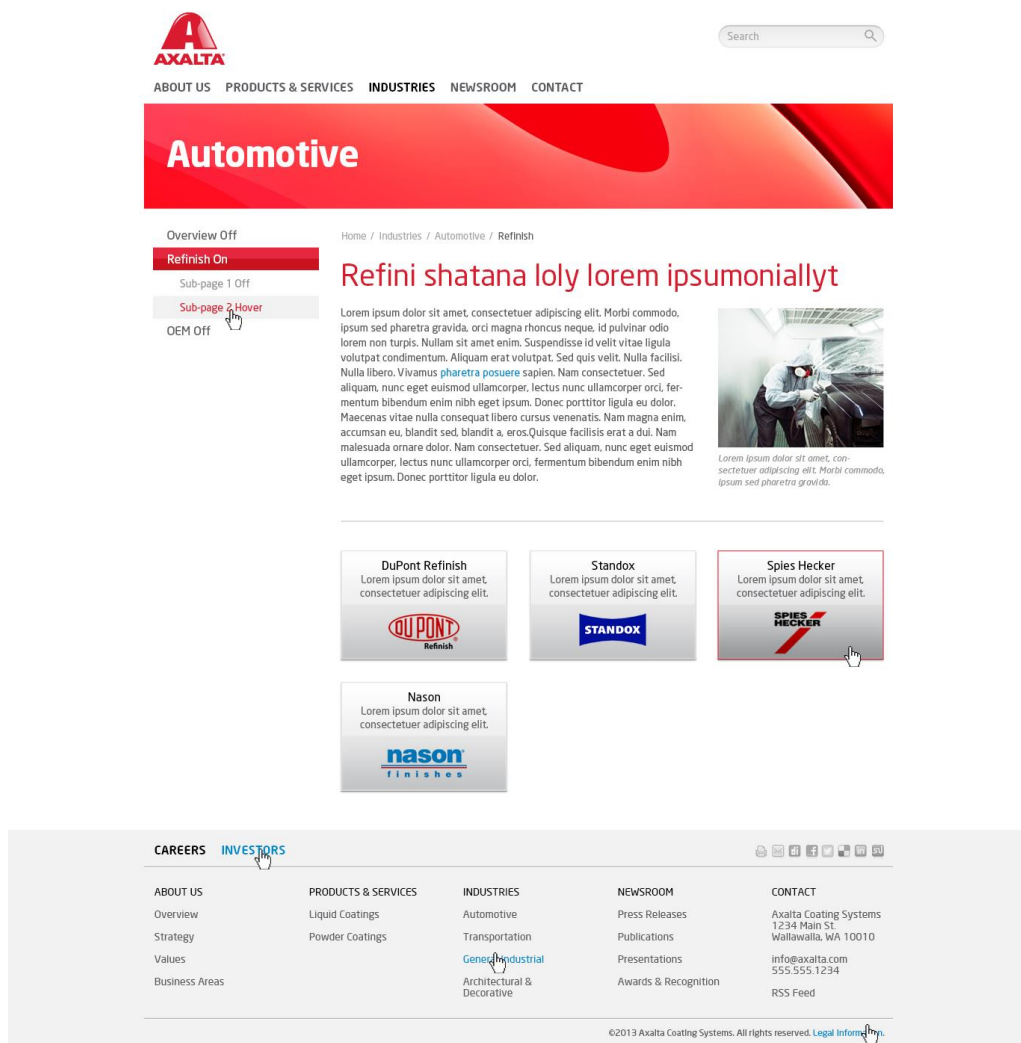
2.1.3.1 Design
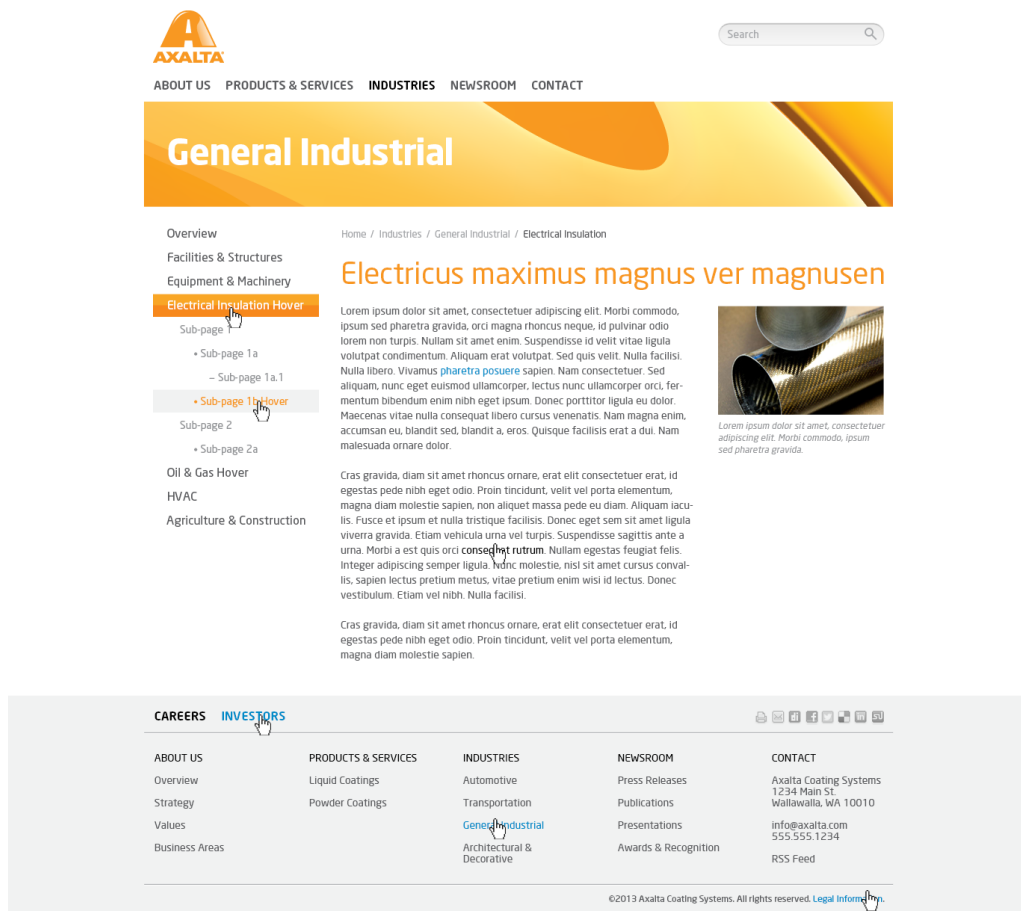
Figure 2 Design Content page

2.1.3.2 Targets

Presentation of editorial content of AXALTA

2.1.3.3 Non targets

Specific customized functionalities

2.1.4 T006/03 (MH/1/M) Product/Industry Category page

A category page serves the visitor as overview page of the underlying available subpages. Therefore it consists of teasers for products, sub industries or other subpages and provides the following components for Adobe AEM's ParSys[6]:

- 1 Column Full width grid
    - o Content stage slider(s)
    - o Text component(s)
    - o Text + Image component(s)
    - o Content teaser(s)
- 3 Column grid
    - o Product/Industry teaser(s)

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[6] The paragraph system (parsys) is a compound component that allows authors to add components of different types to a page and contains all other paragraph components. Each paragraph type is represented as a component. The paragraph system itself is also a component, which contains the other paragraph components. (http://wem.help.adobe.com/enterprise/en_US/10-0/wem/wcm/default_components.html)

2.1.4.1 Wireframes

AXALTA COATING SYSTEMS

Search Axalta-cs.com for...

| About Axalta | Products & Services | Industries | Newsroom | Contact |

Industries
Automotive
Transportation
General industrial
Architectural & Decorative

Lorem Ipsum >

Breadcrumb > Breadcrumb > General industrial

Powder Coatings

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aliquam interdum pulvinar nibh. Maecenas eget nunc in justo rhoncus aliquam. Phasellus nisl mi, convallis ut, lacinia vel, sodales tempus, ante. Praesent eros. Aenean feugiat fringilla odio.

