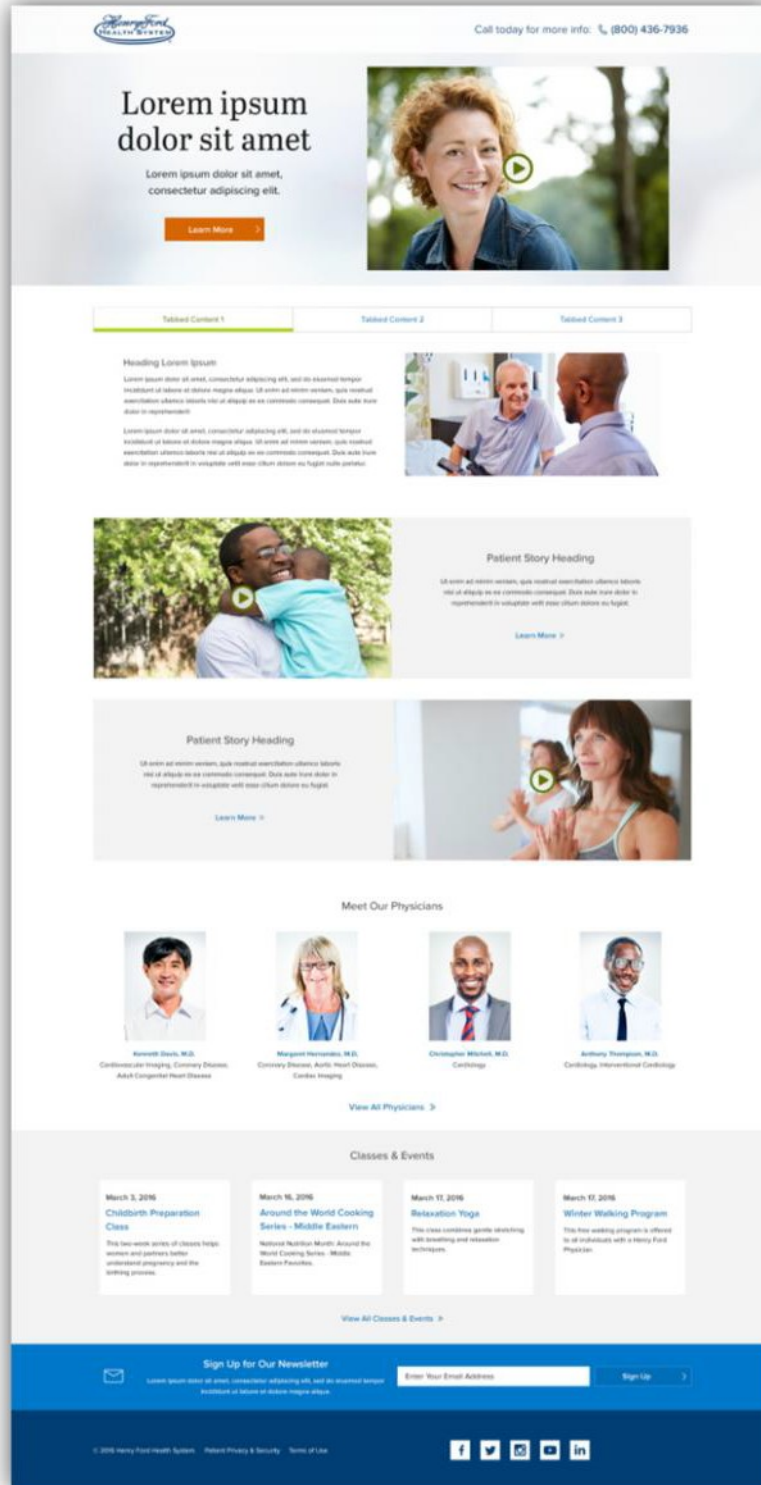




CAMPAIGN LANDING PAGE 2

SITECORE 9 – HENRY FORD HEALTH SYSTEM

Campaign Landing Page 2 - Design



1. Header

1.1. Desktop & Mobile

- The header consists of the system logo and telephone information
- Header displays at the very top of the page before all other content (above the banner)
- When scrolling up and down header remains at the top of the page



