



Business Marketing Association - Chicago

Mobile Site Design

User Experience Specifications

Version 1.5

Monday, January 16, 2012

How to use this document

The purpose of this document is to provide a high-level understanding of the user experience. Wireframes may be used to represent each screen separately or to demonstrate consecutive behavior. Components may also be used in order to show details of a particular page. Some components can exist in multiple pages. Legends can be used to identify key characteristics for discussion. Callouts can highlight notable elements. Items are presented in order to establish understanding and may be subject to change after its final release. Sometimes this occurs within the Visual Comp stage and/or front-end HTML.



Client: Business Marketing Association - Chicago

Project: Mobile Site Design

Version: 1.5

Date: 1.16.12

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Document Notes

Version	Date	Author	Description
1.0	11/28/11	Natalie Kuhn	Original Version
1.1	12/1/11	Natalie Kuhn	Second Version
1.2	12/9/11	Natalie Kuhn	Third Version
1.3	1/9/12	Natalie Kuhn	Fourth Version
1.4	1/12/12	Natalie Kuhn	Fifth Version
1.5	1/16/12	Natalie Kuhn	Sixth Version

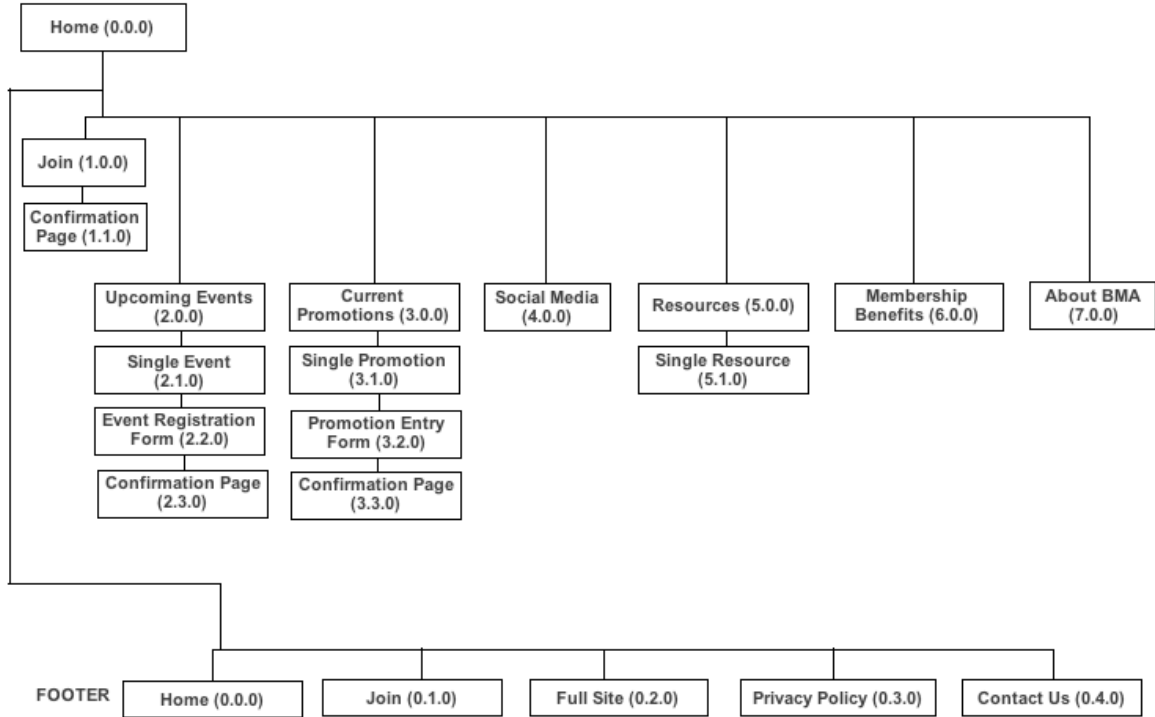
1. Site Map

1.1. User Interface



Client: Business Marketing Association - Chicago	
Project: Mobile Site Design	
Version: 1.5	Date: 1.16.12
Page: Site Map	

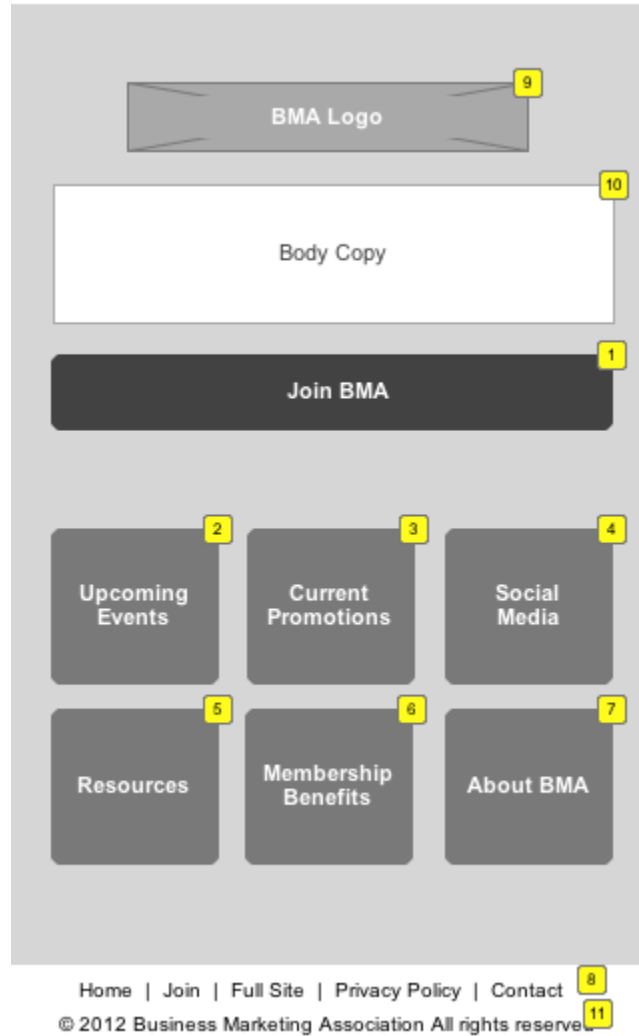
Site Map



2. Home

Purpose of Home page is to introduce the user to BMA and BMA mobile using body copy and prominent navigation buttons. The Home is also meant to highlight the joining of BMA in case the user is familiar with the organization already.

2.1. User Interface



2.2. Component Functionality

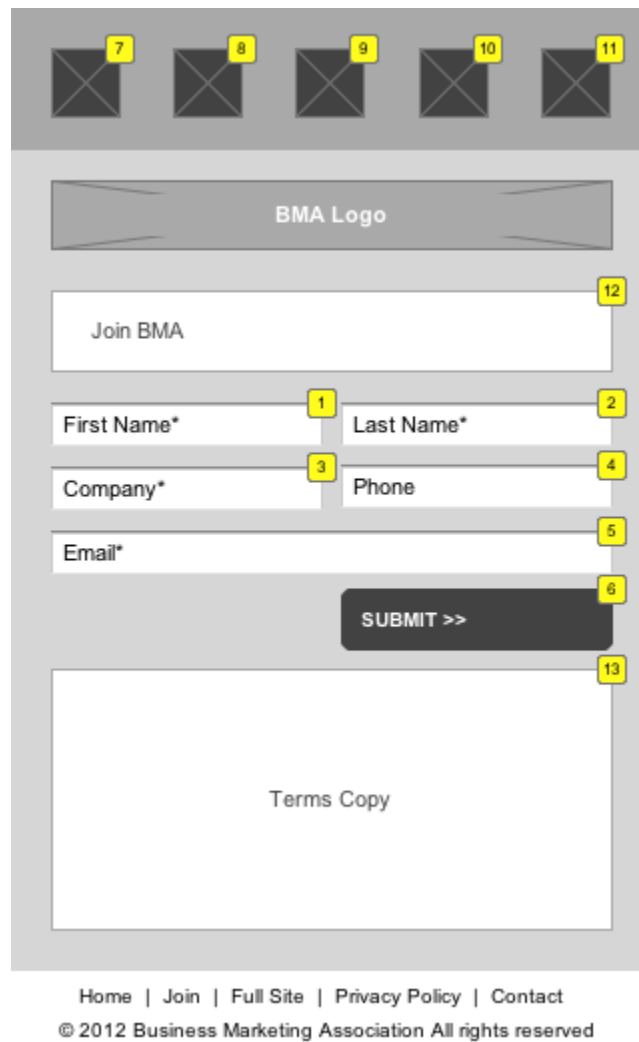
Footnote	Label	Interactions	Functionality	Copy	Content Editor Notes
1	Clickable Button	OnClick: Case 1: Open Join BMA in Current Window	On click user will be linked to Join BMA form on mobile site.		Button not editable by content editor
2	Clickable Button	OnClick: Case 1: Open Upcoming Events in Current Window	On click user is linked to Upcoming Events page		Button not editable by content editor
3	Clickable Button	OnClick: Case 1: Open Current Promotions in Current Window	On click user is linked to Current Promotions page		Button not editable by content editor
4	Clickable Button	OnClick: Case 1: Open Social Media in Current Window	On click user is linked to Social Media page		Button not editable by content editor

Footnote	Label	Interactions	Functionality	Copy	Content Editor Notes
5	Clickable Button	OnClick: Case 1: Open Resources in Current Window	On click user is linked to Resources page		Button not editable by content editor
6	Clickable Button	OnClick: Case 1: Open Membership Benefits in Current Window	On click user is linked to Membership Benefits page		Button not editable by content editor
7	Clickable Button	OnClick: Case 1: Open About BMA in Current Window	On click user is linked to About BMA page		Button not editable by content editor
8	Linked Text		Text links to mobile pages accordingly. "Full Site" links to full standard site.		Footer not editable by content editor
9	Clickable Image	OnClick: Case 1: Open Home in Current Window	Logo links to homepage if not already on homepage		Logo not editable by content editor
10	Static Text		Static Text		Editable via BMA mobile CMS (vs. BMA standard site CMS), text field exists in CMS for content editor to edit
11	Static Text		Static Text	Footer not editable by content editor	Text not editable by content editor

3. Join BMA

The purpose of the Join BMA page is to get the user to submit their information so that it can be collected and sent to the Client for review and followup.

