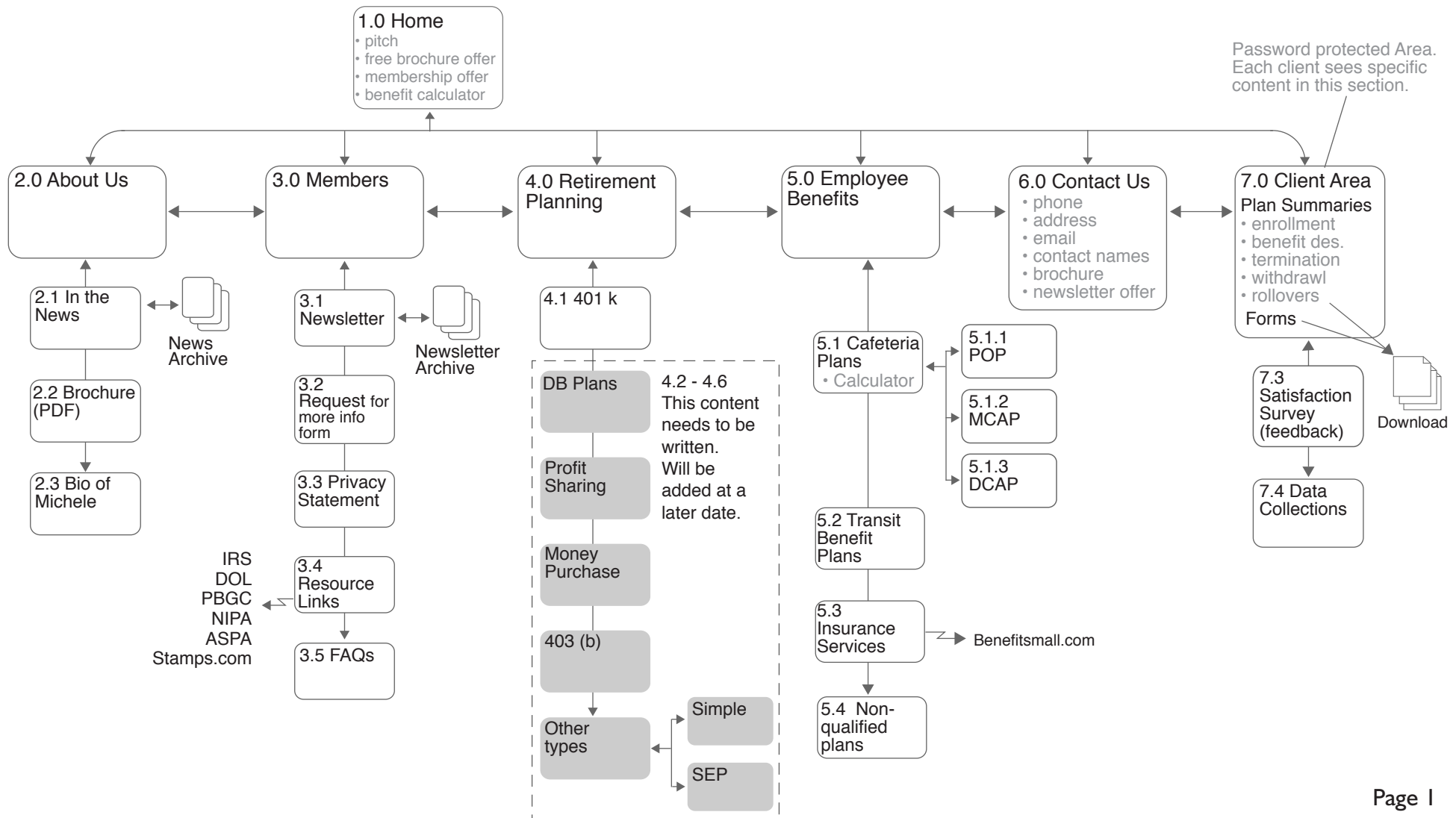


The Century Benefits Web site will contain marketing and company information, a registered members area, a page of contact information, a retirement planning information section, employee benefit packages with a calculator password-protected client area. All clients will have access to the registered members area but not all registered members will have access to the client area. Part of the site is made up of basic marketing information including news content, a bio of Michele Jones, and a brochure in PDF format.

