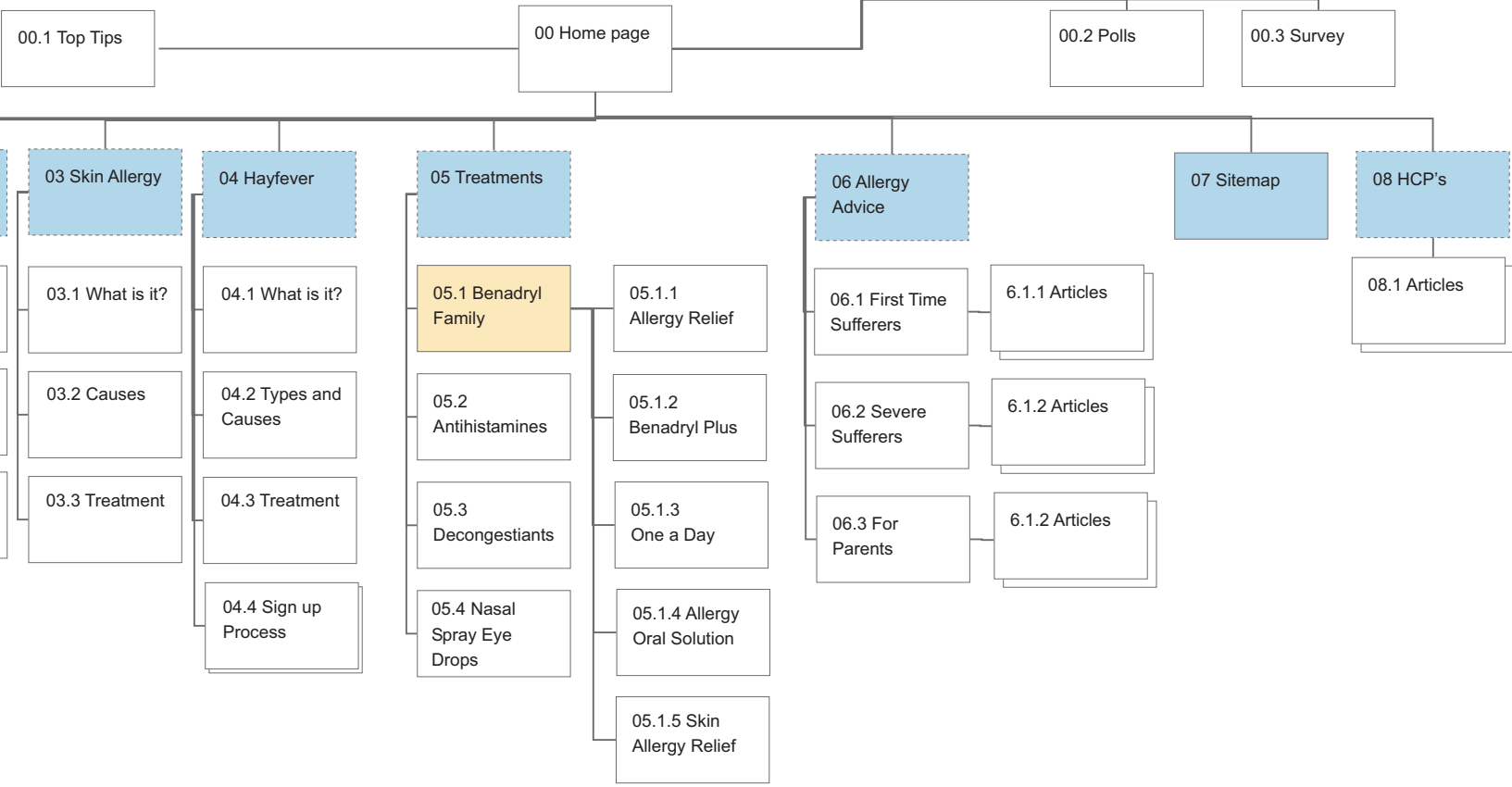


Project: Benadryl
Document: Sitemap
Project code PFZ279
Synopsis: The site architecture and templates.
Issue date: 13/03/06
Status: Draft
Version: 0.6
Owner: Martin Gray martin.gray@traworld.com