2. Campaign Logo

2.1. Desktop & Mobile

- Campaign Logo Image will display towards the left side of the header
- On high resolution devices Campaign Logo SVG image displays instead of campaign logo image
- Image can be linked, user ability to click image, on click destination page loads (determined by sitecore Campaign Logo Link field)



3. Telephone Information

3.1. Desktop & Mobile

- Telephone information will display towards the left side of the header
- Telephone information includes
 - Phone text/label (**red**)
 - Phone icon (**green**)
 - Phone number (**blue**)
- Telephone information will always display a phone number (phone text/label and icon should not display without a phone number)



4. Banner

4.1. Desktop

- Banner is full width and displays below the header of the page
- Displays a single banner
- Background image is static, set in CSS
- Banner may include an image or a video (**red**)
- Banner with image:
 - Small Image can be displayed without YouTube video
- Banner with video:
 - If a YouTube video exists, a play icon appears on the image, indicating to the user it is a video (**blue**)
 - User ability to play video by clicking the play icon, video opens in a modal window and automatically begins to play, user ability to close the modal by clicking "X"
- Banner content will display to either the left of the image, content is displayed and aligned based off of sitecore data and settings (**orange**)

- Userability to click banner button, on click, new page will load (green). Orange, blue button.



4.2. Mobile

- Banner is stacked copy, button than video below

5. Headline & Content Copy

5.1. Desktop & Mobile

- Optional to add Content Display control to display Headline and Content Copy fields

6. Tabs

6.1. Desktop

- Tabs displays content in tabular form beneath the banner
- Tab titles (orange) will display at the top of the tab
- Tab content (green) displays for active tab
- Green accent on active tab (red)

- User ability to click inactive tabs (blue) to view tab content



6.2. Mobile

- In mobile, tabs display as accordions
- Collapsed accordions (orange) display tab title and "+"
 - User ability to click "+" to expand accordion
- Expanded accordion (red) displays tab title, green accent, tab content and "-"
 - User ability to click "-" to collapse accordion

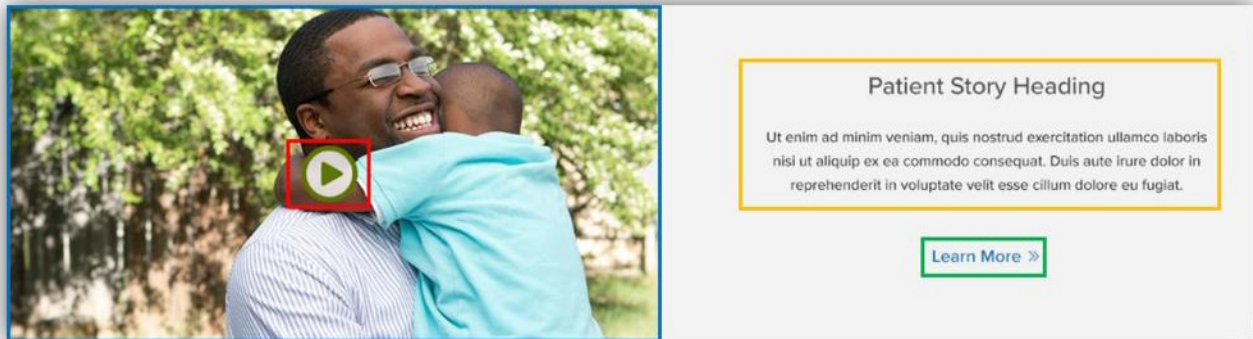


7. Gray Text Feature

7.1 Desktop

- Displays as full width with a gray background (text alignment determined by sitecore alignment field)
- Content Displayed:
 - Text Feature title (orange)