Cormax
Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aliquam interdum pulvinar nibh. Maecenas eget nunc in justo rhoncus aliquam. Phasellus nisl mi, convallis ut, lacinia vel, sodales tempus, ante. Praesent eros. Aenean feugiat fringilla odio.

Napgard
Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aliquam interdum pulvinar nibh. Maecenas eget nunc in justo rhoncus aliquam. Phasellus nisl mi, convallis ut, lacinia vel, sodales tempus, ante. Praesent eros. Aenean feugiat fringilla odio.

Fastrac
Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aliquam interdum pulvinar nibh. Maecenas eget nunc in justo rhoncus aliquam. Phasellus nisl mi, convallis ut, lacinia vel, sodales tempus, ante. Praesent eros. Aenean feugiat fringilla odio.

2.1.4.2 Design

Figure 3 Design Cluster page

2.1.4.3 Targets

- Cluster page for teaser content of underlying subpages

2.1.4.4 Non targets

- Detailed texts for editorial content

2.2 PF007 - General Functionalities

2.2.1 T007/01 (NE/3/L) Download as PDF

For every content page the visitor has the possibility to download the content of that page as PDF by clicking on the button "download as PDF". The page position of the button is based on the final web design by ecx.io.

2.2.1.1 Targets

- PDF Design by ecx.io based on AXALTA's CI provided by Futurebrand
- The page is displayed without header, footer and sub navigation – only the content should be displayed

2.2.1.2 Non targets

- Full page download as displayed on screen

2.2.2 T007/02 (NE/3/L) Print Functionality

For every content page the visitor has the possibility to print the content of that page using the browser's print dialog by clicking on the button "print this page". The page position of the button is based on the final web design by ecx.io.

2.2.2.1 Targets

- Print CSS Design by ecx.io based on AXALTA's CI provided by Futurebrand
- The page is displayed without head navigation, footer and sub navigation – only the content should be displayed

2.2.2.2 Non targets

- Full page print as displayed on screen

2.2.3 T007/03 (NE/3/L) Share content

For every content or category page the visitor has the possibility to share the content with his preferred social networks. The page position of the share functionality is based on the final web design by ecx.io.

2.2.3.1 Design

Figure 4 Design Social Share / Print / Download as PDF

2.2.3.2 Targets

- In Adobe AEM's administration console the source code for the integration of a third-party share application can be edited and managed.
- The source code for a share application can be edited for each existing AXALTA websites stand alone.

2.2.3.3 Non targets

- Fixed and inflexible share application, which can't be edited
- One share-application definition for all AXALTA websites

2.2.4 T007/04 (NH/5/L) Breadcrumbs

Breadcrumbs provide the visitor an all-time overview about his current position within the website including all parenting links. The page position of the breadcrumbs is planned to be in the bottom of the header, but is based on the final web design by ecx.io.

2.2.4.1 Design

Figure 5 Design Breadcrumbs

2.2.4.2 Targets

- Breadcrumb links with page titles

2.2.4.3 Non targets

- Full sub navigation

2.3 PF008 - Header

2.3.1 T008/01 (MH/1/H) Navigation

The main navigation should be simple and structured for a visitor's clear access of the corporate website. The design will be finalized by ecx.io based on Futurebrand's proposal. Accordingly to the workshop's definition the navigation consists of the following first level:

- About AXALTA
- Products & Services
- Industries
- Newsroom
- Contact

The sublevel navigation for "Products and Services" and "Industries" is not fixed at the moment and will be elaborated by AXALTA. As the creation of subpages is flexible and adaptable by the customer no further requirement specification on the sitemap structure is needed. The following illustration shows the currently defined sitemap structure for AXALTA's corporate website:
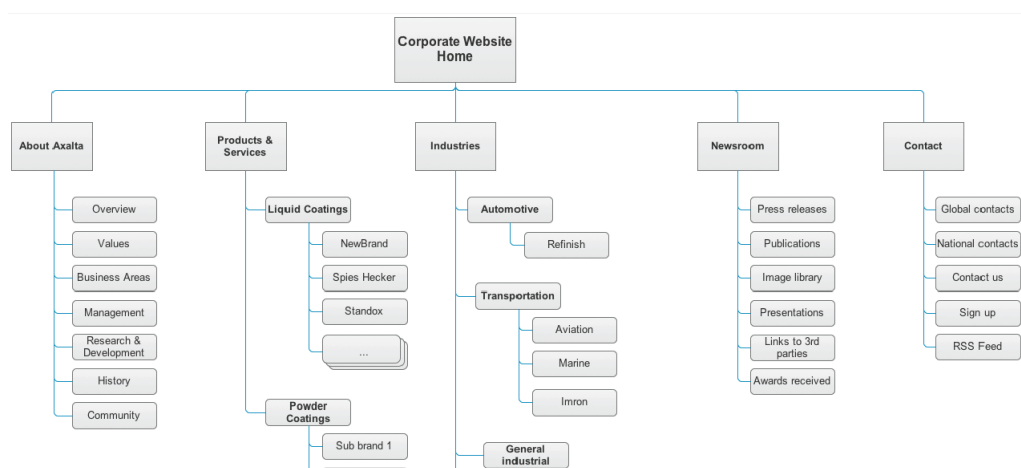
Figure 6 Sitemap structure

2.3.1.1 Targets

- Clear and simple first level navigation
- Accessible text for SEO

2.3.1.2 Non targets

- Images with image map links

2.3.2 T008/02 (MH/1/H) Navigation Flyouts

For a clustered overview of the sublevel navigation possibilities the main navigation uses navigation flyouts for showing the second and third level navigation.

The design will be finalized by ecx.io based on Futurebrand's proposal and needs to be approved by the customer independently of this requirements document.

2.3.2.1 Wireframe
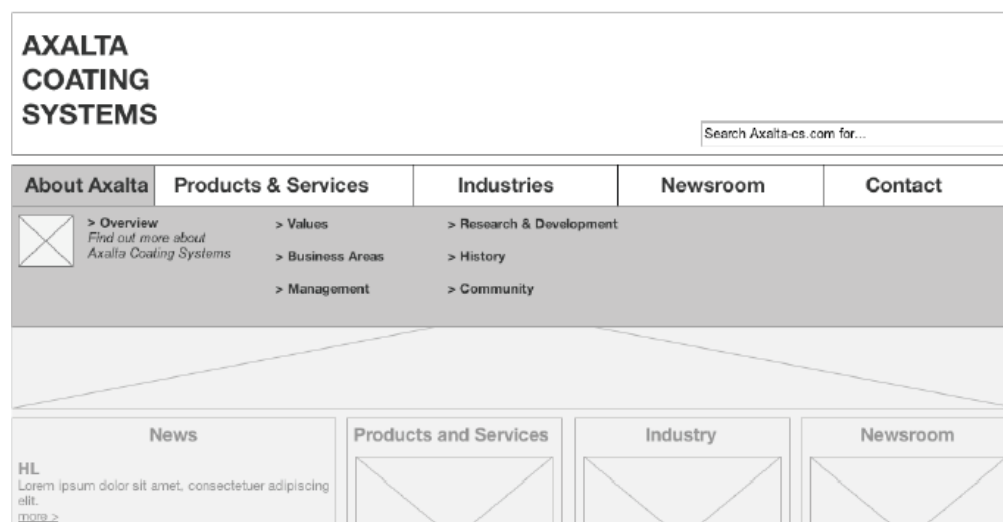
Figure 7 Main Navigation Flyouts

2.3.2.2 Design

Figure 8 Design Main Navigation Flyout – 2nd + 3rd Navigation Level
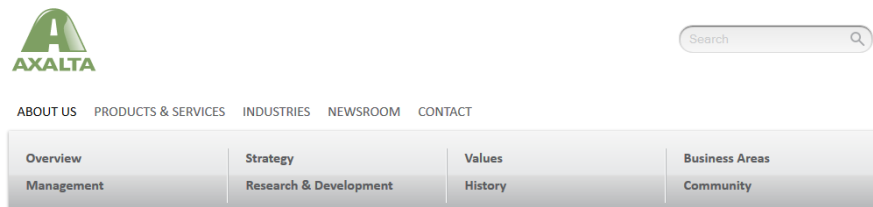
Figure 9 Design Main Navigation Flyouts – 2nd Navigation Level

2.3.2.3 Targets

- Display of 4 grid navigation with 3rd level only for products&services, industries. Other flyouts are just averaged on the 4 grids.
- The display of the sub navigation elements in the flyouts is generated automatically and cannot be edited by the customer.
- As the sublevel navigation can be adapted and extended flexibly by the customer, the design needs to be flexible for the height of the flyouts.