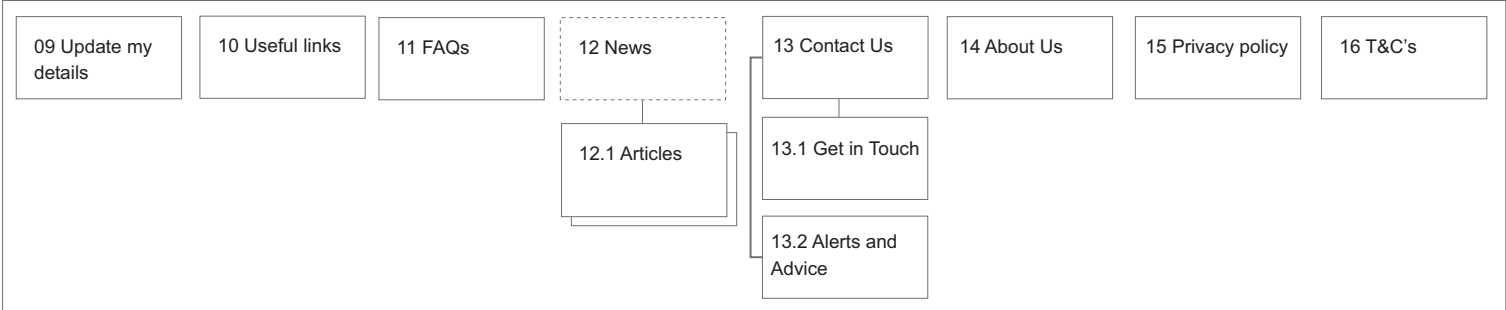
Document history

- | | |
|----------|--|
| Changes: | 26/01/06 v0.1
1. Document creation |
| Changes: | 01/02/06 v0.2
1. Sitemap existing and proposed. |
| Changes: | 03/02/06 v0.3
1. Wireframe and page layouts |
| Changes: | 09/02/06 v0.4
Feedback from meeting with Jane.
Removal of signup process and greater detail on page contents/layouts. |
| Changes: | 13/02/06 v0.5
Further detail on page contents/layouts an indication of HTML heading sizes and changes to navigation. |
| Changes: | 13/03/06 v0.6
Updates to sitemap after feedback from client |