3.1. User Interface



3.2. Component Functionality

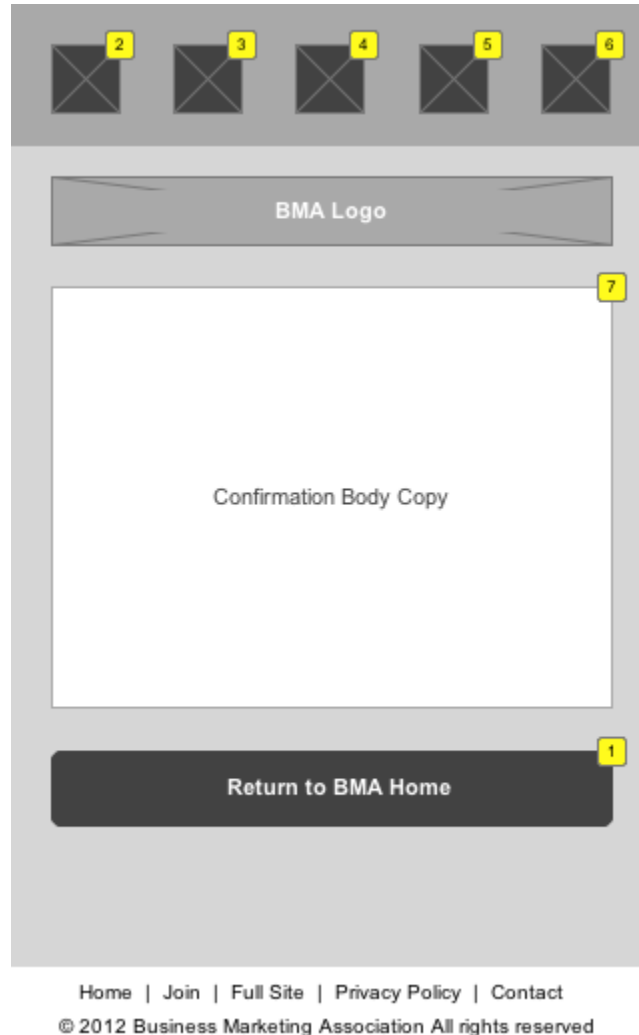
Footnote	Label	Interactions	Functionality	Content Editor Notes	Database Notes
1	Text Entry Field		User can enter their first name (text)	Field cannot be edited by content editor	
2	Text Entry Field		User can enter their last name (text)	Field cannot be edited by content editor	
3	Text Entry Field		User can enter their company name (text)	Field cannot be edited by content editor	
4	Text Entry Field		User can enter their company name (text)	Field cannot be edited by content editor	
5	Text Entry Field		User can enter their email address (text)	Field cannot be edited by content editor	
6	Clickable Button	OnClick: Case 1: Open Confirmation Page in Current Window	On click user information is submitted to database and user is linked to a confirmation/thank you page.	Not editable by content editor	User information sent to Marla from BMA so that she can manually register user

Footnote	Label	Interactions	Functionality	Content Editor Notes	Database Notes
7	Clickable Image	OnClick: Case 1: Open Upcoming Events in Current Window	On click user is linked to first in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor	
8	Clickable Image	OnClick: Case 1: Open Current Promotions in Current Window	On click user is linked to second in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor	
9	Clickable Image	OnClick: Case 1: Open Social Media in Current Window	On click user is linked to third in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor	
10	Clickable Image	OnClick: Case 1: Open Resources in Current Window	On click user is linked to fourth in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor	
11	Clickable Image	OnClick: Case 1: Open Membership Benefits in Current Window	On click user is linked to fifth in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor	
12	Static text		Static text	Not editable by content editor	
13	Static text		Static text	Global Terms Copy - used across entire mobile site. Editable via BMA mobile CMS (vs. BMA standard site CMS), text field exists in CMS for content editor to edit	

4. Confirmation Page

The purpose of the Confirmation page is to let the user know that they have successfully submit their information to BMA for followup - important to clarify that they are not a member yet, but that they have submitted their interest and that someone will be following up to get them going shortly. There is also a link to the BMA home in attempt to keep them on the site after they have provided their information.

4.1. User Interface



4.2. Component Functionality

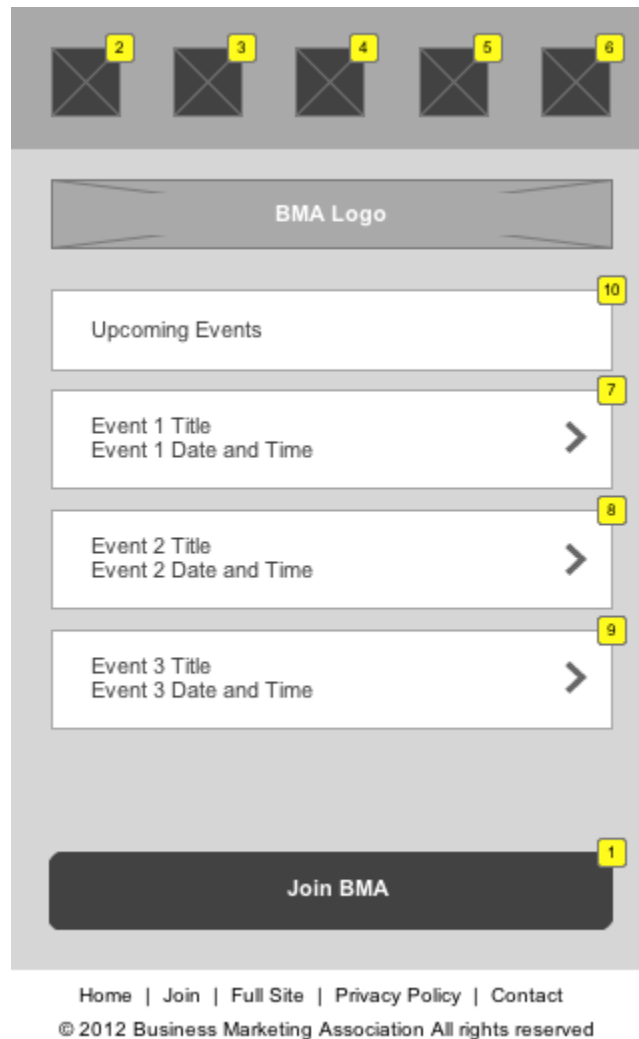
Footnote	Label	Interactions	Functionality	Content Editor Notes
1	Clickable Button	OnClick: Case 1: Open Home in Current Window	BMA logo links the user to the home	Button not editable by content editor
2	Clickable Image	OnClick: Case 1: Open Upcoming Events in Current Window	On click user is linked to first in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
3	Clickable Image	OnClick: Case 1: Open Current Promotions in Current Window	On click user is linked to second in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor

Footnote	Label	Interactions	Functionality	Content Editor Notes
4	Clickable Image	OnClick: Case 1: Open Social Media in Current Window	On click user is linked to third in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
5	Clickable Image	OnClick: Case 1: Open Resources in Current Window	On click user is linked to fourth in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
6	Clickable Image	OnClick: Case 1: Open About BMA in Current Window	On click user is linked to fifth in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
7	Static text		Static text	Editable via BMA mobile CMS (vs. BMA standard site CMS), text field exists in CMS for content editor to edit

5. Upcoming Events

Purpose of the Upcoming Events page is to highlight the most current events coming up. There is a link to more events in the case that there are more than 3 upcoming. There is also a call to action to join BMA for consistency and as a constant reminder to submit their information to join. The Join BMA button will be fixed as the user scrolls down the page to view all upcoming events as they wish.

5.1. User Interface



5.2. Component Functionality

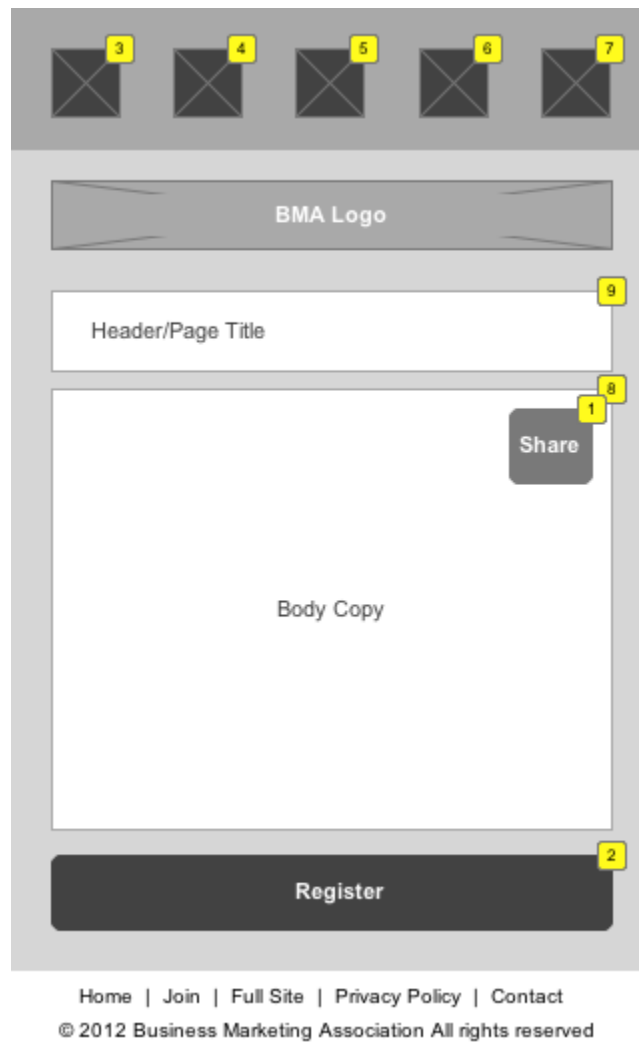
Footnote	Label	Interactions	Functionality	Content Editor Notes
1	Clickable Button	OnClick: Case 1: Open Join BMA in Current Window	On click user will be linked to Join BMA form on mobile site.	Button not editable by content editor
2	Clickable Image	OnClick: Case 1: Open Current Promotions in Current Window	On click user is linked to first in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
3	Clickable Image	OnClick: Case 1: Open Social Media in Current Window	On click user is linked to second in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
4	Clickable Image	OnClick: Case 1: Open Resources in Current Window	On click user is linked to third in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor

Footnote	Label	Interactions	Functionality	Content Editor Notes
5	Clickable Image	OnClick: Case 1: Open Membership Benefits in Current Window	On click user is linked to fourth in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
6	Clickable Image	OnClick: Case 1: Open About BMA in Current Window	On click user is linked to fifth in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
7	Clickable Text	OnClick: Case 1: Open Single Event (Details) in Current Window	Links to page with specific event details	Information pulled directly from standard site - editable via standard site CMS (vs. BMA mobile CMS)
8	Clickable Text	OnClick: Case 1: Open Single Event (Details) in Current Window	Links to page with specific event details	Information pulled directly from standard site - editable via standard site CMS (vs. BMA mobile CMS)
9	Clickable Text	OnClick: Case 1: Open Single Event (Details) in Current Window	Links to page with specific event details	Information pulled directly from standard site - editable via standard site CMS (vs. BMA mobile CMS)
10	Static text		Static text	Not editable by content editor

6. Single Event (Details)

The purpose of this page is to explain a single event and convince the user to sign up for the event. The user also has the option to share the BMA event via Social Media.