2.3.2.4 Non targets

- Fully editable flyouts

2.3.3 T008/03 (NE/2/L) Search

In the header of the website a search field provides search ability for existing content and data on AXALTA's corporate website. The position of the search field and the respective design will be finalized by ecx.io based on Futurebrand's proposal and needs to be approved by the customer independently of this requirements document.

Additionally to the search field in the header, an additional search field should be available below the sitemap in the footer to provide direct assistance, if the visitor does not find what he was looking for on the first view.

2.3.3.1 Design

Figure 10 Design Search bar

2.3.3.2 Targets

- The search functionality provides a text field where visitors can enter preferred search terms for full text search
- The default functionality of AEM's search functionality will be implemented

2.3.3.3 Non targets

- Auto suggestion drop down during entry of search terms
- Search Operators (AND, OR, etc.)

2.4 PF009 - Footer

2.4.1 T009/01 (MH/2/L) Sitemap

The sitemap is part of the footer and shows the sitemap of the first, second and third navigation level for the user. Due to an advantage of site internal linking for SEO the sitemap will be displayed in the footer of each page.

2.4.1.1 Design

CAREERS INVESTORS				
ABOUT US	PRODUCTS & SERVICES	INDUSTRIES	NEWSROOM	CONTACT
Overview	Liquid Coatings	Automotive	Press Releases	Axalta Coating Systems
Strategy	Powder Coatings	Transportation	Publications	1234 Main St.
				Wallawalla, WA 10010
Values		General Industrial	Presentations	info@axalta.com
				555.555.1234
Business Areas		Architectural & Decorative	Awards & Recognition	RSS Feed

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Figure 11 Design Footer

2.4.1.2 Targets

- Sitemap with 1st, 2nd level navigation
- Though contact subsection has subpages, they are not listed due to the display of the contact address, which will be taken from the contact webpage

2.4.1.3 Non targets

- Full Sitemap

2.4.2 T009/02 (MH/2/L) Link job opportunities

A link in the footer targets to the 3rd party application careerbuilder, where available job opportunities of AXALTA can be found.

2.4.2.1 Targets

- Link to 3rd party application careerbuilder

2.4.2.2 Non targets

- Integration or migration of functionality of careerbuilder in Adobe AEM

2.4.3 T009/03 (MH/2/L) Link Investor relations

A link in the footer targets to the internal password protected area for investor relations, where the logged in user has the possibility to download specific investor relations related information.

2.4.3.1 Targets

- Link to password protected area for investor relations
- User needs to log in with username / password
- No asynchronous validation required
- After successful login the user gets forwarded to a specific content page which is hidden for unauthorized access.

2.4.3.2 Non targets

- Public available area for investor relations

2.4.4 T009/04 (MH/2/L) Link Imprint

In the footer legal links for imprint (content page) have to be implemented. The position of the link will be finalized by ecx.io based on Futurebrand's proposal and needs to be approved by the customer independently of this requirements document. The links can be set by the author for the whole website.

2.4.4.1 Targets

- Administration:
    - Rich text block where links can be defined by the author
- The following links need to be implemented by default[7]:
    - Privacy & Cookies
    - Terms of use

2.4.5 T009/05 (MH/4/L) Social Links

In the footer specific social link buttons target the visitor to the respective social network profiles of AXALTA. The position and design will be finalized by ecx.io based on Futurebrand's proposal and needs to be approved by the customer independently of this requirements document.

2.4.5.1 Design

CAREERS   INVESTORS
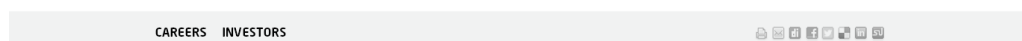
Figure 12 Design Social Links

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[7] Based on research: www.ibm.com, www.microsoft.com, www.facebook.com, etc.

2.4.5.2 Targets

- A list of social link buttons needs to be editable for the Corporate Website. It includes:
  - Image (of the respective social network) – different resolutions necessary (normal, retina, mobile)
  - Alt-Text
  - Link

2.4.5.3 Non targets

- Fixed list of social links

2.5 PF010 - Components Content Page

2.5.1 T010/01 (MH/1/M) Title

Using the page properties gives the author the possibility to set a title for a certain page.
The position and design will be finalized by ecx.io based on Futurebrand's proposal and needs to be approved by the customer independently of this requirements document.
A title should be set by default for a newly created page of the following template types:

- Content page
- Cluster page

2.5.1.1 Targets

- Technical implementation as <H1>
- Title in page properties in AEM's sidekick
- Created by default for newly created pages

2.5.1.2 Non targets

- Editable design configuration

2.5.2 T010/02 (MH/1/M) Stage

A stage component serves as an emotional presentation of the current topic(s) of the respective page. To provide additional information on one stage, a slider has to be implemented for sliding through different images. The design and slider effect will be finalized by ecx.io based on Futurebrand's proposal and needs to be approved by the customer independently of this requirements document.

2.5.2.1 Wireframe
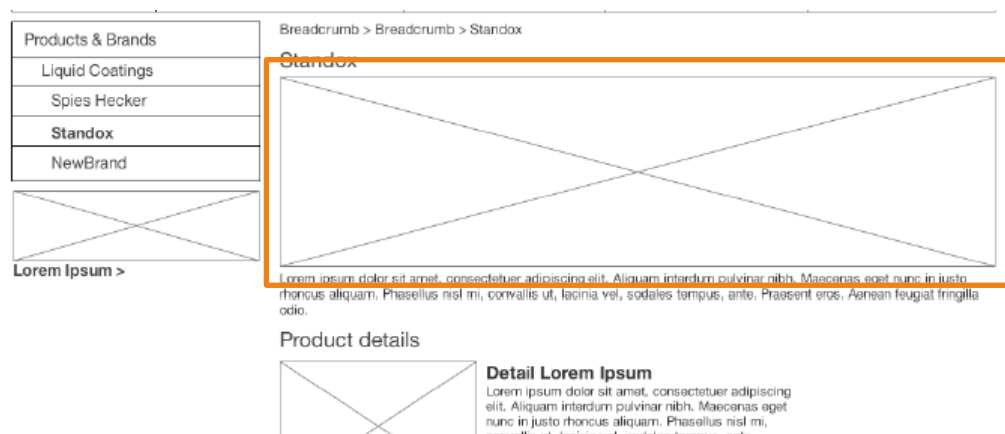
Figure 13 Wireframe Stage Slider Component

2.5.2.2 Design
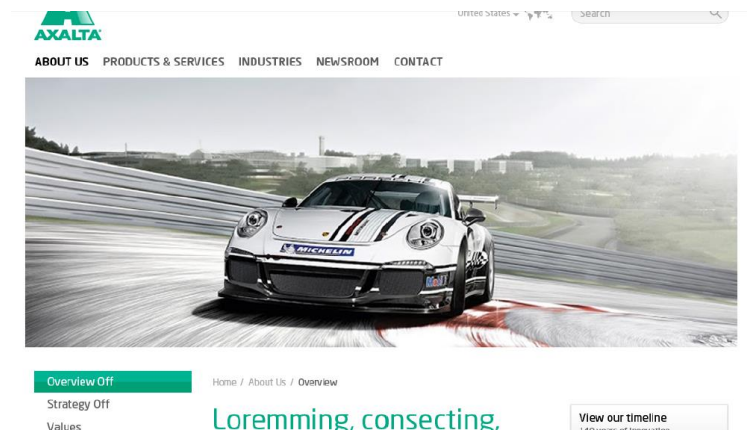
Figure 14 Design Stage Slider Component

2.5.2.3 Targets

- Full width based on final design by ecx.io
- The stage image needs to be automatically resized based on the available width – 3 different images need to be created automatically by the system for desktop, tablet, mobile usage
- Sliding through the image slider must be possible using swipe gestures for mobile/tablet devices
- Dialog Administration
  - o **List field:** Slider list (1-10 data sets):
    - Field: Image – (direct upload / dam selection)
    - Field: Link (optional)
  - o **Spinner field:** Time amount after which the next image slides automatically can be set in seconds: integer [0,20], default value: 5
    - If the time amount is set to 0, the automatic slideshow is deactivated
- If there is only 1 image chosen, the slider functionality is disabled and hidden.
- The stage will be inherited by the parent page but can be overwritten.