- Test Feature text description (orange)
- Image (blue)
- Video play icon (red), only displays over image when video exists
- Learn more link (green)
- User ability to click play icon, on click, video opens in modal
- User ability to click “learn more” link, on click, new page loads



7.2 Mobile

- Same functionality as desktop
- Displayed in mobile with image (blue) above title, text, and link (orange)

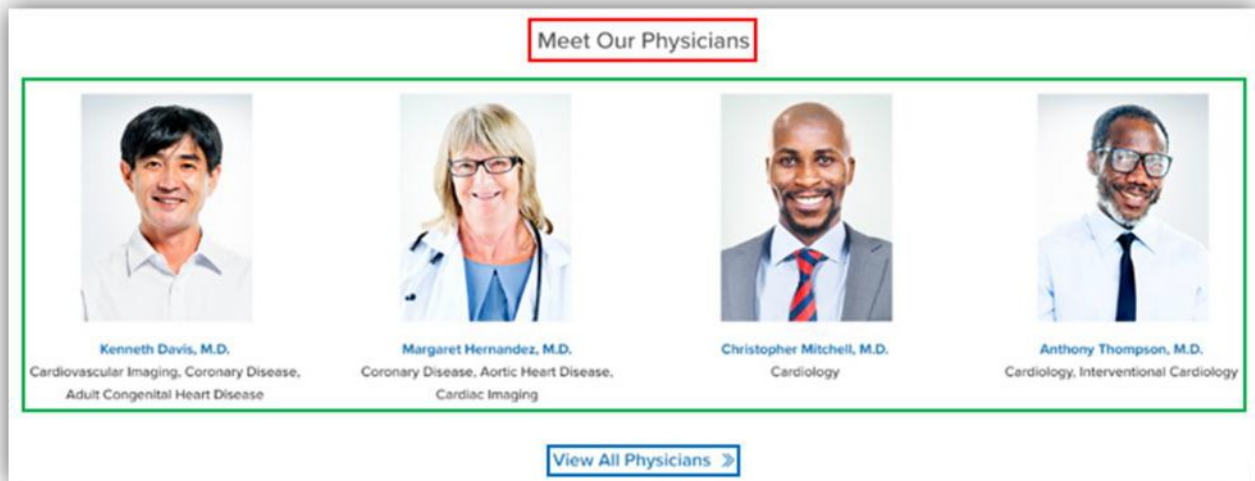


8. Meet Our Physicians

8.1 Desktop

- Manually select doctors to appear, will display 4 doctors
- “Meet Our Physicians” title (red) displays above physician information
- Physician information (green) displayed includes:

- Physician Image
- Physician Title (name and degree)
 - Links to specific physician, on click, physician detail page loads
- Physician Specialties
- “View All Physicians” Link ([blue](#)) displays beneath physician information
 - View All link is manually set. On click, linked page loads



8.2 Mobile

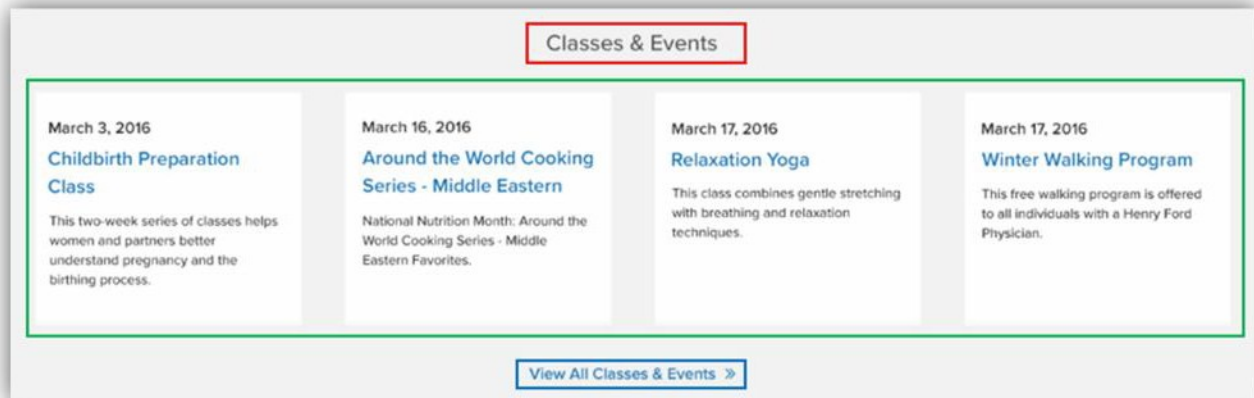
- Displays first item, with dots and slide action to navigate