6.1. User Interface



6.2. Component Functionality

Footnote	Label	Interactions	Functionality	Content Editor Notes
1	Clickable Button		On click user can share via Facebook, Twitter, LinkedIn. Connect with API associated.	Button not editable by content editor
2	Clickable Button	OnClick: Case 1: Open Event Registration Form in Current Window	On click user will be linked to an event registration page on the standard site.	Button not editable by content editor
3	Clickable Image	OnClick: Case 1: Open Current Promotions in Current Window	On click user is linked to first in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
4	Clickable Image	OnClick: Case 1: Open Social Media in Current Window	On click user is linked to second in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor

Footnote	Label	Interactions	Functionality	Content Editor Notes
5	Clickable Image	OnClick: Case 1: Open Resources in Current Window	On click user is linked to third in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
6	Clickable Image	OnClick: Case 1: Open Membership Benefits in Current Window	On click user is linked to fourth in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
7	Clickable Image	OnClick: Case 1: Open About BMA in Current Window	On click user is linked to fifth in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
8	Static text		Static text	Information pulled directly from standard site - editable via standard site CMS (vs. BMA mobile CMS)
9	Static text		Static text	Not editable by content editor

7. Event Registration Form

The purpose of the Event Registration page is to get the user to submit their information so that it can be collected and sent to the Client for review and followup.

7.1. User Interface

Home | Join | Full Site | Privacy Policy | Contact
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7.2. Component Functionality

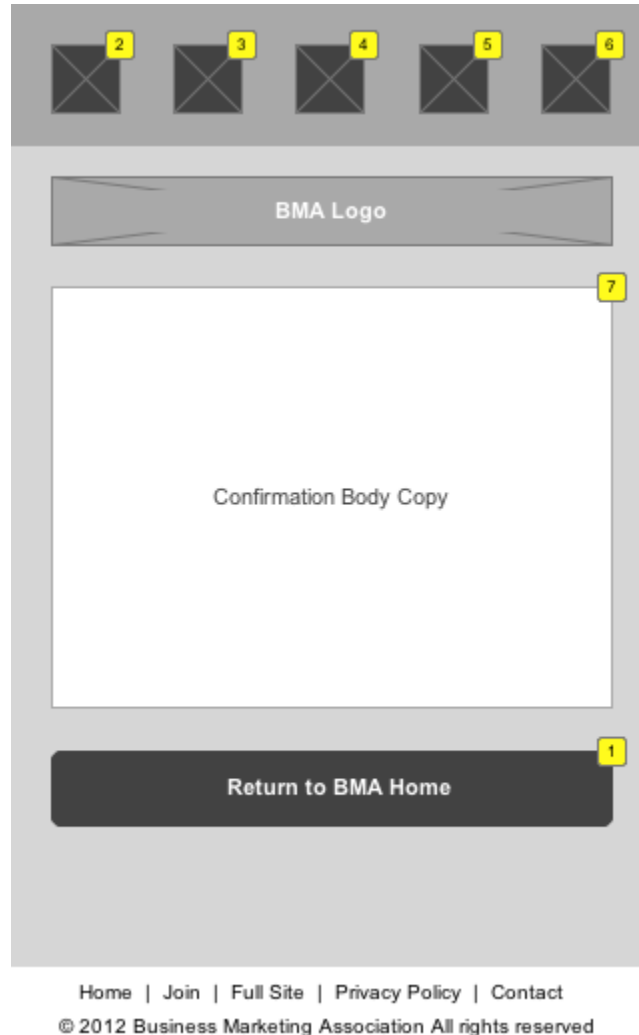
Footnote	Label	Interactions	Functionality	Content Editor Notes	Database Notes
1	Text Entry Field		User can enter their first name (text)		
2	Text Entry Field		User can enter their last name (text)		
3	Text Entry Field		User can enter their company name (text)		
4	Text Entry Field		User can enter their company name (text)		
5	Text Entry Field		User can enter their email address (text)		
6	Clickable Button	OnClick: Case 1: Open Confirmation Page in Current Window	On click user information is submitted to database and user is linked to a confirmation/thank you page.	Button not editable by content editor	User information sent to Marla from BMA so that she can manually register user

Footnote	Label	Interactions	Functionality	Content Editor Notes	Database Notes
7	Clickable Image	OnClick: Case 1: Open Current Promotions in Current Window	On click user is linked to first in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor	
8	Clickable Image	OnClick: Case 1: Open Social Media in Current Window	On click user is linked to second in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor	
9	Clickable Image	OnClick: Case 1: Open Resources in Current Window	On click user is linked to third in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor	
10	Clickable Image	OnClick: Case 1: Open Membership Benefits in Current Window	On click user is linked to fourth in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor	
11	Clickable Image	OnClick: Case 1: Open About BMA in Current Window	On click user is linked to fifth in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor	
12	Static text		Static text	Not editable by content editor	
13	Static text		Static text	Global Terms Copy - used across entire mobile site. Editable via BMA mobile CMS (vs. BMA standard site CMS), text field exists in CMS for content editor to edit	

8. Confirmation Page

The purpose of the Confirmation page is to let the user know that they have successfully submit their information to BMA for followup - important to clarify that they are not registered for the event yet, but that they have submitted their interest and that someone will be following up to get them going shortly. There is also a link to the BMA home in attempt to keep them on the site after they have provided their information.

8.1. User Interface



8.2. Component Functionality

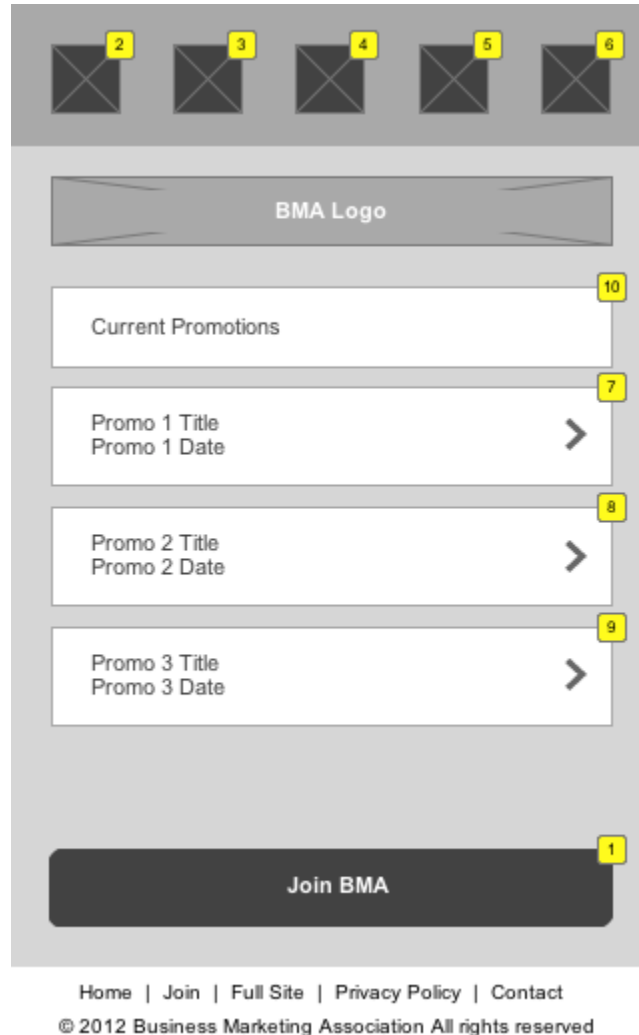
Footnote	Label	Interactions	Functionality	Content Editor Notes
1	Clickable Button	OnClick: Case 1: Open Home in Current Window	BMA logo links the user to the home	Button not editable by content editor
2	Clickable Image	OnClick: Case 1: Open Upcoming Events in Current Window	On click user is linked to first in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
3	Clickable Image	OnClick: Case 1: Open Social Media in Current Window	On click user is linked to second in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor

Footnote	Label	Interactions	Functionality	Content Editor Notes
4	Clickable Image	OnClick: Case 1: Open Resources in Current Window	On click user is linked to third in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
5	Clickable Image	OnClick: Case 1: Open Membership Benefits in Current Window	On click user is linked to fourth in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
6	Clickable Image	OnClick: Case 1: Open About BMA in Current Window	On click user is linked to fifth in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
7	Static text		Static text	Editable via BMA mobile CMS (vs. BMA standard site CMS), text field exists in CMS for content editor to edit

9. Current Promotions

Purpose of the Current Promotions page is to highlight the most current promotions coming up. There is a link to more promotions in the case that there are more than 3 upcoming. There is also a call to action to join BMA for consistency and as a constant reminder to submit their information to join. The Join BMA button will be fixed as scrolls down the page to view all current promotions as they wish. Two promotions used every year. Additional third can be included if needed and if it is not needed it can be hidden.

9.1. User Interface



9.2. Component Functionality

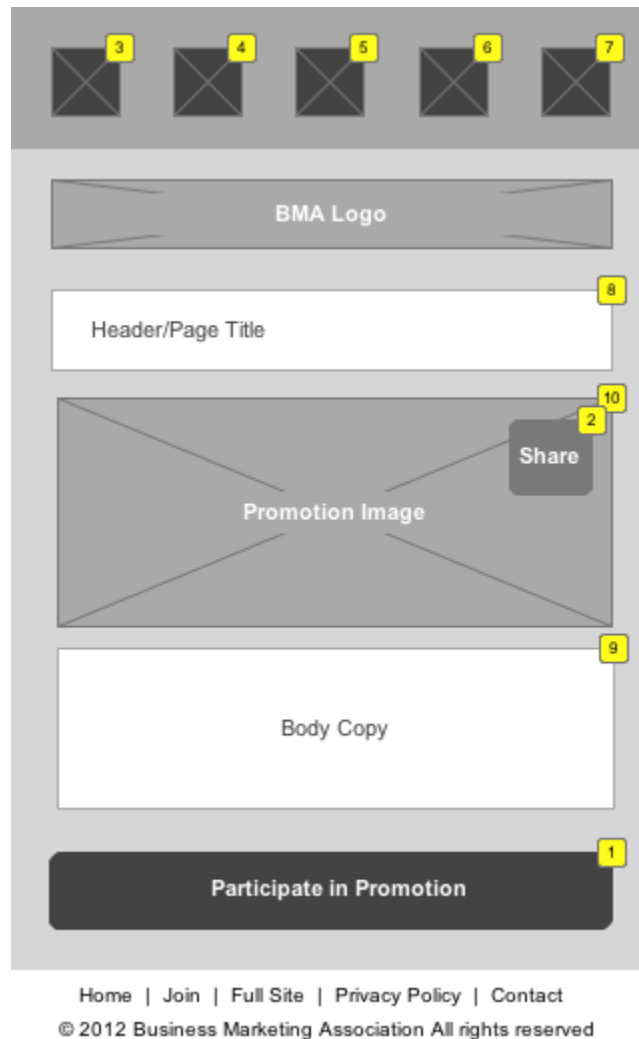
Footnote	Label	Interactions	Functionality	Content Editor Notes
1	Clickable Button	OnClick: Case 1: Open Join BMA in Current Window	On click user will be linked to Join BMA form on mobile site.	Button not editable by content editor
2	Clickable Image		On click user is linked to first in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
3	Clickable Image		On click user is linked to second in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
4	Clickable Image		On click user is linked to third in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
5	Clickable Image		On click user is linked to fourth in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor

Footnote	Label	Interactions	Functionality	Content Editor Notes
6	Clickable Image		On click user is linked to fifth in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
7	Clickable Text	OnClick: Case 1: Open Single Promotion A (Details) in Current Window	Links to page with specific promotion details	Editable via BMA mobile CMS (vs. BMA standard site CMS), text field exists in CMS for content editor to edit
8	Clickable Text	OnClick: Case 1: Open Single Promotion A (Details) in Current Window	Links to page with specific promotion details	Editable via BMA mobile CMS (vs. BMA standard site CMS), text field exists in CMS for content editor to edit
9	Clickable Text	OnClick: Case 1: Open Single Promotion A (Details) in Current Window	Links to page with specific promotion details	Editable via BMA mobile CMS (vs. BMA standard site CMS), text field exists in CMS for content editor to edit
10	Static text		Static text	Not editable by content editor

10. Single Promotion A (Details)

Single Promotion A - Content editor chooses whether promotion need a registration form, if registration form needed user is asked to "participate in promotion" and lead to a registration form. The purpose of this page is to explain a single promotion (with visual + body copy) and convince the user to participate in the promotion. The user also has the option to share the BMA promotion via Social Media.

10.1. User Interface



10.2. Component Functionality

Footnote	Label	Interactions	Functionality	Content Editor Notes
1	Clickable Button	OnClick: Case 1: Open Promotion Form in Current Window	Links to standard/full site page associated with promotion	Button not editable by content editor
2	Clickable Button		On click user can share via Facebook, Twitter, LinkedIn. Connect with API associated.	Button not editable by content editor
3	Clickable Image	OnClick: Case 1: Open Upcoming Events in Current Window	On click user is linked to first in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
4	Clickable Image	OnClick: Case 1: Open Social Media in Current Window	On click user is linked to second in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor

Footnote	Label	Interactions	Functionality	Content Editor Notes
5	Clickable Image	OnClick: Case 1: Open Resources in Current Window	On click user is linked to third in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
6	Clickable Image	OnClick: Case 1: Open Membership Benefits in Current Window	On click user is linked to fourth in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
7	Clickable Image	OnClick: Case 1: Open About BMA in Current Window	On click user is linked to fifth in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
8	Static Text		Static Text	Not editable by content editor
9	Static text		Static text	Editable via BMA mobile CMS (vs. BMA standard site CMS), text field exists in CMS for content editor to edit
10	Static Image		Static Image	Editable via BMA mobile CMS (vs. BMA standard site CMS), image upload field exists in CMS for content editor to edit

11. Promotion Form

The purpose of the Promotion Form page is to get the user to submit their information so that it can be collected and sent to the Client for review and followup.

11.1. User Interface

The diagram illustrates the user interface for the Promotion Form. It features a header with five placeholder icons labeled 7 through 11. Below the header is the BMA Logo. The form consists of several text entry fields: Promotion Name (12), First Name* (1), Last Name* (2), Company* (3), Phone (4), and Email* (5). A dark grey SUBMIT >> button (6) is positioned below the email field. A large white area labeled Terms Copy (13) is located below the button. At the bottom of the page, there is a navigation menu with links for Home, Join, Full Site, Privacy Policy, and Contact, followed by a copyright notice: © 2012 Business Marketing Association All rights reserved.

11.2. Component Functionality

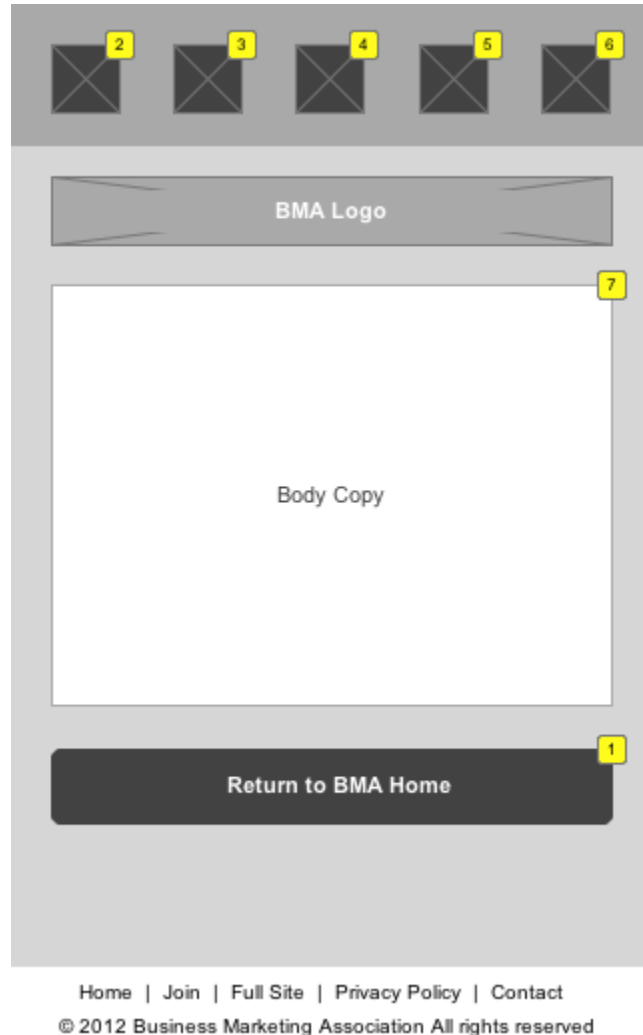
Footnote	Label	Interactions	Functionality	Content Editor Notes	Database Notes
1	Text Entry Field		User can enter their first name (text)		
2	Text Entry Field		User can enter their last name (text)		
3	Text Entry Field		User can enter their company name (text)		
4	Text Entry Field		User can enter their company name (text)		
5	Text Entry Field		User can enter their email address (text)		
6	Clickable Button	OnClick: Case 1: Open Confirmation Page in Current Window	On click user information is submitted to database and user is linked to a confirmation/thank you page.	Button not editable by content editor	User information sent to Marla from BMA so that she can manually set user up with promotion

Footnote	Label	Interactions	Functionality	Content Editor Notes	Database Notes
7	Clickable Image	OnClick: Case 1: Open Upcoming Events in Current Window	On click user is linked to first in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor	
8	Clickable Image	OnClick: Case 1: Open Social Media in Current Window	On click user is linked to second in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor	
9	Clickable Image	OnClick: Case 1: Open Resources in Current Window	On click user is linked to third in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor	
10	Clickable Image	OnClick: Case 1: Open Membership Benefits in Current Window	On click user is linked to fourth in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor	
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12	Static text		Static text	Not editable by content editor	
13	Static text		Static text	Global Terms Copy - used across entire mobile site. Editable via BMA mobile CMS (vs. BMA standard site CMS), text field exists in CMS for content editor to edit	

12. Confirmation Page

The purpose of the Confirmation page is to let the user know that they have successfully submit their information to BMA for followup - important to clarify that they are not signed up to participate in the promotion for the event yet, but that they have submitted their interest and that someone will be following up to get them going shortly. There is also a link to the BMA home in attempt to keep them on the site after they have provided their information.

12.1. User Interface



12.2. Component Functionality

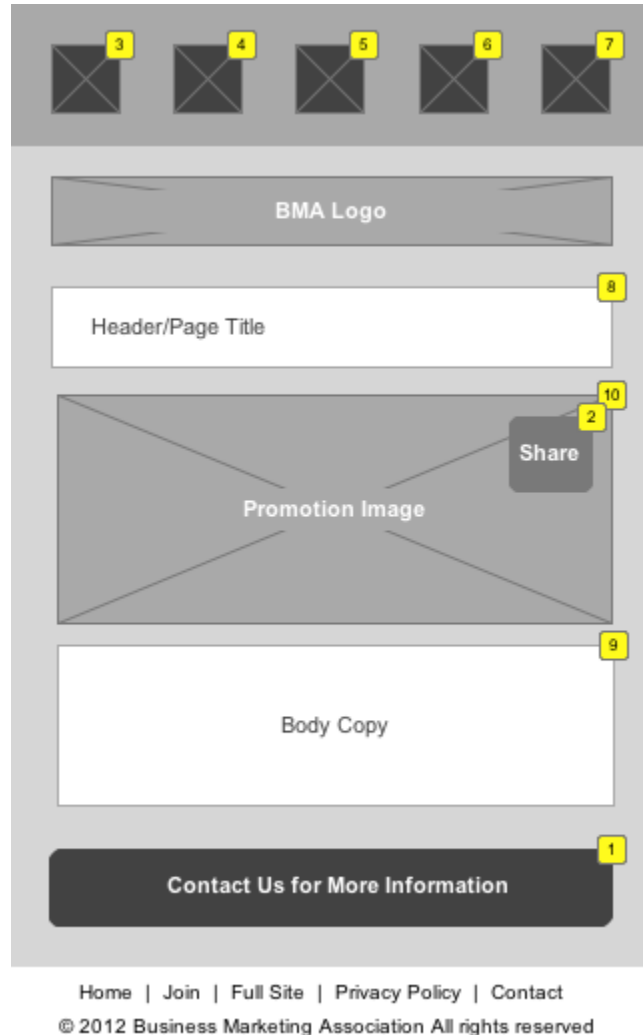
Footnote	Label	Interactions	Functionality	Content Editor Notes
1	Clickable Button	OnClick: Case 1: Open Home in Current Window	BMA logo links the user to the home	Button not editable by content editor
2	Clickable Image	OnClick: Case 1: Open Upcoming Events in Current Window	On click user is linked to first in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
3	Clickable Image	OnClick: Case 1: Open Social Media in Current Window	On click user is linked to second in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor

Footnote	Label	Interactions	Functionality	Content Editor Notes
4	Clickable Image	OnClick: Case 1: Open Resources in Current Window	On click user is linked to third in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
5	Clickable Image	OnClick: Case 1: Open Membership Benefits in Current Window	On click user is linked to fourth in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
6	Clickable Image	OnClick: Case 1: Open About BMA in Current Window	On click user is linked to fifth in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
7	Static text		Static Text	Editable via BMA mobile CMS (vs. BMA standard site CMS), text field exists in CMS for content editor to edit

13. Single Promotion B (Details)

Single Promotion B - Content editor chooses whether promotion need a registration form, if registration form not needed user is asked to "contact us for more information" and lead to the Contact Us page. The purpose of this page is to explain a single promotion (with visual + body copy) and convince the user to participate in the promotion. The user also has the option to share the BMA promotion via Social Media.