- The image will be displayed in full width, the height will be accordingly to the scaling of the picture
- If there are more than 1 image chosen, the images have to have the same proportions.

2.5.2.4 Non targets

- **V2:** Dialog Administration
  - **List field:** Slider list (1-10 data sets):
    - Image
    - Overlay title (optional)
    - Overlay text (optional)
    - Overlay position (optional)
    - Overlay background color (limited colors based on CD) (optional)
    - Overlay text color (limited colors based on CD) (optional)
    - Link for detail page (optional)
  - **Spinner field:** Time amount after which the next image slides automatically can be set in seconds: integer [0,20]

2.5.3 T010/03 (MH/1/H) Sub navigation

The sub navigation displays all published subpages. The design of the sub navigation will be finalized by ecx.io based on Futurebrand's proposal and needs to be approved by the customer independently of this requirements document.

2.5.3.1 Design

Figure 15 Design Sub Navigation

2.5.3.2 Targets

- Design based on CSS
- Based on grid size for responsive display
- Linked to target sub page
- Flexible in text width for word wrap for future multilingual usage
- Indentation based on the navigation level
- Current page needs to be highlighted in sub navigation
- 4 different styles:
  - Current 2nd level – active (color bar)/inactive (white)
  - Current visited node – color background + white text

       o Hover node – light grey background + color text

       o Normal: white background – grey text

- Default sub navigation: Example below:

       o Menu1

       o **Menu2** (Active 2nd level of current page)

           ▪ Menu2a

               • Menu2a1

               • **Menu2a2** (ACTIVE)

           ▪ Menu2b

       o Menu3

2.5.3.3 Non targets

- All hierarchies on one indentation level

2.5.4 T010/04 (MH/1/H) Text component

The text component is the heart of the content body and gives the author the possibility to create editorial content for content pages. The author has to be supported by a WYSIWYG editor to simplify imagination of the created content and its presentation.

The design and formats will be finalized by ecx.io based on Futurebrand's proposal and needs to be approved by the customer independently of this requirements document.
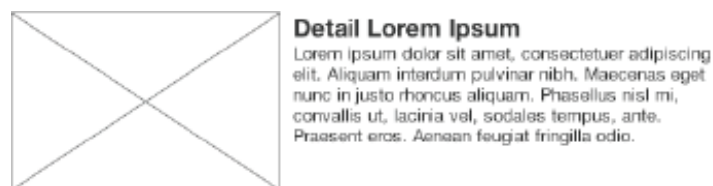
2.5.4.1 Design

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1.9M | Print | Download as PDF

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- Morbi commodo, ipsum sed pharetra gravida, orci magna rhoncus neque, id
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- Aliquam erat volutpat. Sed quis velit. Nulla facilisi

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Figure 16 Design Exemplary Text Component

2.5.4.2 Targets

- Design based on CSS
- 100% width based on grid

- Richtext supported functionalities:
  - o Fixed and selectable formats per drop down box based on AXALTA's CD with respective html tags:
    - H2
    - H3
    - H4
    - Normal
    - Bold
    - Italic
    - Underline
  - o Functionalities:
    - Link
    - Anchor
    - Table (100% width)
    - Bullet list
    - Numbered list

2.5.4.3 Non targets

- Formats for
  - o Indent
  - o Outdent
  - o Colors
  - o Graphics
- Only ASCII-Text
- HTML Code

2.5.5 T010/05 (MH/1/M) Download Component

The download component enables the author to provide file downloads of the DAM for the visitor.

2.5.5.1 Design

Figure 17 Design Download Component

2.5.5.2 Targets

- Administration Dialog:
  - Field: List (1-n files)
    - File (DAM selection)
    - Name (by default 1. Title in DAM, 2. Filename in DAM) - can be manually overwritten by author
    - Description (if set in DAM)
  - Field Checkbox: Display Thumbnail (y/n)
    - For images a thumbnail should be shown
    - for files a file type symbol should be shown
  - Field Checkbox: Display file size (y/n)
  - Field Checkbox: Display file format (y/n)

- Display as list with alternating design

2.5.5.3 Non targets

- Lock download based on user group
- password restricted access to file download

2.5.6 T010/06 (MH/2/L) Content teaser

A content teaser allows the author to place a combination of an emotional image plus a short (teaser) text. Additional the teaser can be linked optionally to an existing page internal or external page.

The design and formats will be finalized by ecx.io based on Futurebrand's proposal and needs to be approved by the customer independently of this requirements document.

2.5.6.1 Wireframe

Figure 18 Wireframe Content Teaser

2.5.6.2 Design

Product Feature 1

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Figure 19 Design Content Teaser

2.5.6.3 Targets

- Administration Dialog:
    - Link (optional) – if there is no link to an internal content defined, a teaser text/image can be defined manually
    - Image – if there is a link to an internal content defined, the teaser image will be taken from the content
    - Title (optional) – if there is no link to an internal content defined, title of linked content can be defined manually
    - Teaser text (optional) – if there is no link to an internal content defined, the teaser text can be defined manually (rich text)
    - Link text (optional) – By Default: "read more", can be overwritten
    - Position: left/right
- If there is a link configured, the image is linked and an additional link below the teaser text is displayed
- Display:
    - Image
    - Link (optional)
    - Title (optional)
    - Teaser text – based on teaser text of original content
    - Position left/right

2.5.6.4 Non targets

- Detailed editorial text block
- Image Slider
- Lightbox implementation

2.5.7 T010/07 (MH/4/L) Video player

Using the video player component the author can place videos on content pages. Therefore an integration of the JW player is intended.

Ecx.io: Integration of Jw player instead of AEM player – costs: ~300$/year for 10 sites, costs for MSM need to be evaluated – JW already contacted by ecx.io

2.5.7.1 Design

Figure 20 Design Video Player

2.5.7.2 Targets

- Design adapted to AXALTA's corporate design
- Functionalities based on JW player's default component (play, stop, etc.)
- Administration:
    - o Asset selection
    - o Size: Width / Height – defaults can be overridden

2.5.7.3 Non targets

- Additional specific functionalities which are not part of the default component

2.5.8 T010/08 (NE/5/L) HTML Source code Component

A HTML source code component serves as an integration possibility of third applications (e.g. slideshare, youtube, etc.) which can be integrated by specific authorized user groups using HTML source code.

2.5.8.1 Targets

- Administration dialog:
    - o Multiline Text field: HTML Source Code
- No live validation
- No syntax coloring
- Source code needs to be interpreted and to be closed intelligently to avoid breaking the webpage in case of faulty source code (e.g. open tags, etc.)
- Integrated source code might be formatted due to AXALTA's existing CSS design rules

2.5.8.2 Non targets

- Activation for Java script Code

- Responsive adaption of Component
- Validation of HTML Code

2.5.9 T010/09 (MH/1/H) Text + Image Component

To provide additional variation next to the text component, the text+image component offers a combined option.

2.5.9.1 Design

Figure 21 Text+Image Component

2.5.9.2 Targets

- Text
    - o Design based on CSS
    - o Fixed and selectable formats based on AXALTA's CD with respective html tags (p, h2, h3, etc.)
- Image
    - o DAM selection
    - o Position (can be set to left, right)

- Image-Description
  - By default description in DAM, can be overwritten by the author
  - Rich text

2.5.9.3 Non targets

- Only ASCII-Text
- HTML Code

2.5.10   T010/10 (MH/1/H) Image Teaser Component

An image teaser component can be used next to editorial content to provide useful additional information.