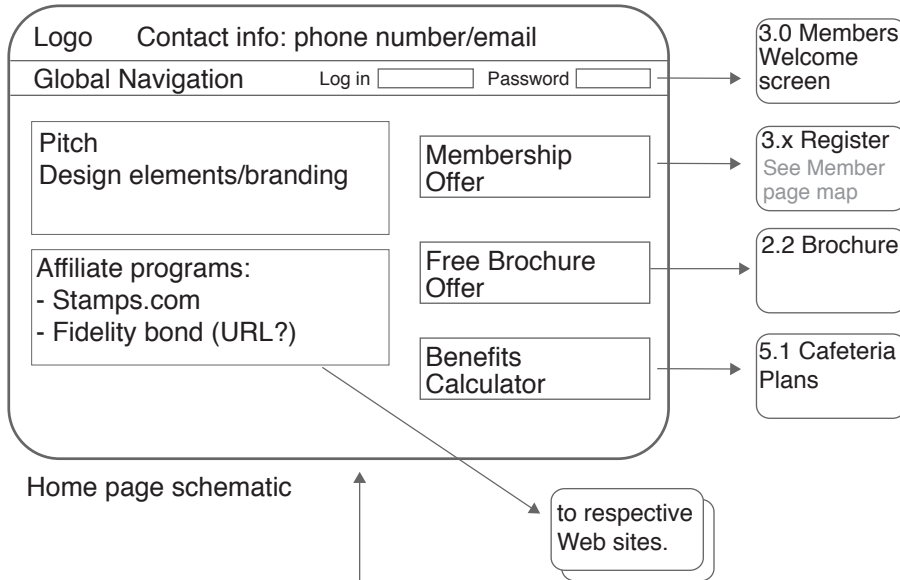
The member's section has more specific marketing content and information for registered members. The employee benefits section will provide an interactive calculator for visitors to figure cafeteria plans for their businesses. Clients will have access to specific benefit forms set up for their specific businesses. They can also access plan summaries in PDF and a satisfaction survey. The directive of this section is to save Century Benefits time and money by supplying information on the Web instead of sending it through the post. It also lends a quality of personalization by giving clients their own area of the Web site.

The home page will play an important role in directing visitors to specific information that is accessible through navigation but may catch their attention and promote the expertise of Century Benefits. A good example would be to offer the PDF brochure in a "call out".



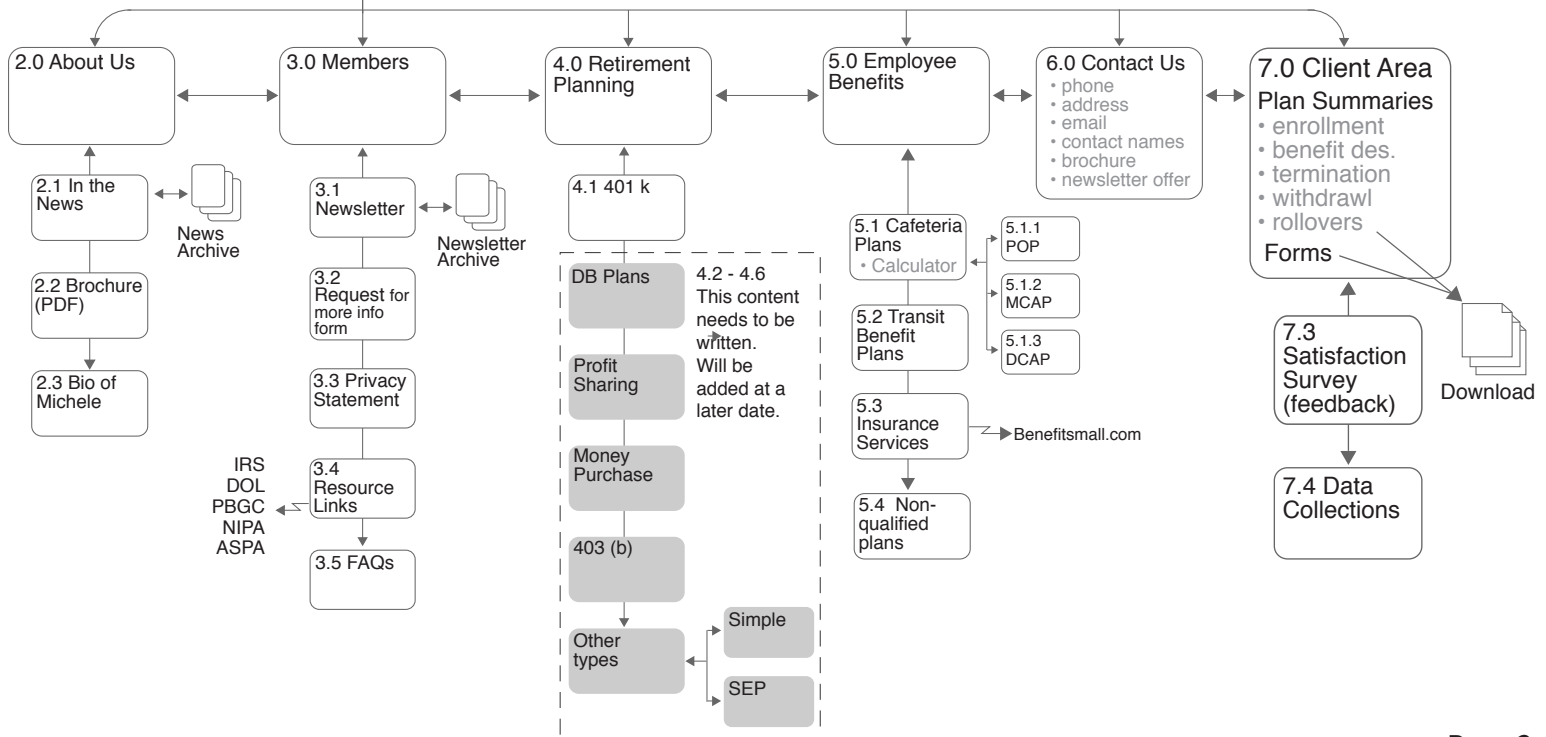
The home page will play an important role in directing visitors to specific information that is accessible through navigation but may catch their attention and promote the expertise of Century Benefits. A good example would be to offer the PDF brochure in a "call out".