13.1. User Interface



13.2. Component Functionality

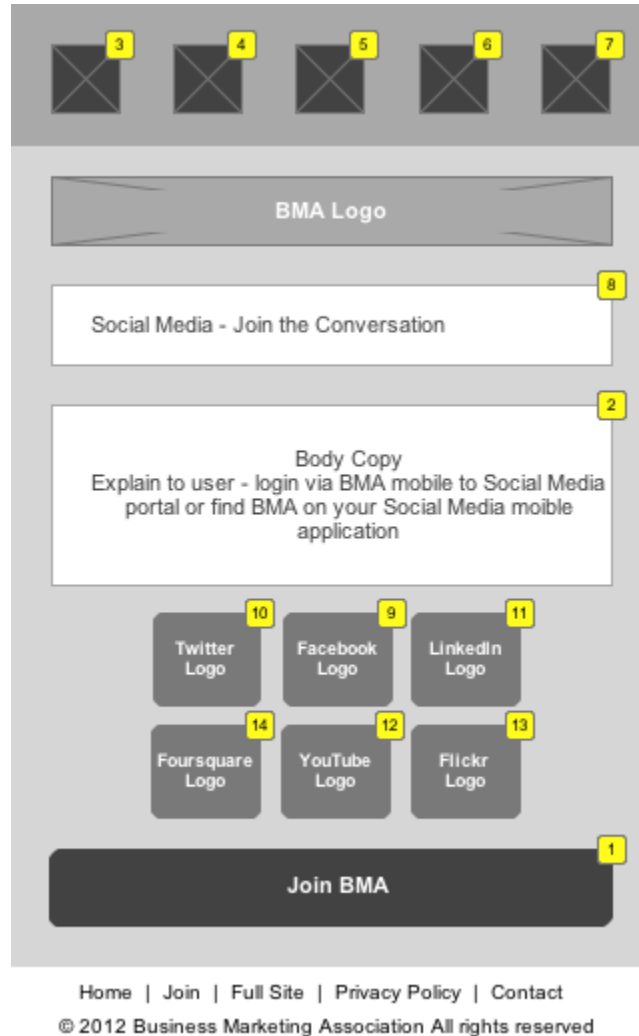
Footnote	Label	Interactions	Functionality	Content Editor Notes
1	Clickable Button	OnClick: Case 1: Open Link in Current Window	Links to standard/full site page associated with promotion	Button not editable by content editor
2	Clickable Button		On click user can share via Facebook, Twitter, LinkedIn. Connect with API associated.	Button not editable by content editor
3	Clickable Image	OnClick: Case 1: Open Upcoming Events in Current Window	On click user is linked to first in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
4	Clickable Image	OnClick: Case 1: Open Social Media in Current Window	On click user is linked to second in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor

Footnote	Label	Interactions	Functionality	Content Editor Notes
5	Clickable Image	OnClick: Case 1: Open Resources in Current Window	On click user is linked to third in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
6	Clickable Image	OnClick: Case 1: Open Membership Benefits in Current Window	On click user is linked to fourth in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
7	Clickable Image	OnClick: Case 1: Open About BMA in Current Window	On click user is linked to fifth in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
8	Static Text		Static Text	Not editable by content editor
9	Static text		Static text	Editable via BMA mobile CMS (vs. BMA standard site CMS), text field exists in CMS for content editor to edit
10	Static Image		Static Image	Editable via BMA mobile CMS (vs. BMA standard site CMS), image upload field exists in CMS for content editor to edit

14. Social Media

The purpose of the Social Media page is to explain to the user how they can join the BMA Social Media conversation via mobile. The user has 2 options. Option 1: follow links listed below to see what the BMA Social Media community is saying, and maybe even participate themselves by logging in on the mobile optimized version of the Social Media site. Option 2: open up the Social Media application of their choice to locate BMA to see what the group is saying and participate without needing to login. There is also a call to action to join BMA for consistency and as a constant reminder to submit their information to join.

14.1. User Interface



14.2. Component Functionality

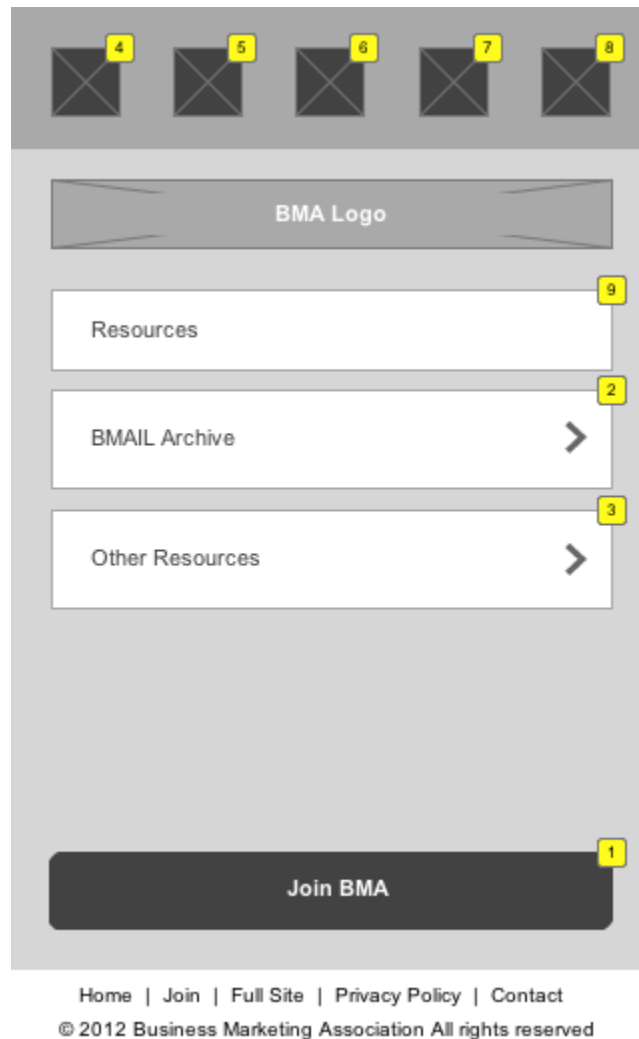
Footnote	Label	Interactions	Functionality	Content Editor Notes
1	Clickable Button	OnClick: Case 1: Open Join BMA in Current Window	On click user will be linked to Join BMA form on mobile site.	Button not editable by content editor
2	Clickable Text	OnClick: Case 1: Open Link in Current Window	Links to Check in to an Event	Editable via BMA mobile CMS (vs. BMA standard site CMS), text field exists in CMS for content editor to edit
3	Clickable Image	OnClick: Case 1: Open Upcoming Events in Current Window	On click user is linked to first in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor

Footnote	Label	Interactions	Functionality	Content Editor Notes
4	Clickable Image	OnClick: Case 1: Open Current Promotions in Current Window	On click user is linked to second in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
5	Clickable Image	OnClick: Case 1: Open Resources in Current Window	On click user is linked to third in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
6	Clickable Image	OnClick: Case 1: Open Membership Benefits in Current Window	On click user is linked to fourth in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
7	Clickable Image	OnClick: Case 1: Open About BMA in Current Window	On click user is linked to fifth in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
8	Static text		Static text	Not editable by content editor
9	Clickable Button	OnClick: Case 1: Open https://www.facebook.com/BMAChicago in Current Window	On click user will be lead to the BMA Facebook page	Button not editable by content editor
10	Clickable Button	OnClick: Case 1: Open https://twitter.com/#!/bmachicago in Current Window	On click user will be lead to the BMA Twitter profile	Button not editable by content editor
11	Clickable Button	OnClick: Case 1: Open http://www.linkedin.com/groups?gid=90114 in Current Window	On click user will be lead to the BMA LinkedIn page.	Button not editable by content editor
12	Clickable Button	OnClick: Case 1: Open http://www.youtube.com/user/BMAChicago in Current Window	On click user will be lead to the BMA YouTube channel.	Button not editable by content editor
13	Clickable Button	OnClick: Case 1: Open http://www.flickr.com/photos/23402074@N04/sets/ in Current Window	On click user will be lead to the BMA Flickr channel.	Button not editable by content editor
14	Clickable Button	OnClick: Case 1: Open https://www.facebook.com/BMAChicago in Current Window	On click user will be lead to the BMA Foursquare	Button not editable by content editor

15. Resources

The purpose of the Resources page is to show the user that there are 2 kinds of content that they can download from BMA mobile - BMAILs, other. The user can select what kind of content they are interested in downloading via 2 links provided. There is also a call to action to join BMA for consistency and as a constant reminder to submit their information to join.

15.1. User Interface



15.2. Component Functionality

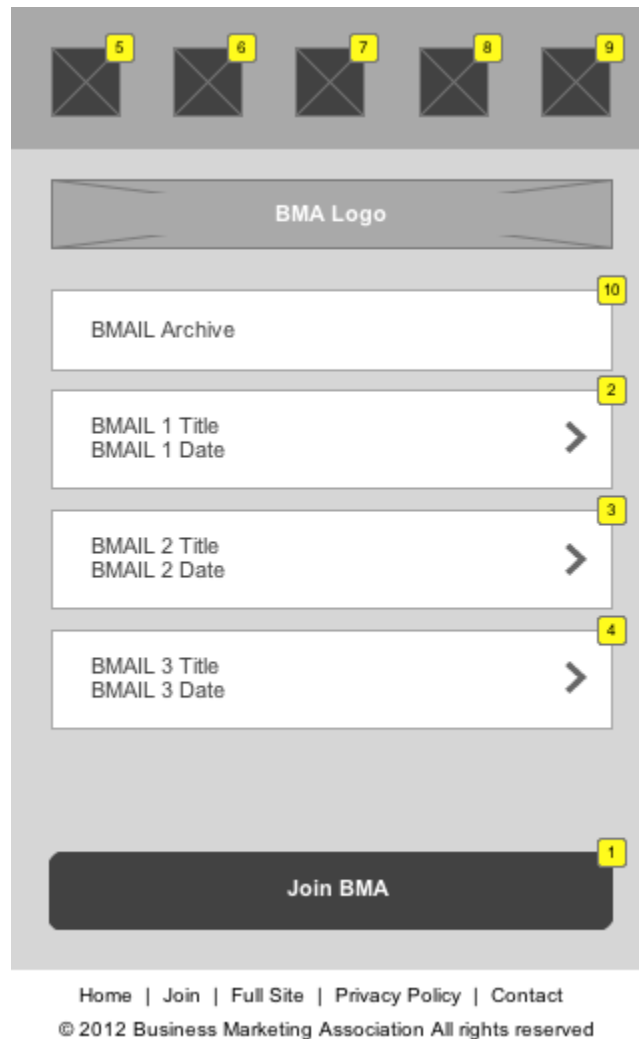
Footnote	Label	Interactions	Functionality	Content Editor Notes
1	Clickable Button		On click user will be linked to Join BMA form on mobile site.	Button not editable by content editor
2	Clickable Text	OnClick: Case 1: Open BMAIL Archive in Current Window	Links to page with specific resource details	Editable by content editor on standard site
3	Clickable Text	OnClick: Case 1: Open Other Resources in Current Window	Links to page with specific resource details	Editable by content editor on standard site
4	Clickable Image	OnClick: Case 1: Open Upcoming Events in Current Window	On click user is linked to first in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor

Footnote	Label	Interactions	Functionality	Content Editor Notes
5	Clickable Image	OnClick: Case 1: Open Current Promotions in Current Window	On click user is linked to second in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
6	Clickable Image	OnClick: Case 1: Open Social Media in Current Window	On click user is linked to third in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
7	Clickable Image	OnClick: Case 1: Open Membership Benefits in Current Window	On click user is linked to fourth in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
8	Clickable Image	OnClick: Case 1: Open About BMA in Current Window	On click user is linked to fifth in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
9	Static text		Static text	Not editable by content editor

16. BMAIL Archive

The purpose of the BMAIL Archive page is to show the user the most recent 3 BMAILs and encourage them to view. There is also a call to action to join BMA for consistency and as a constant reminder to submit their information to join. The Join BMA button will be fixed as scrolls down the page to view all BMAILS as they wish.

16.1. User Interface



16.2. Component Functionality

Footnote	Label	Interactions	Functionality	Content Editor Notes
1	Clickable Button		On click user will be linked to Join BMA form on mobile site.	Button not editable by content editor
2	Clickable Text	OnClick: Case 1: Open Single BMAIL (Details) in Current Window	Links to page with specific resource details	Information pulled directly from standard site - editable via standard site CMS (vs. BMA mobile CMS)
3	Clickable Text	OnClick: Case 1: Open Single BMAIL (Details) in Current Window	Links to page with specific resource details	Information pulled directly from standard site - editable via standard site CMS (vs. BMA mobile CMS)
4	Clickable Text	OnClick: Case 1: Open Single BMAIL (Details) in Current Window	Links to page with specific resource details	Information pulled directly from standard site - editable via standard site CMS (vs. BMA mobile CMS)

Footnote	Label	Interactions	Functionality	Content Editor Notes
5	Clickable Image	OnClick: Case 1: Open Upcoming Events in Current Window	On click user is linked to first in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
6	Clickable Image	OnClick: Case 1: Open Current Promotions in Current Window	On click user is linked to second in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
7	Clickable Image	OnClick: Case 1: Open Social Media in Current Window	On click user is linked to third in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
8	Clickable Image	OnClick: Case 1: Open Membership Benefits in Current Window	On click user is linked to fourth in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
9	Clickable Image	OnClick: Case 1: Open About BMA in Current Window	On click user is linked to fifth in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
10	Static text		Static text	Not editable by content editor

17. Single BMAIL (Details)

Once the user has selected a BMAIL to view they are directed off BMA mobile to view.

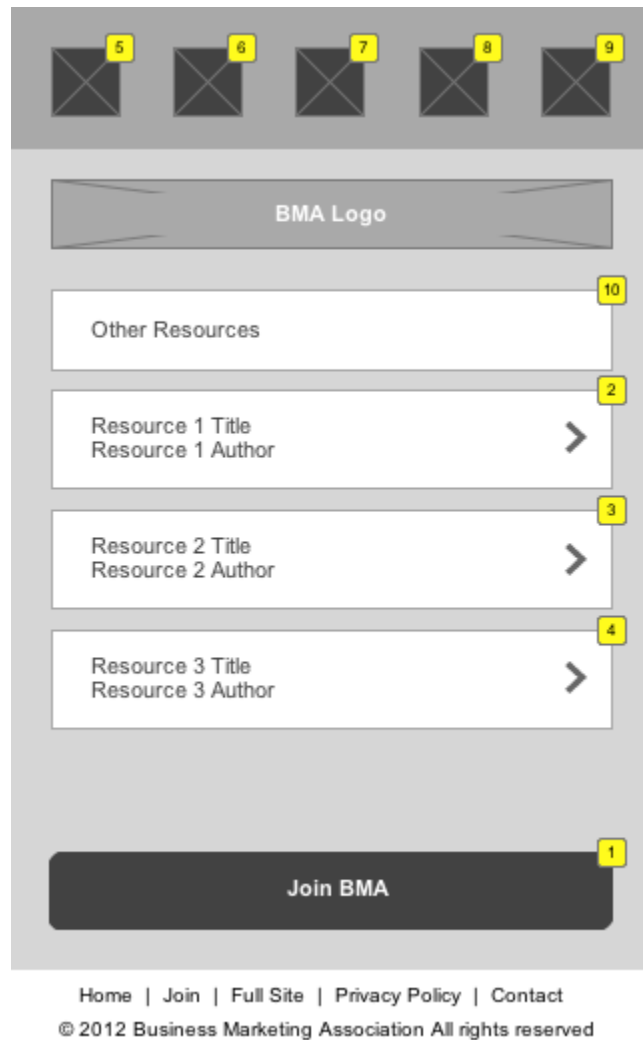
17.1. User Interface



18. Other Resources

The purpose of the Other Resources landing page is to give the user a snapshot of some of the most recent resources available to them. There is also a call to action to join BMA for consistency and as a constant reminder to submit their information to join. The Join BMA button will be fixed as scrolls down the page to view all other resources as they wish.

18.1. User Interface



18.2. Component Functionality

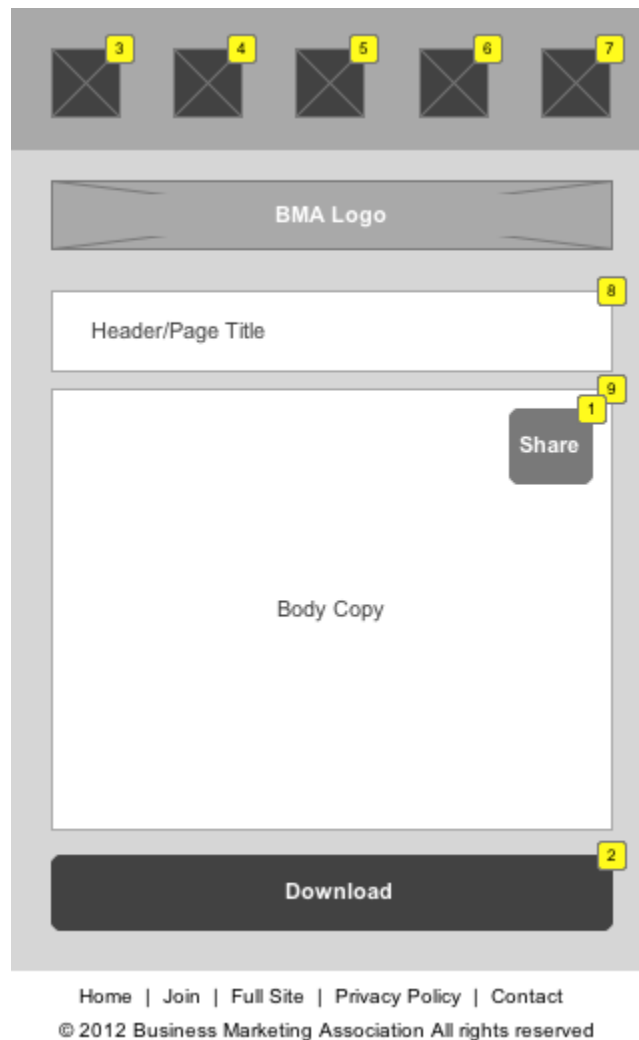
Footnote	Label	Interactions	Functionality	Content Editor Notes
1	Clickable Button		On click user will be linked to Join BMA form on mobile site.	Button not editable by content editor
2	Clickable Text	OnClick: Case 1: Open Single Resource (Details) in Current Window	Links to page with specific resource details	Editable via BMA standard site CMS (vs. BMA mobile CMS), text field exists in CMS for content editor to edit
3	Clickable Text	OnClick: Case 1: Open Single Resource (Details) in Current Window	Links to page with specific resource details	Editable via BMA standard site CMS (vs. BMA mobile CMS), text field exists in CMS for content editor to edit
4	Clickable Text	OnClick: Case 1: Open Single Resource (Details) in Current Window	Links to page with specific resource details	Editable via BMA standard site CMS (vs. BMA mobile CMS), text field exists in CMS for content editor to edit

Footnote	Label	Interactions	Functionality	Content Editor Notes
5	Clickable Image	OnClick: Case 1: Open Upcoming Events in Current Window	On click user is linked to first in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
6	Clickable Image	OnClick: Case 1: Open Current Promotions in Current Window	On click user is linked to second in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
7	Clickable Image	OnClick: Case 1: Open Social Media in Current Window	On click user is linked to third in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
8	Clickable Image	OnClick: Case 1: Open Membership Benefits in Current Window	On click user is linked to fourth in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
9	Clickable Image	OnClick: Case 1: Open About BMA in Current Window	On click user is linked to fifth in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
10	Static text		Static text	Not editable by content editor

19. Single Resource (Details)

The purpose of the Single Resource page is to summarize the item and encourage the user to download or at the least share the resource with others via Social Media.