2.5.10.1 Design

Figure 22 Image Teaser Component

2.5.10.2 Targets

- Linked Image to internal/external content
- Administration:
  - Image
  - Link

2.5.10.3 Non targets

- Configurable overlay text

2.5.11 T010/11 (MH/1/H) Grids

The following grids have to be available in the parsys for the author:

- Homepage
  - 1 column full width (stage)
  - 3 column (teaser boxes)
- Content page
  - 1 column full width
  - 2 column
- Cluster page
  - 1 column full width (stage)
  - 3 column (teaser boxes)

2.6 PF011 - Components Homepage

2.6.1 T011/01 (MH/1/M) Stage Slider

The Stage slider for the component provides an emotional entry for the visitor on the homepage and has to be implemented analogous to 2.5.2 T010/02 (MH/1/M) Stage. As a result only additional requirements are described below:

2.6.1.1 Design

Figure 23 Design Stage Component

2.6.1.2 Targets

- The design will be finalized by ecx.io based on Futurebrand's proposal and needs to be approved by the customer independently of this requirements document.

2.6.1.3 Non targets

- Animated assets inside the slider

2.6.2 T011/02 (MH/1/H) Standard - Teaser box

The standard teaser box provides an emotional entry for a specific main section next to the main navigation as an additional entry point.

The design will be finalized by ecx.io based on Futurebrand's proposal and needs to be approved by the customer independently of this requirements document.

2.6.2.1 Design

Figure 24 Design Teaser Box Component

2.6.2.2 Targets

- Teaser texts and teaser image are part of the original content and will be maintenance directly at the base content – for the teaser only the link to the content has to be defined.
- If the text for meta title, title or teaser text is too long for one text row, the text will be wordwrapped automatically.
- Administration dialog:
  - o Alt-Text Image, Default: provided by DAM – can be overwritten
  - o Meta Title: can be set manually
  - o Title: Default: title of original content, can be overwritten
  - o Link: Link to original content
  - o Teaser text: Default: teaser text of original content, can be overwritten

2.6.2.3 Non targets

- Animated assets inside the teaser

2.6.3 T011/03 (MH/1/H) News - Teaser box

The news teaser box provides a clear overview of the latest corporate press- and news releases on AXALTA's home page. The design will be finalized by ecx.io based on Futurebrand's proposal and needs to be approved by the customer independently of this requirements document.

2.6.3.1 Design
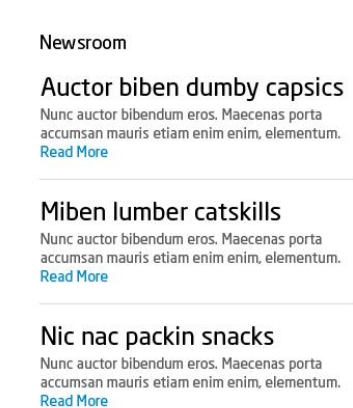
Figure 25 Design News Teaser Box

2.6.3.2 Targets

- Display of 3 latest created news/press releases, which have been created and published in the "newsroom > press releases" section
    - o Title of press release
    - o Teaser-Text
- Link below targeting to the overview of all press releases
- If the text for title or teaser text is too long for one text row, the text will be word-wrapped automatically.

2.6.3.3 Non targets

- Thumbnail images in teaser view
- Date in teaser view

2.7 PF012 - Components Product/Industry

2.7.1 T012/01 (MH/1/H) Product/Industry Teaser

The product/industry teaser gives a brief introduction about the specific product or (sub-) industry and is linked to the respective detail page of the product/industry. The design will be finalized by ecx.io based on Futurebrand's proposal and needs to be approved by the customer independently of this requirements document.

2.7.1.1 Wireframe
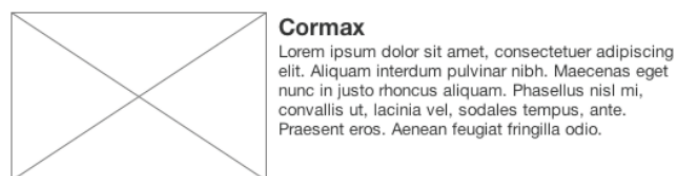
Figure 26 Wireframe Product/Industry Teaser

2.7.1.2 Design
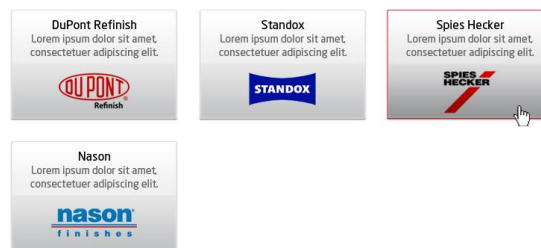
Figure 27 Design Product/Industry Teaser

2.7.1.3 Targets

- Hover effect with subsection specific color
- Administration dialog:
  - Title: text
  - Teaser text: Rich text
  - Image (DAM)Link (internal/external)

2.7.1.4 Non targets

- Detailed editorial text block
- Animation in teaser

2.7.2 T012/02 (NE/3/L) Contact box

The contact box provides contact details for a certain brand/product/industry.

2.7.2.1 Wireframe
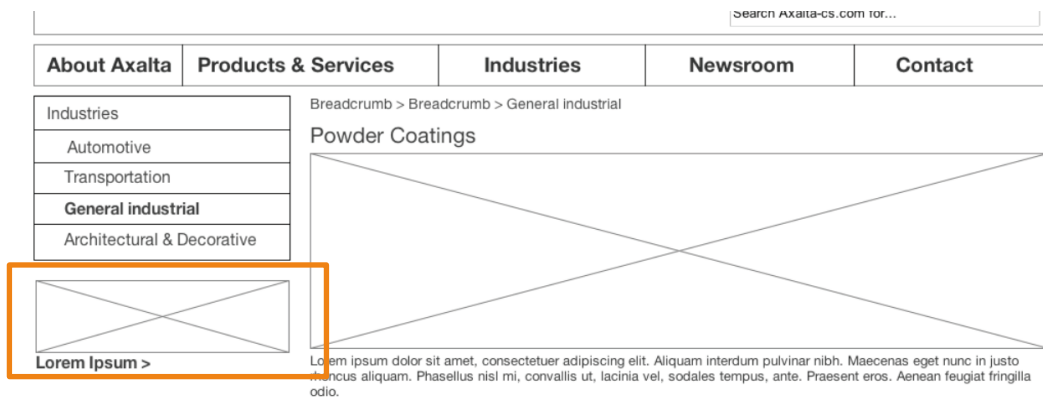
Figure 28 Wireframe Contact Box

2.7.2.2 Design
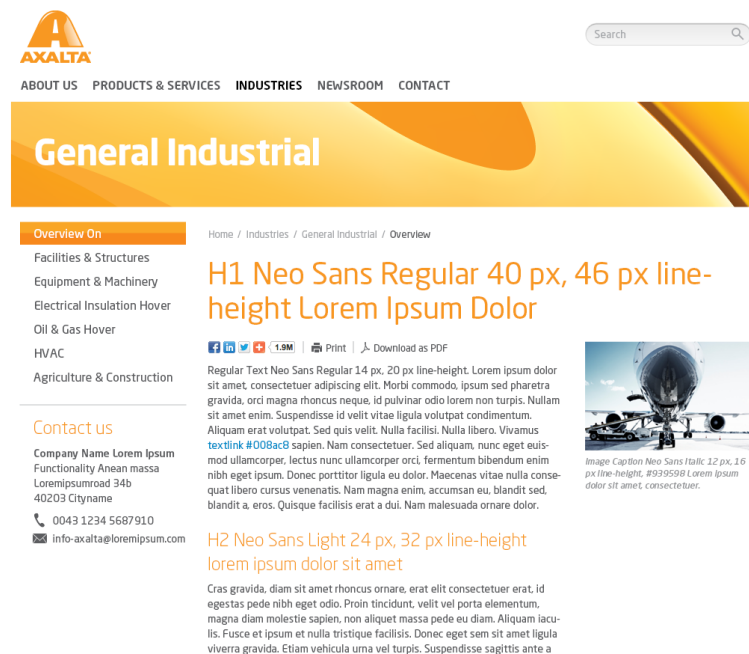
Figure 29 Design Contact Box

2.7.2.3 Targets

- Administration dialog:
    - ○ Contact data:
        - ▪ Title: single line text field
        - ▪ Organisation/Company name: single line text field
        - ▪ Name: single line text field
        - ▪ Functionality: single line text field
        - ▪ Address (optional): multiline text field
        - ▪ Telephone: single line text field
        - ▪ Email: single line text field, SPAM control for email adress included

2.7.2.4 Non targets

- Detailed editorial text block
- Animation in teaser

2.8 PF013 - Customized Pages/Modules/Functionalities

2.8.1 T013/01 (MH/2/H) Search results

When the visitor searches for a specific term using the search field in the header of the website, the visitor gets forwarded to the search result page, where the search results are displayed based on his search. The design will be developed by ecx.io based on Futurebrand's proposal and needs to be approved by the customer independently of this requirements document.