Page flow/structure



Home Page Content

- **Logo & Branding**
This links the logo and colateral with the Web site.
- **Pitch**
The elevator pitch. The about us section gets more in detail. Design is graphics, type, color and branding.
- **Contact Info**
This appears throughout the site and gives the phone number and contact email address.
- **Global Navigation**
This directs users to pages/sections available throughout the site.
- **Log in/Password**
Allows users direct access to the Members section of the site.
- **Membership offer**
Takes users to Registration page
- **Brochure offer**
Takes users to the page with info and a download link for the Brochure in PDF format.
- **Benefit calculator**
Takes users to the Cafeteria plans page with the Benefit calculator.
- **Affiliate programs:**
- Stamps.com
- Fidelity bond (URL?)



The About Us section is the "public face" portion of the marketing information in the site. This is the section that talks about Century Benefits and its position in the industry etc. This section will include a (industry?) news section, a bio of Michele Jones, and a brochure in PDF format.

About Us Page Content

• Logo & Branding

This links the logo and collateral with the Web site.

• Contact Info

This appears throughout the site and gives the phone number and contact email address.

• Global Navigation

This directs users to pages/sections available throughout the site.

• Local Navigation

This directs users to pages within the About Us section including links to the following pages:

• 2.1 In the News

This section has a main page with the latest industry and C.B. news with a link to past stories.

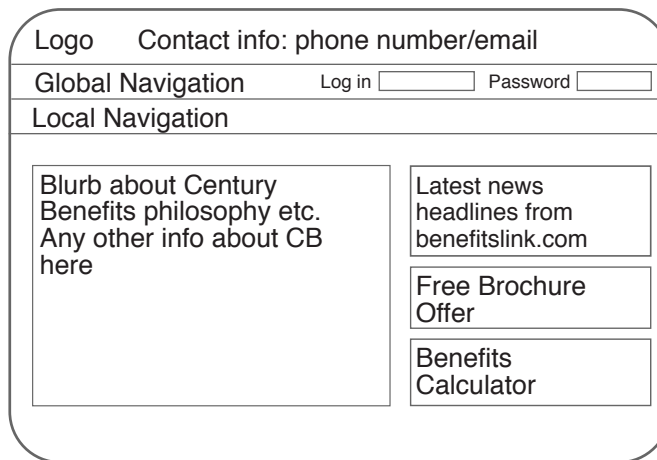
• 2.2 Brochure

There are two brochures to offer. We will need a page to describe each one and a link to download each.