Current Sitemap



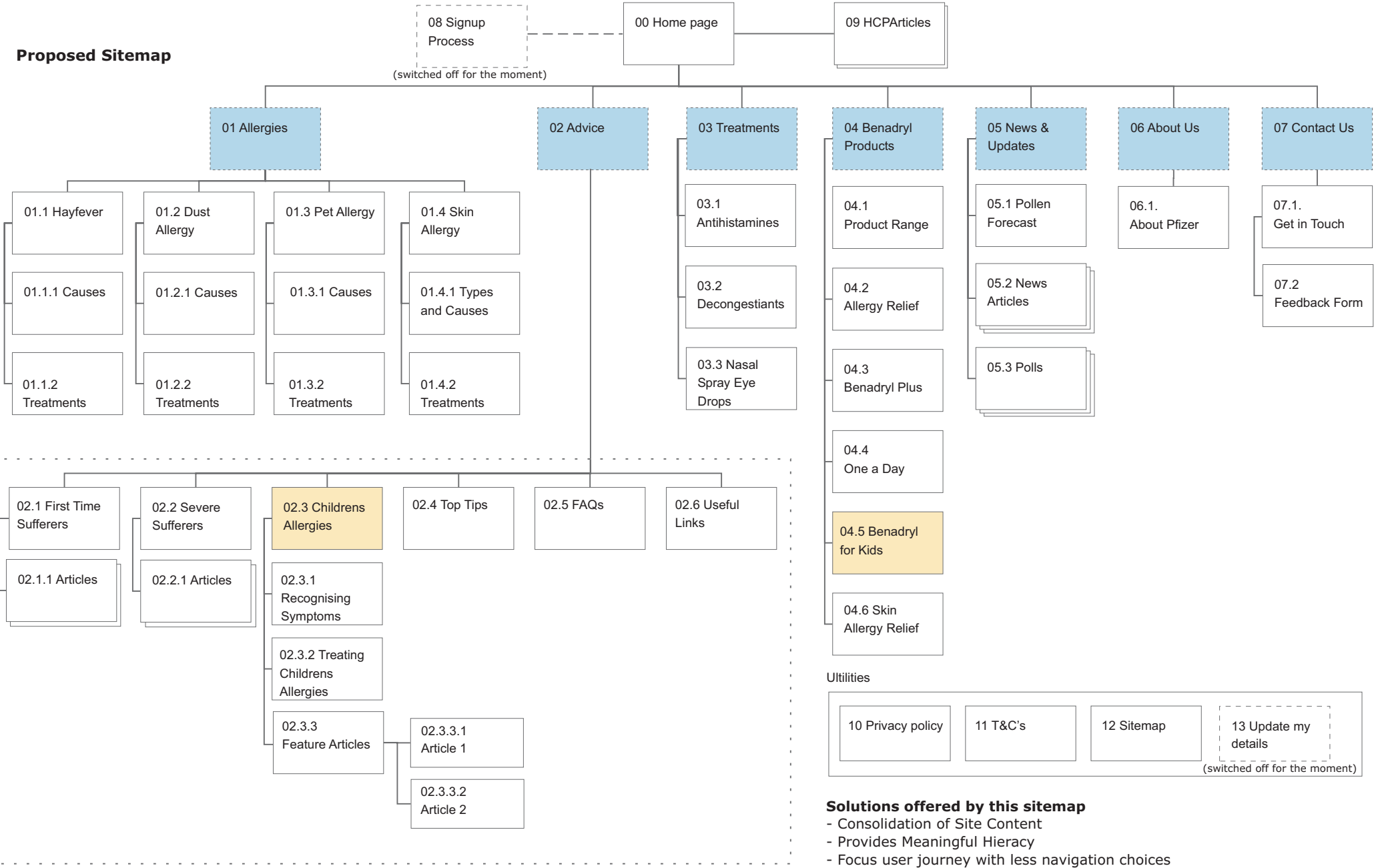
Utilities



Problems with existing structure:

- Shallow hierachy
- Overwhelming, too many choices for user.
- Disjointed, some sections appear bolted-on.

Proposed Sitemap



- Solutions offered by this sitemap**
- Consolidation of Site Content
 - Provides Meaningful Hierarchy
 - Focus user journey with less navigation choices

BENDADRYL NAVIGATION

NAVIGATION - A

Primary Navigation runs horizontally across the top. This page shows all the different dropdowns.

ALLERGIES	ADVICE	TREATMENT	BENADRYL PRODUCTS	NEWS & UPDATES	ABOUT US	CONTACT US
HAYFEVER						
DUST ALLERGY						
PET ALLERGY						
SKIN ALLERGY						

ADVICE	TREATMENT	BENADRYL PRODUCTS
FIRST TIME SUFFERERS	ANTI-HISTAMINES	PRODUCT RANGE
SEVERE SUFFERERS	DECONGESTANTS	ALLERGY RELIEF
CHILDRENS ALLERGIES	NASAL SPRAY/EYE DROPS	BENADRYL PLUS
TOP TIPS	SEVERE SUFFERERS	ONE A DAY
FAQs		BENADRYL FOR KIDS
USEFUL LINKS		SKIN ALLERGY RELIEF
NEWS AND UPDATES	ABOUT US	CONTACT US
POLLEN FORECAST	ABOUT PFIZER	GET IN TOUCH
NEWS ARTICLES		FEEDBACK FORM
POLLS		


LOGO

Run of Site - Promotional Area - Benadryl Kids

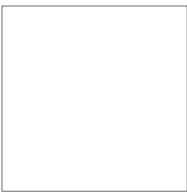
- ALLERGIES
- ADVICE**
- TREATMENT
- BENADRYL PRODUCTS
- NEWS & UPDATES
- ABOUT US
- CONTACT US

- **Childrens Allergies**
- Recognising Symptoms
- Treating Childrens Allergies
- Feature Articles
 - Article 1
 - Article 2