2.8.1.1 Design
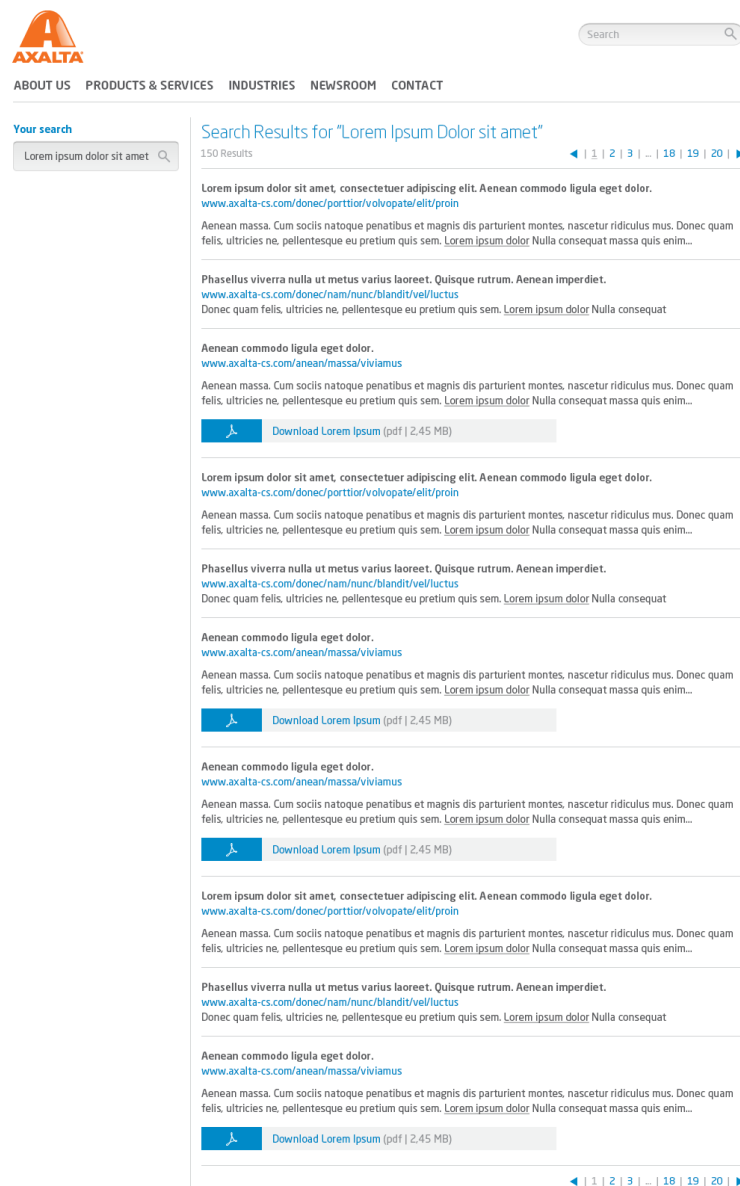
Figure 30 Design Search Results

2.8.1.2 Targets

- List of search results
    - Title
    - Excerpt (with highlighted search terms) for pages
- Link to page / asset
- Paging of search results for each 10 results
- No additional filter

2.8.1.3 Non targets

- V2: Filter
- Differentiation between pages and assets
- Only show published assets and publicly linked assets
- Possibly 2 columns – one for pages, one for assets

2.8.2 T013/02 (MH/1/H) Email Contact form

An Email contact form serves as the contact point for visitors worldwide to get in contact with AXALTA directly. As the customer relation management is handled by salesforce, the contact data needs to be sent to SFDC. The design will be developed by ecx.io based on Futurebrand's proposal and needs to be approved by the customer independently of this requirements document.

2.8.2.1 Design

Figure 31 Design Contacts – Contact form

Contact form as own page or part of the regional contact page?

2.8.2.2 Targets

- Form target - salesforce http request:
  - https://www.salesforce.com/servlet/servlet.WebToLead?encoding=UTF-8

- Form fields
  - First name:
    - Single line field
    - Required
  - Sir name:
    - Single line field
    - Required
  - Email address:
    - Single line field
    - Required
    - Email validation
  - Telephone:
    - Single line field
    - Telephone validation (no characters, except "+,/,(,),-")
  - Text body:
    - Multi line field (rich text)
    - Required
  - Top down Box: Country (Top Down box)
    - Complete country list
  - Newsletter description
    - Checkbox (y/n)
  - Captcha
  - Submit Button – sends the data to SFDC
  - Cancel Button – resets the input fields
- Prevention of double sending the same data to SFDC

2.8.2.3 Non targets

- Prefilling of input fields based on user account
- Input data assets

2.8.3 T013/03 (MH/1/H) News

In the section *Newsroom > Press releases* AXALTA provides an overview list of all published press releases. By clicking on one of the teasers in the overview, the visitor is directed to the press release detail page.

2.8.3.1 Design
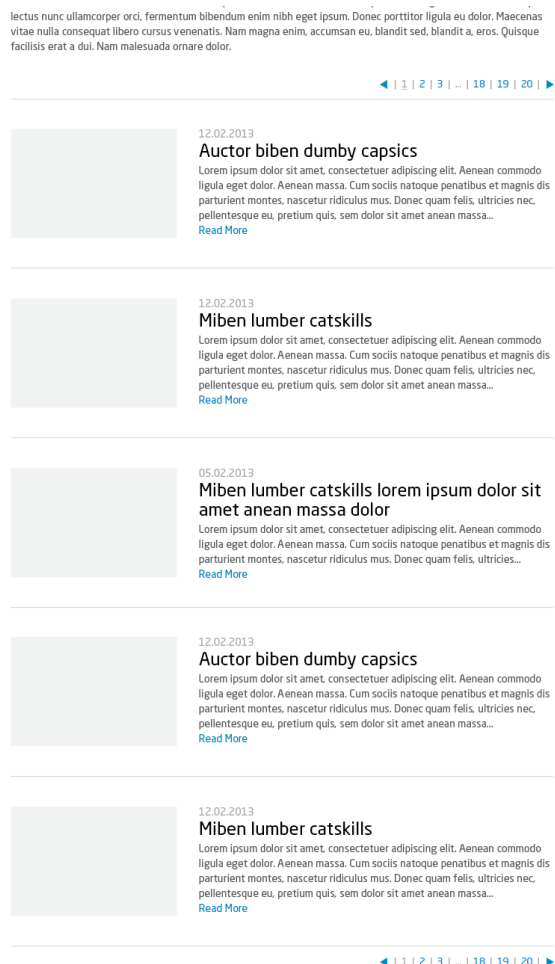
Figure 32 Design News Overview

2.8.3.2 Targets

- Overview list:
  - ○ Fields
    - ▪ Thumbnail image of Stage – linked to press release detail
    - ▪ Creation Date
    - ▪ Body teaser text
    - ▪ Link to detail
  - ○ Chronological order
  - ○ Paging of press releases (5)
- Press release detail: content page with…
  - ○ Title
  - ○ Stage
  - ○ Text component
  - ○ Download component(s)

2.8.3.3 Non targets

- V2: Chronological filter (year, month)
- V2: Tagging filter

2.8.4 T013/04 (MH/1/H) Job opportunities

By clicking on the link job opportunities in the footer, the visitor is directed to the external application **careerbuilder**[8], where currently available job opportunities of AXALTA are displayed.