19.1. User Interface



19.2. Component Functionality

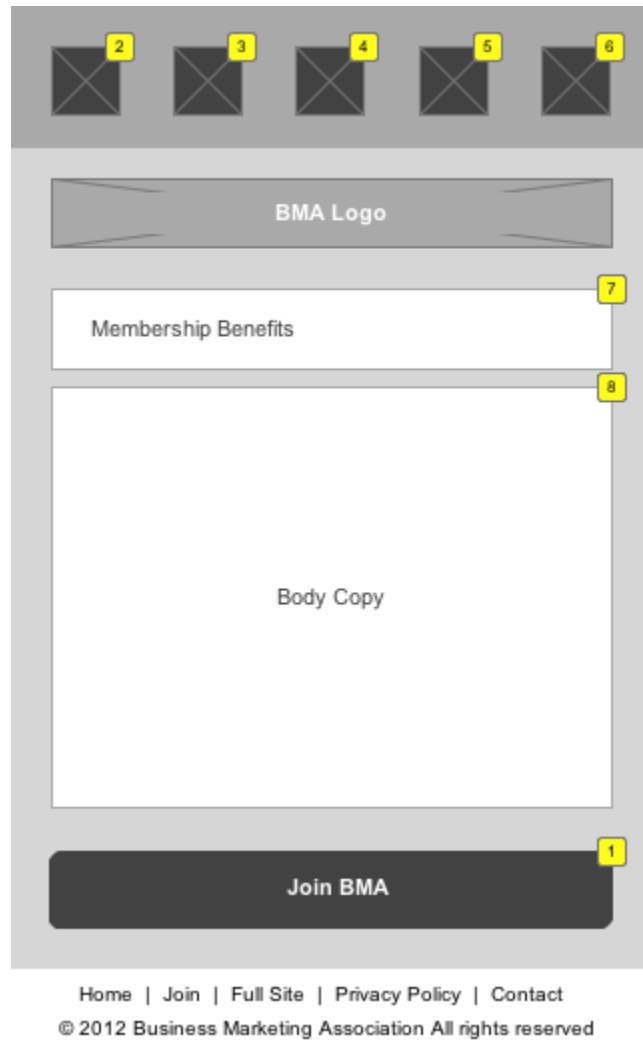
Footnote	Label	Interactions	Functionality	Content Editor Notes
1	Clickable Button		On click user can share via Facebook, Twitter, LinkedIn. Connect with API associated.	Button not editable by content editor
2	Clickable Button	OnClick: Case 1: Open Link in Current Window	On click user will be linked to an event registration page on the standard site.	Button not editable by content editor
3	Clickable Image	OnClick: Case 1: Open Upcoming Events in Current Window	On click user is linked to first in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
4	Clickable Image	OnClick: Case 1: Open Current Promotions in Current Window	On click user is linked to second in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor

Footnote	Label	Interactions	Functionality	Content Editor Notes
5	Clickable Image	OnClick: Case 1: Open Social Media in Current Window	On click user is linked to third in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
6	Clickable Image	OnClick: Case 1: Open Membership Benefits in Current Window	On click user is linked to fourth in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
7	Clickable Image	OnClick: Case 1: Open About BMA in Current Window	On click user is linked to fifth in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
8	Static text		Static text	Not editable by content editor
9	Static text		Static text	Editable via BMA mobile CMS (vs. BMA standard site CMS), text field exists in CMS for content editor to edit

20. Membership Benefits

The purpose of the Membership Benefits page is to encourage users to join BMA.

20.1. User Interface



20.2. Component Functionality

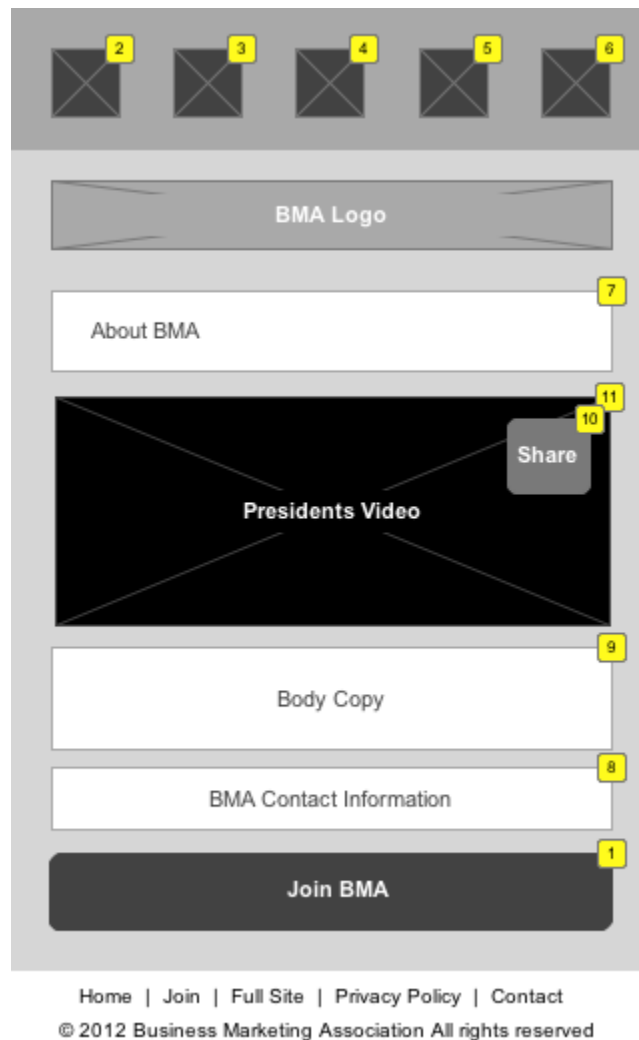
Footnote	Label	Interactions	Functionality	Content Editor Notes
1	Clickable Button	OnClick: Case 1: Open Join BMA in Current Window	On click user will be linked to Join BMA form on mobile site.	Button not editable by content editor
2	Clickable Image	OnClick: Case 1: Open Upcoming Events in Current Window	On click user is linked to first in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
3	Clickable Image	OnClick: Case 1: Open Current Promotions in Current Window	On click user is linked to second in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
4	Clickable Image	OnClick: Case 1: Open Social Media in Current Window	On click user is linked to third in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor

Footnote	Label	Interactions	Functionality	Content Editor Notes
5	Clickable Image	OnClick: Case 1: Open Resources in Current Window	On click user is linked to fourth in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
6	Clickable Image	OnClick: Case 1: Open About BMA in Current Window	On click user is linked to fifth in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
7	Static text		Static text	Not editable by content editor
8	Static text		Static text	Editable via BMA mobile CMS (vs. BMA standard site CMS), text field exists in CMS for content editor to edit

21. About BMA

The purpose of the About BMA page is to summarize BMA as an organization and to encourage not only new membership but investigation of BMA's social portals.

21.1. User Interface



21.2. Component Functionality

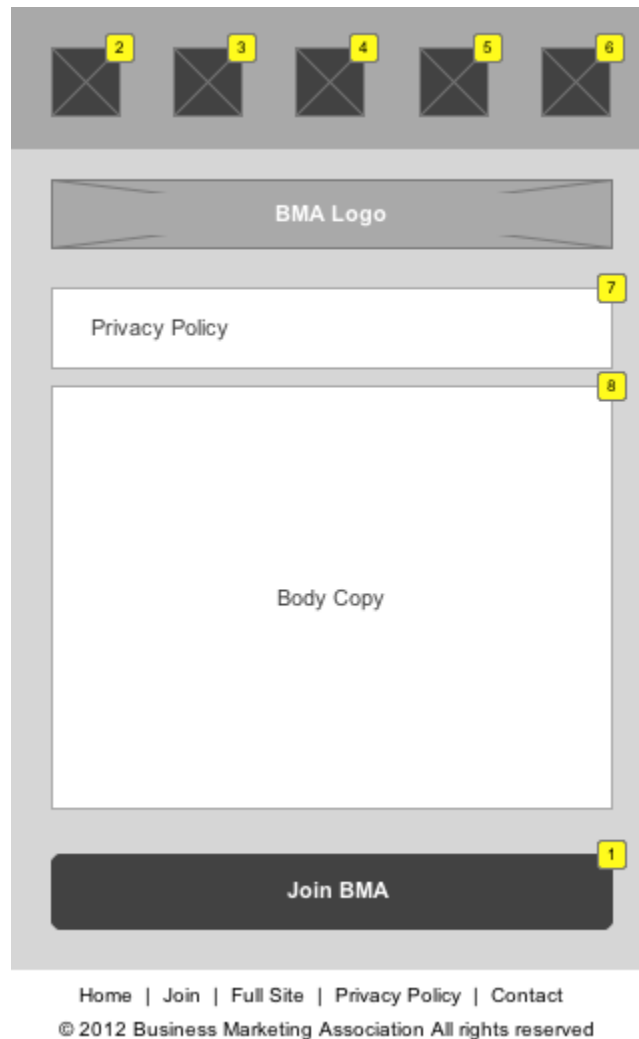
Footnote	Label	Interactions	Functionality	Content Editor Notes
1	Clickable Button	OnClick: Case 1: Open Join BMA in Current Window	On click user will be linked to Join BMA form on mobile site.	Button not editable by content editor
2	Clickable Image	OnClick: Case 1: Open Upcoming Events in Current Window	On click user is linked to first in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
3	Clickable Image	OnClick: Case 1: Open Current Promotions in Current Window	On click user is linked to second in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
4	Clickable Image	OnClick: Case 1: Open Social Media in Current Window	On click user is linked to third in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor

Footnote	Label	Interactions	Functionality	Content Editor Notes
5	Clickable Image	OnClick: Case 1: Open Resources in Current Window	On click user is linked to fourth in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
6	Clickable Image	OnClick: Case 1: Open Membership Benefits in Current Window	On click user is linked to fifth in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
7	Static text		Static text	Not editable by content editor
8	Static text		Static text	Editable via BMA mobile CMS (vs. BMA standard site CMS), text field exists in CMS for content editor to edit
9	Static text		Static text	Editable via BMA mobile CMS (vs. BMA standard site CMS), text field exists in CMS for content editor to edit
10	Clickable Button		On click user can share via Facebook, Twitter, LinkedIn. Connect with API associated.	Button not editable by content editor
11	Static Image		Static Image	Editable via BMA mobile CMS (vs. BMA standard site CMS), image upload field exists in CMS for content editor to edit

22. Privacy Policy

The purpose of the Privacy Policy page is to display the BMA privacy policy. There is also a call to action to join BMA for consistency and as a constant reminder to the user to join the organization. The Join BMA button will be fixed as scrolls down the page to view all privacy policy copy as they wish.

22.1. User Interface



22.2. Component Functionality

Footnote	Label	Interactions	Functionality	Content Editor Notes
1	Clickable Button	OnClick: Case 1: Open Join BMA in Current Window	On click user will be linked to Join BMA form on mobile site.	Button not editable by content editor
2	Clickable Image	OnClick: Case 1: Open Upcoming Events in Current Window	On click user is linked to first in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
3	Clickable Image	OnClick: Case 1: Open Current Promotions in Current Window	On click user is linked to second in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
4	Clickable Image	OnClick: Case 1: Open Social Media in Current Window	On click user is linked to third in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor

Footnote	Label	Interactions	Functionality	Content Editor Notes
5	Clickable Image	OnClick: Case 1: Open Resources in Current Window	On click user is linked to fourth in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
6	Clickable Image	OnClick: Case 1: Open About BMA in Current Window	On click user is linked to fifth in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
7	Static text		Static text	Not editable by content editor
8	Static text		Static text	Editable via BMA mobile CMS (vs. BMA standard site CMS), text field exists in CMS for content editor to edit

23. Contact Us

Purpose of this page is to allow the user to Contact BMA.