9. Classes and Events

9.1 Desktop

- Related classes and events matches by tagging set on the page
- “Classes & Events” title ([red](#)) displays above class/event information
- Classes and Event information ([green](#)) displayed includes:
 - Class/event date
 - Class/event Headline
 - Links to specific event, on click, event detail page loads
 - Class/event introduction
- “View All Classes & Events” Link ([blue](#)) displays beneath class/event information
 - View All link is manually set

- On click, linked page loads



○

9.2 Mobile

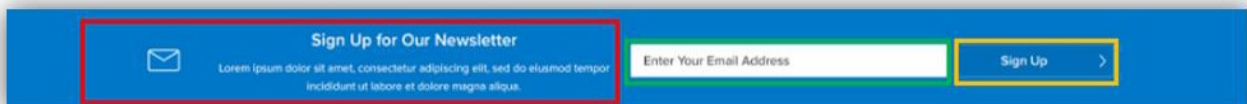
- Displays first item, with dots and slide action to navigate

10. Blue Full Width CTA

10.1 Desktop (displays above the footer)

10.1.1 Full Width CTA Newsletter Sign Up (Not Implemented)

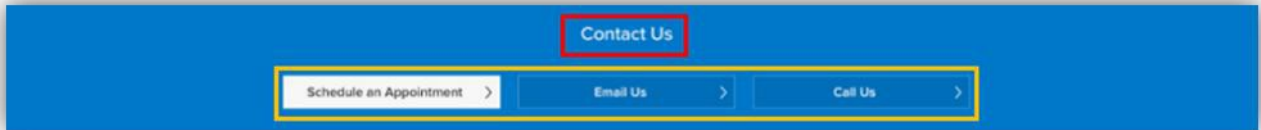
- Content Displayed:
 - Icon image (red)
 - Title (red)
 - CTA description text (red)
 - Button and button label (orange)
 - Sign up field and sign up field text (green)
- User ability to enter email address into sign up field
- User ability to sign up using email entered by clicking the “sign up” button



10.1.2 Full Width CTA with Multiple Buttons

- Content Displayed:

- CTA title (red)
- Buttons and button labels (orange)
- User ability to click button, on click, related page loads (determined by sitecore link)



10.1.3 Full Width CTA Single

- Content Displayed:
 - CTA title (red)
 - CTA description text (red)
 - Button and button label (orange)
- User ability to click button, on click, related page loads (determine by sitecore link)



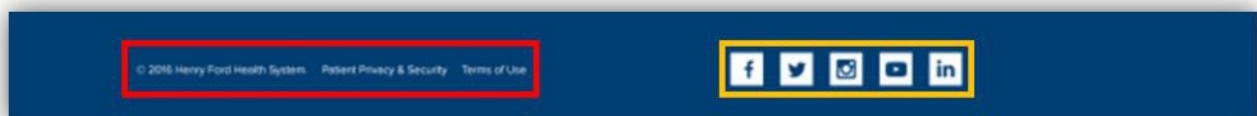
10.2 Mobile

- Functionality remains the same

11. Footer

11.1 Desktop

- Displays at the very bottom of the page
- Content Displayed:
 - Copyright text (red)
 - Social Media icons (orange)
- Social Media icons linked to related social media site (controlled in sitecore)
- User ability to click social media icon, applicable social media page loads



11.2 Mobile

- Functionality remains the same
- Displayed in mobile with social icons (orange) above copyright text (red)