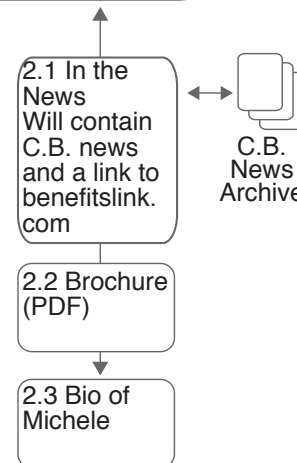
• 2.3 Bio of Michele

This page gives Michele a chance to talk about herself and what she can do for her clients.

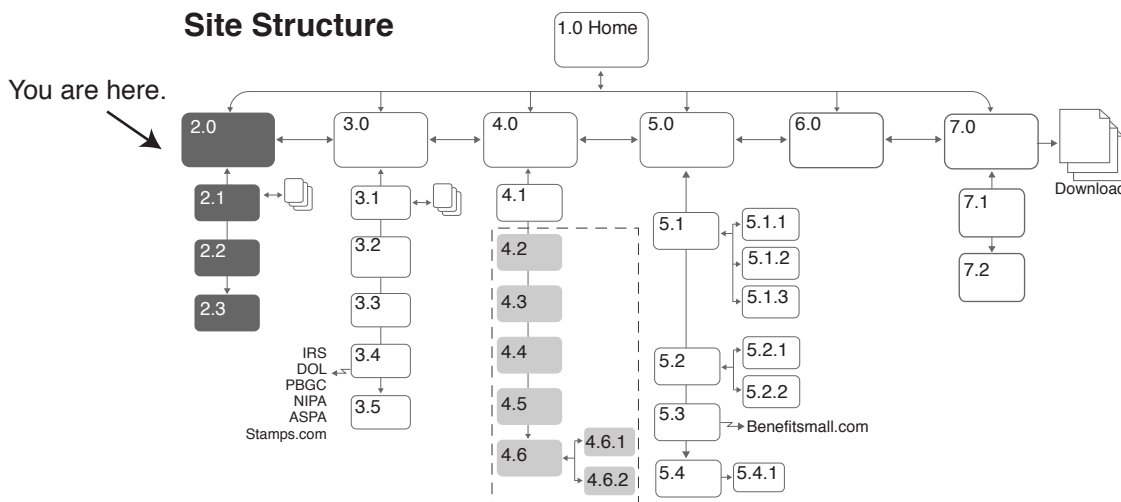
Section Page flow



About Us page schematic



Site Structure



The member's section has more specific marketing content and information. The information is available to the public but is password protected. Anyone can sign up and receive a user name and password to gain access to this section. To access the Members section a new visitor to the site must first register. Once they have successfully registered they may have access to the content in this section. Returning visitors can input their user name and password in the form boxes provided on the home page. A visitor can also click on the Members link in the global navigation.

Users can access current newsletters as well as previously released newsletters in the archive section. The point of keeping this area password protected is to get an idea of who is accessing the information

Members Page Content

• Logo & Branding

This links the logo and collateral with the Web site.

• Contact Info

This appears throughout the site and gives the phone number and contact email address.

• Global Navigation

This directs users to pages/sections available throughout the site.

• Local Navigation

This directs users to pages within the Members section including links to the following pages:

• 3.1 Newsletters

Visitors can read the current newsletter, sign up to get it sent to them and look at past issues.

• 3.2 Request

Users can request more info about Century Benefits and click on a link to get a brochure.

• 3.3 Privacy Statement

The Privacy statement is available from other points within the members section. This is to let visitors know how their information will be used.

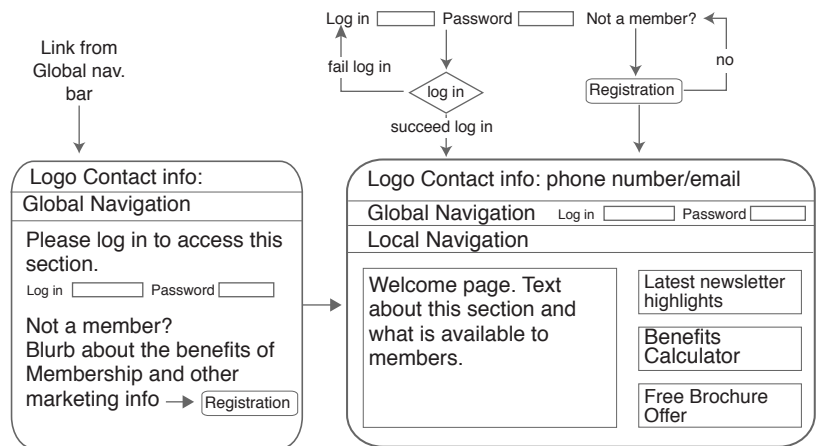
• 3.4 Resource Links

This is a list of benefits-related links that may be of interest to visitors to the site.