---

[8]
http://www.careerbuilder.com/csh/search.aspx?csh=CSH_NEWCO&pubjobs=true&privjobs=true&int=false

2.8.4.1 Targets

- Link to external application

2.8.4.2 Non targets

- V2: Integration into AEM by using careerbuilder API
    - Overview list
        - Title of job opportunity – linked to detail
    - Job detail – similar to careerbuilder
    - Apply for a job – similar to careerbuilder

2.8.5 T013/05 (MH/1/H) Image library

To provide official high resolution images and brochures to the public, the author is able to create an content pages with an download components list, where he selects assets for public download. As the image library can be created by using **2.1.3 T006/02 (MH/1/M) Content page** and **2.5.5 T010/05 (MH/1/M) Download Component**, there are no additional efforts for the implementation.

2.8.6 T013/06 (MH/1/H) Regional contacts

In the contact section, below the global contact data AXALATA provides all national contacts based on a regional cluster. The design will be developed by ecx.io based on Futurebrand's proposal and needs to be approved by the customer independently of this requirements document.

2.8.6.1 Design

Figure 33 Design Contacts – Regional Overview

Figure 34 Design Contacts – Detail country view

2.8.6.2 Targets

- **Varying from design:** 1 page with regional cluster links
- Subpages for every region including
    - o List of national contacts below a specific region
        - ▪ Company title
        - ▪ Address block

2.8.6.3 Non targets

- A page for every national contact
- Additional content for each nation except contacts

2.8.7 T013/07 (MH/1/H) Brand center

The brand center provides a password restricted area, where authorized users are able to download specific assets from AXALTA. The brand center can be reached at www.axalta-cs.com/brandcenter and will not be displayed in the sitemap or navigation of the corporate website.

2.8.7.1 Targets

- Password restricted area
    - o User management in AEM – no integration to salesforce
    - o No Sign up – Manual user management by administrator
    - o Approx. 50 Users
- Subsection with content pages, where the author can create content pages with download components

2.8.7.2 Non targets

- Available for public
- User management by salesforce
- Own template types for restricted area

2.8.8 T013/08 (MH/1/M) Error Pages

As visitor might try to enter webpages, those are not available anymore or try to access forbidden URLs, AXALTA's corporate website needs to have error pages. The design will be de-

veloped by ecx.io based on Futurebrand's proposal and needs to be approved by the customer independently of this requirements document.
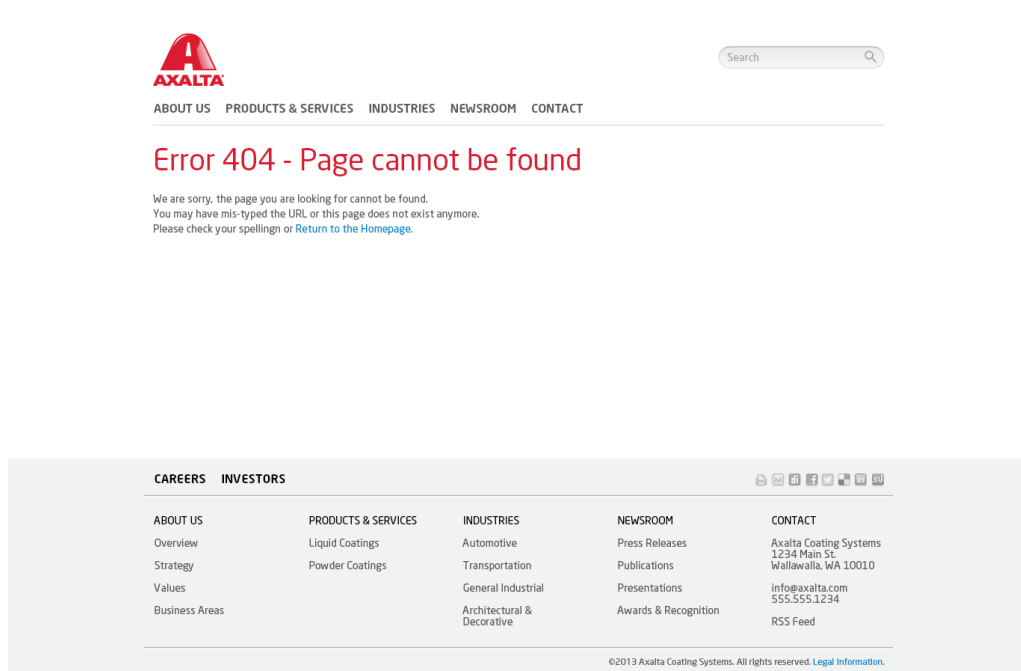
2.8.8.1 Design

Figure 35 Design Error 404 Page
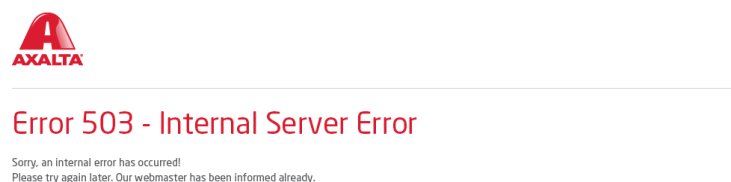
Figure 36 Design Error 503 Page

2.8.8.2 Targets

- Static webpage on web server for error pages for 503 internal server error, 404 not found, 403 permission denied (same like 404)
- Sitemap of current project for 403/404 errors
- Search field on error page directing to search results

2.8.8.3 Non targets

- Error page as full functional page

2.8.9 T013/09 (MH/1/H) Web Analytics

To track visitors and their interactions with AXALTA's corporate website, the following basic implementation will be defined by default. Advanced web analytic tracking will be part of the elaboration for Version 2.

2.8.9.1 Targets

- Implementation
  - o Basic implementation (page view for every page in AXALTA's corporate website, tracking of visited products / industries, etc.)
  - o Funnel for contact form
  - o Downloaded assets
- Reports
  - o Default reports for basic implementation

2.8.9.2 Non targets

- Tracking of user profiles
- Social data

- Tracking of video player – (play, play position 1-n, finished)
- E-Commerce tracking

> Web Analytics Tool needs to be chosen by AXALTA (Adobe Analytics, Webtrends, GA, etc.)

2.8.10   T013/10 (MH/3/L) RSS Feed functionality

As AXALTA would like to give the visitor the possibility of subscribing for their press releases, a RSS feed functionality for press releases needs to be implemented.

2.8.10.1 Targets

- RSS 2.0 Newsfeed for press release articles
- Subscribing possibilities
    o Button in Footer next to social links
    o Button in press release overview

2.8.10.2   Non targets

- Newsfeed for every content on AXALTA's corporate website

2.8.11 T013/13 (NH/5/M) Restricted Area - Investors

A restricted area for investor provides the possibility to download investor related material (assets of DAM) in an password restricted area. As the functionality has to be implemented analogous to **2.8.7 T013/07 (MH/1/H) Brand center**, there are just minimal rollout specific efforts for this feature.

> Ecx.io: Restricted Area Investors: User Group Sync in CQ between Authoring and Publish has to be evaluated

2.8.12 T013/15 (MH/5/M) Apply for job opportunity

As in the first version the job opportunities are only integrated by an external link, also the application form is part of the external application. As a result there are no efforts for implementation.

2.8.12.1 Targets

- External application

2.8.12.2 Non targets

- V2: Integration into AEM by using careerbuilder API
  - Apply for a job – similar to careerbuilder
    - Email form + data submit (PDF) for CV, cover letter, etc.
    - User needs to login before an application form can be submitted

2.8.13 T013/16 (MH/1/M) Login page

To access a password restricted area within AXALTA's corporate website, the visitor needs to authorize by entering an authorized username plus password on an own login page. Based on the closed user group, the user is directed to the respective subsection (partners, investors, brand center).

2.8.13.1 Design

Figure 37 Design Login form

Figure 38 Design User Logout

2.8.13.2 Targets

- Login page
  - o Username: single line text field
  - o Password: single line password field
  - o Login: button
- User management in AEM
- If the user is logged in, the user also needs a possibility to log out again. The logout-functionality will be implemented based on the design and needs to be approved by the customer independently of this requirements document.