23.1. User Interface

Home | Join | Full Site | Privacy Policy | Contact
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23.2. Component Functionality

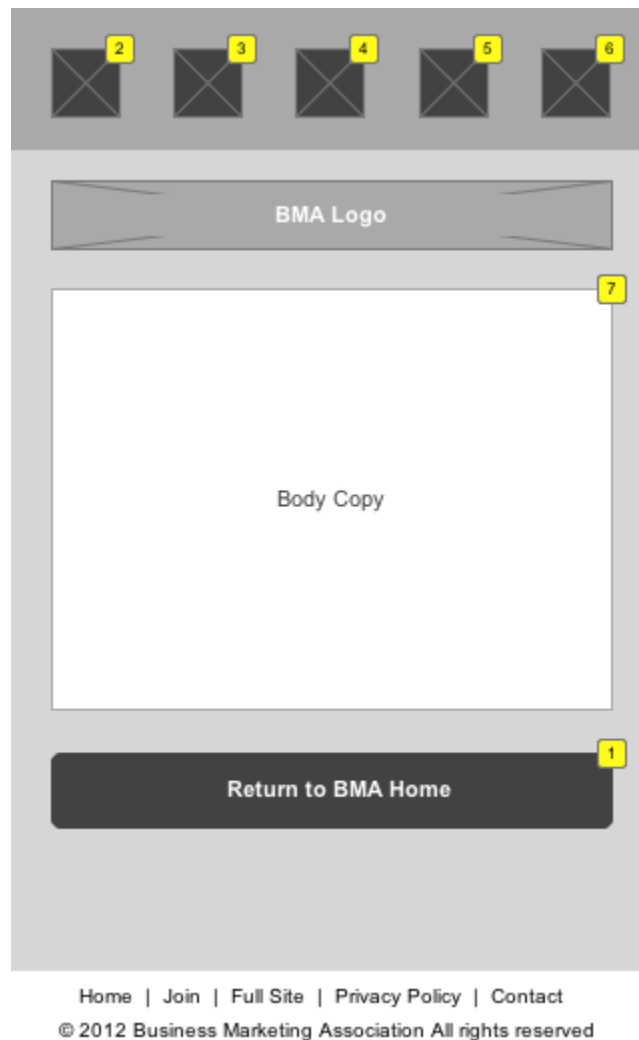
Footnote	Label	Interactions	Functionality	Content Editor Notes	Database Notes
1	Text Entry Field		User can enter their first name (text)		
2	Text Entry Field		User can enter their last name (text)		
3	Text Entry Field		User can enter their company name (text)		
4	Text Entry Field		User can enter their company name (text)		
5	Text Entry Field		User can enter their email address (text)		
6	Clickable Button	OnClick: Case 1: Open Confirmation Page in Current Window	On click user information is submitted to database and user is linked to a confirmation/thank you page.	Button not editable by content editor	User information sent to Marla from BMA so that she can manually set user up with promotion

Footnote	Label	Interactions	Functionality	Content Editor Notes	Database Notes
7	Clickable Image	OnClick: Case 1: Open Upcoming Events in Current Window	On click user is linked to first in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor	
8	Clickable Image	OnClick: Case 1: Open Social Media in Current Window	On click user is linked to second in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor	
9	Clickable Image	OnClick: Case 1: Open Resources in Current Window	On click user is linked to third in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor	
10	Clickable Image	OnClick: Case 1: Open Membership Benefits in Current Window	On click user is linked to fourth in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor	
11	Clickable Image	OnClick: Case 1: Open About BMA in Current Window	On click user is linked to fifth in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor	
12	Static text		Static text	Not editable by content editor	
13	Static text		Static text	Global Terms Copy - used across entire mobile site. Editable via BMA mobile CMS (vs. BMA standard site CMS), text field exists in CMS for content editor to edit	

24. Confirmation Page

The purpose of the Confirmation page is to let the user know that they have successfully submit their information to BMA for followup. There is also a link to the BMA home in attempt to keep them on the site after they have provided their information.

24.1. User Interface



24.2. Component Functionality

Footnote	Label	Interactions	Functionality	Content Editor Notes
1	Clickable Button	OnClick: Case 1: Open Home in Current Window	BMA logo links the user to the home	Button not editable by content editor
2	Clickable Image	OnClick: Case 1: Open Upcoming Events in Current Window	On click user is linked to first in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
3	Clickable Image	OnClick: Case 1: Open Social Media in Current Window	On click user is linked to second in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
4	Clickable Image	OnClick: Case 1: Open Resources in Current Window	On click user is linked to third in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor

Footnote	Label	Interactions	Functionality	Content Editor Notes
5	Clickable Image	OnClick: Case 1: Open Membership Benefits in Current Window	On click user is linked to fourth in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
6	Clickable Image	OnClick: Case 1: Open About BMA in Current Window	On click user is linked to fifth in series that is not selected (Upcoming Events, Current Promotions, Social Media, Resources, Membership Benefits, About BMA)	Not editable by content editor
7	Static text		Static Text	Editable via BMA mobile CMS (vs. BMA standard site CMS), text field exists in CMS for content editor to edit

25. Masters

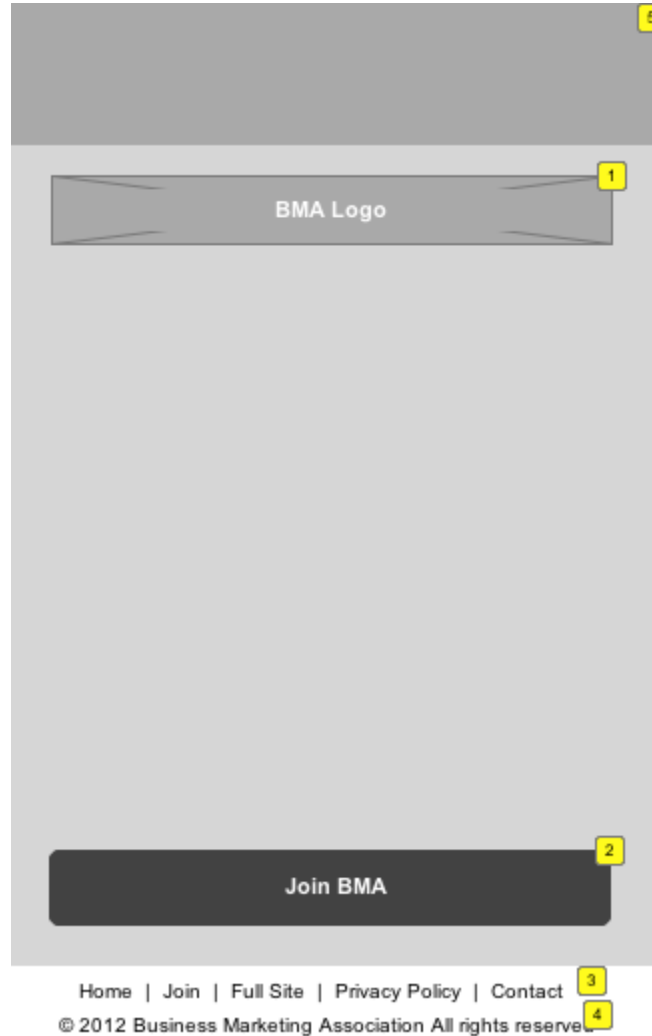
25.1. Master List

BMA Mobile with Join

BMA Mobile without Join

25.2. BMA Mobile with Join

25.2.1. User Interface

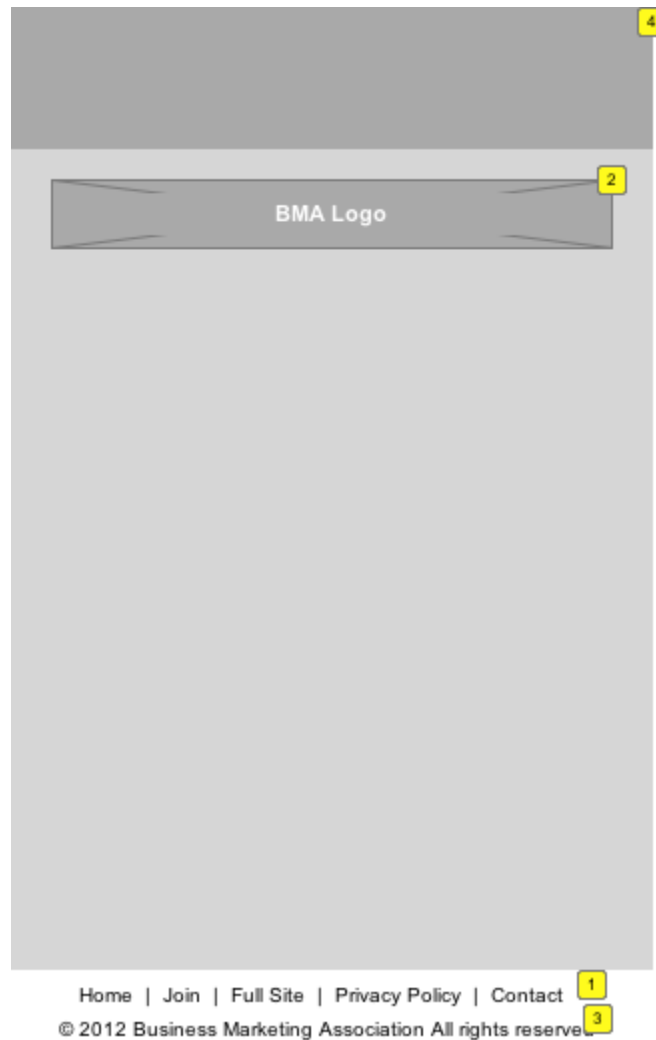


25.2.2. Component Functionality

Footnote	Label	Interactions	Functionality	Content Editor Notes
1	Clickable Image	OnClick: Case 1: Open Home in Current Window	BMA logo links the user to the home	Logo not editable by content editor
2	Clickable Button	OnClick: Case 1: Open Join BMA in Current Window	On click user will be linked to Join BMA form on mobile site.	Button not editable by content editor
3	Linked Text		Text links to mobile pages accordingly. "Full Site" links to full standard site. "Contact" links to About BMA page.	Footer not editable by content editor
4	Static Text		Static Text	Footer not editable by content editor
5	Global Navigation		Global Navigation	Not editable by content editor

25.3. BMA Mobile without Join

25.3.1. User Interface



25.3.2. Component Functionality

Footnote	Label	Interactions	Functionality	Content Editor Notes
1	Linked Text		Text links to mobile pages accordingly. "Full Site" links to full standard site. "Contact" links to About BMA page.	Footer not editable by content editor
2	Clickable Image	OnClick: Case 1: Open Home in Current Window	BMA logo links the user to the home	Logo not editable by content editor
3	Static Text		Static Text	Footer not editable by content editor
4	Global Navigation		Global Navigation	Not editable by content editor