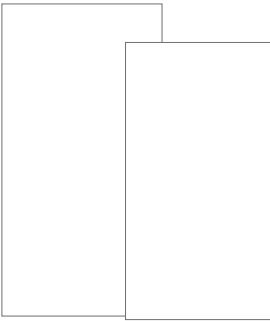
<H1>Childrens Allergies



<H2> Recognising Symptoms



<H2> Treating Childrens Allergies



<H2> Products

<H3> Promo Heading

<body>

<H3> Promo Heading

<body>

<H3> Poll Heading

Question

- poll answer
- poll answer
- poll answer

[Vote](#)

- [Privacy Policy](#)
- [Terms & Conditions](#)
- [Sitemap](#)

Legal Text

CHILDRENS ALLERGIES SUMMARY PAGE TA02

NAVIGATION

The Primary navigation highlights to indicate current section. The tertiary navigation appears on the left hand side to display links to pages in this section. The current page appears bold.

CONTENT

This Content page layout promotes the different items within this section.

The promo areas can be updated to link to different content. eg - faqs, quiz.

LOGO

Run of Site - Promotional Area - Benadryl Kids

- ALLERGIES
- ADVICE
- TREATMENT
- BENADRYL PRODUCTS**
- NEWS & UPDATES
- ABOUT US
- CONTACT US

- The Benadryl Family

- Allergy Relief
- Benadryl Plus
- One a day
- Benadryl for Kids
- Skin Allergy Relief

<H1>The Benadryl Family



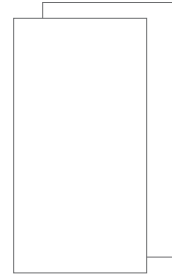
<H2> Product



<H2> Product



<H2> Product



<H2> Products



<H2> Product

- Privacy Policy
- Terms & Conditions
- Sitemap

Legal Text

**PRODUCTS SUMMARY
TA03**

CONTENT

1. Products Summary Layout
2. Tertiary navigation

NOTES

1. 'Benadryl Family' is highlighted to indicate current section. This pages shows the whole product range with a summary of each.
2. Users can also click on a relevant product to go to the second level page.
3. Two products are now displayed for the childrens range.

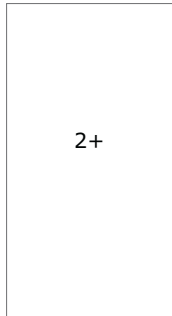
LOGO

Run of Site - Promotional Area - Benadryl Kids

- ALLERGIES
- ADVICE
- TREATMENT
- BENADRYL PRODUCTS**
- NEWS & UPDATES
- ABOUT US
- CONTACT US

- The Benadryl Family
- Allergy Relief
- Benadryl Plus
- One a day
- **Benadryl for Kids**
- Skin Allergy Relief

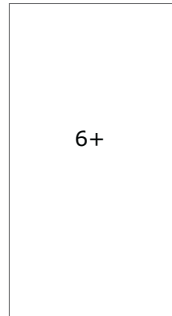
<H1> Benadryl For Kids



2+

<H2> Benadryl Allergy Oral Solution

- _____
- _____
- _____
- _____



6+

<H2> Benadryl for Children Allergy Solution

- _____
- _____
- _____
- _____

Benadryl for Kids TA04

CONTENT

1. Content page displays two products on the kids article - ie. current image is updated.

NOTES

1. 'Benadryl Family' is highlighted to indicate current section. Again the current page highlighted in the left-hand navigation.

LOGO

Run of Site - Promotional Area - Benadryl Kids

ALLERGIES

ADVICE

TREATMENT

BENADRYL PRODUCTS

NEWS & UPDATES

ABOUT US

CONTACT US

<H1>About Us

<H2>Pollen
Forecast
Promotion

[Privacy Policy](#)

[Terms & Conditions](#)

[Sitemap](#)

Legal Text

About Us Page TA05

CONTENT

1. Provides an example of a generic lefthand navigation when a section has no subpages.

NOTES

1. 'About Us' is highlighted to indicate current section.
2. The left hand column is now used as a generic promotion area.