2.8.13.3 Non targets

- User management in salesforce
- Additional functionality for users (profile, etc.)

2.9 PF014 - HTML Compatibility Check

2.9.1 T014/01 (MH/1/H) Responsive Concept

AXALTA's corporate website should adapt in design accordingly to the device the user/visitor is using. As all content should be available for all devices, the website was specified to be responsive. Therefore the **website templates and all available components** need a responsive design, which displays the respective page/component based on the device the user is using.

The following 3 responsive design type breakpoints have been defined:

- Smartphone - Width: 320 - 480 px
- Tablet - Width: 480 - 800 px
- Desktop - Width: > 800 px

2.9.1.1 Responsive Designs Tablet

The following design screenshots only show subpages/functionalities, where the display differs to the desktop display mode:

Figure 39 Design Tablet – Sub Navigation 4th – 6th Level

Figure 40 Design Tablet - Homepage

2.9.1.2 Responsive Designs Mobile

Figure 41 Design Mobile - Homepage / Subpage

Figure 42 Design Mobile - 4th – 6th Level Navigation

Figure 43 Design Mobile – Main Navigation

Figure 44 Design Mobile – News / Formats (H2,H3,H4,Bullet list, Table) / Table Se-
lection /Contact box

General Industrial

Home / Industries / General Industrial / Overview

Overview ▼

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Axalta Corporate Identity Elements
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Axalta Logo
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Search Results for "Lorem Ipsum Dolor sit amet"
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Figure 45 Design Mobile – Downloads / Search Results

2.9.1.3 Targets

- Creation of responsive concept for templates
- Creation of responsive concept for components
- Creation of responsive design for templates
- Creation of responsive design for components

2.9.1.4 Non targets

- Independent mobile website with limited access of pages

2.9.2 T014/02 (MH/1/H) Device / Browser Compatibility Test

Due to the different available browsers and their differing rendering variants AXALTA's corporate website will be made compatible in the context of the following ecx.io's browser matrices.

2.9.2.1 Targets Browser Compatibility

Browser/OS	Windows 7	Windows 8	OS X 10.7.x	OS X 10.8.x
Internet Explorer	>= IE8 (B-Grade)	>= IE8 (B-Grade)	N/A	N/A
Internet Explorer	>= IE 9 (A-Grade)	>= IE 9 (A-Grade)	N/A	N/A
Safari	>= Version 4 (B-Grade)		>= Version 5.0.5 (A-Grade) >= Version 4 (B-Grade)	
Firefox	Optimized for last final release version* (A-Grade)			
Chrome	Optimized for last final release version* (A-Grade)			

Opera	Optimized for last final release version* (A-Grade)

Not supported	Optional

- **A-Grade:** Support of current W3C web standards
- **B-Grade:** Limited support (Progressive enhancement), web presentation can vary but is still usable for the user.
- **Progressive enhancement:** Limited support for the last 5 versions, web presentation can vary but is still usable for the user.
- Specific HTML5 & JavaScript requirements have to be evaluated separately.

2.9.2.2 Targets Mobile / Responsive Browser Compatibility

Browser/OS	Phone / OS / display resolution	Tablet / OS / display resolution
Safari on IOS	iPhone 3GS >= iOS 5.0 iPhone 4 >= iOS 6.0.1	iPad2, iPad3 >= iOS 5.1.1
Android (default Browser)	OS 4.0.4 (display resolution 720x1280) OS 2.2[9] (display resolution 320x480)	OS 4.0.3 (display resolution 1280x720)
Chrome		OS 4.0.3 (display resolution 1280x720)
IE	Windows Phone 7.5 (display resolution 480x800) Windows 8	Windows 8 (10 metro)

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[9] **Progressive enhancement:** Limited support for the last 5 versions, web presentation can vary but is still usable for the user.

Amazon Silk[10]		Kindle Fire (1.0 - 2.0)

Not supported	Optional

- Specific HTML5 & JavaScript requirements have to be evaluated separately.
- Tests only on default browsers, which are preinstalled by the device provider. Chrome, Firefox or Opera Mini will not be tested. Functional support that website can be operated by the user.

2.9.2.3 Targets Mobile Browser matrix

Browser/OS	Phone	Tablet
BlackBerry	Phones (>= 6.0)	Tablet (1.0 – 2.1)
Nokia	Symbian (3 – Belle), MeeGo (1.2)	
Opera	Mobile (11 – 12.1), Mini (7.1)	
Firefox	Android, MeeGo (6-15)	
webOS	HP Phones (1.4 – 2.0)	HP TouchPad (3.0)

Not supported	Optional

2.9.2.4 Targets - Additional Custom Browser Compatibility

As AXALTA's corporate website serves as entry point for visitors worldwide, the Chinese search engine provider's browser BAIDU[11] also needs to be at least B-GRADE compatible.

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[10] Browser Silk (Amazon's proprietary development) uses rendering power from amazon cloud.
[11] http://www.baidu.com/

2.9.2.5 Non targets

- AXALTA's corporate website is compatible for every device/every browser

3. Backend & Processes

3.1 PF015 - Workflows

3.1.1 T015/01 (NH/5/L) Process Implementation

As the current requirements intend to have no authoring workflow management for AXALTA's corporate website, no additional efforts are generated for process implementation.

3.2 PF016 - Rights & Roles

3.2.1 T016/01 (MH/1/H) Setup Permission Groups

For a better user handling and management the following permission groups have to be defined for AXALTA's corporate website:

3.2.1.1 Targets

- Authoring System:
    - Authors
    - Administrators
    - Partners (for permitting access)
    - Investors (for permitting access)
    - Brand center (for permitting access)
- Publish System:
    - Public
    - Partners
    - Investors
    - Brand center

3.2.1.2 Non targets

- No user permission groups

3.2.2 T016/02 (MH/1/H) User Setup

For live usage of the system users, which have to be defined by AXALTA, need to be created and configured:

3.2.2.1 Targets

- Overall approx. 50 users
- Authoring System:
  - Authors
  - Administrators
- Publish System:
  - Partner users
  - Investor users
  - Brand center users

3.2.2.2 Non targets

- More than 100 users

3.3 PF017 - Publish

3.3.1 T017/01 (MH/1/H) Publish mechanism

To avoid direct changes of pages while editing the pages, a page needs to be rolled out (published) from the authoring to the publish system. Therefore 2 different approaches are available:

- Rollout specific page using AEM's sidekick
- Workflows for automatic publishing of the whole website or certain nodes plus sub nodes

3.3.1.1 Targets

- o Rollout
  - AEM's sidekick
  - Workflows for automatic publishing

3.3.1.2 Non targets

- Edited content is published automatically after editing

4. Enablement & Support

4.1 PF018 - Training

4.1.1 T018/01 (MH/1/H) Authors training

A one day author training will take place in CW 19 (May 6th – 10th, 2013) to show the application possibilities for authors for AEM. Therefore dates will be arranged. The training will be additionally recorded to provide the training information for further authors of AXALTA's corporate website in the future.

4.2 PF019 - Content Support

4.2.1 T019/01 (MH/1/H) Initial Content creation

The initial content creation of AXALTA's corporate website will be performed by Isabelle Kruse (AXALTA). Therefore she will be assisted in terms of a key-user training and will receive a user guide.

The person in charge of the initial content at AXALTA is Matt Winokur.

4.3 PF020 - Documentation

4.3.1 T020/01 (MH/3/M) User Guide

For authors a user guideline will be created based on available system information by ADOBE.

4.3.2 T020/02 (MH/3/M) Operations Manual

Due to the creation of an own operations manual for the project "IT Infrastructure" there will be no separate operations manual. However the existing IT infrastructure operations manual will be adapted on demand if further insights arise.

5. Attachments & References

- AXALTA Corporate Website V1 - Project handbook, April 12th, 2013

Version history

Release	Date	Author	Change
0.9	2013-03-21	Klaus Schobesberger	Initial creation
1.0	2013-03-22	Klaus Schobesberger	Feedback input by AXALTA
1.1	2013-04-05	Klaus Schobesberger	Template Design Input
1.2	2013-04-12	Klaus Schobesberger	Component Design Input