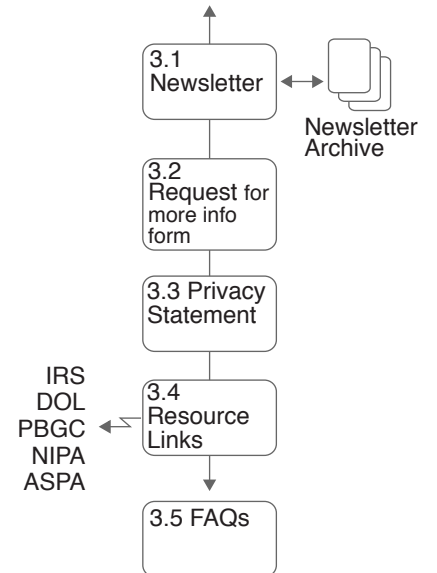
• 3.5 FAQs

Specific information in the question format (Fast Faqs).

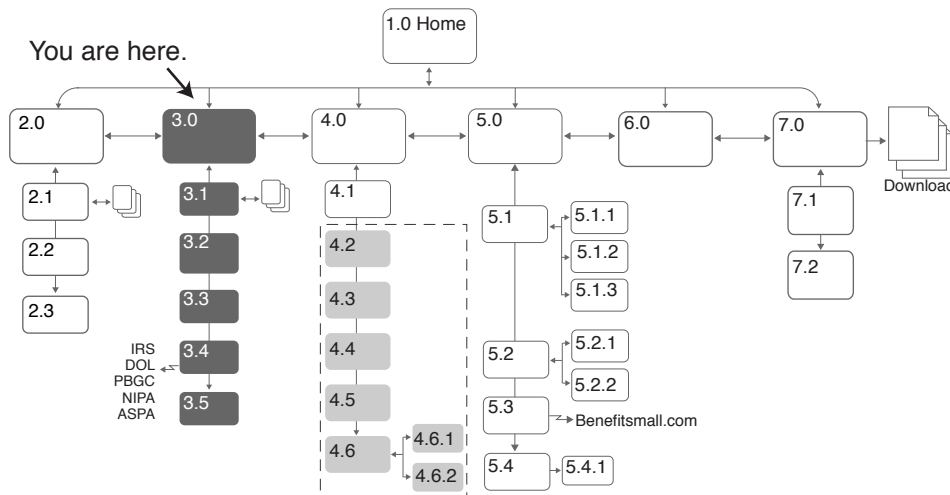
Section Page flow



Members page schematic



Site Structure



This section is the least developed and only contains one lower level page, informaton about 401k plans.

Retirement Page Content

• Logo & Branding

This links the logo and collateral with the Web site.

• Contact Info

This appears throughout the site and gives the phone number and contact email address.

• Global Navigation

This directs users to pages/sections available throughout the site.

• Local Navigation

This directs users to pages within the Retirement plans section Including links to the following pages:

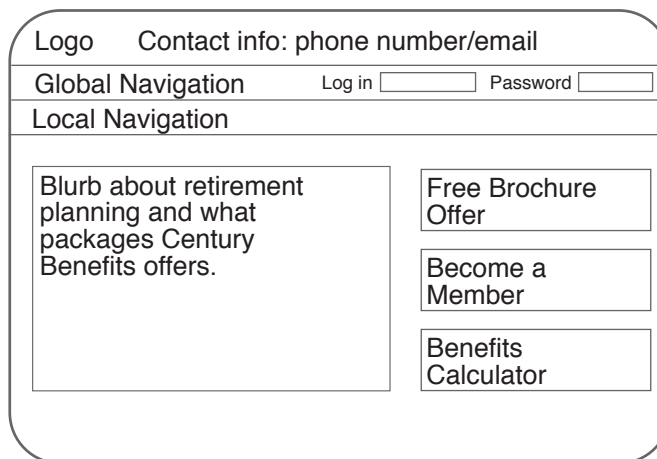
• 4.1 401k

This page contains information about 401k programs.

• 4.2-4.6

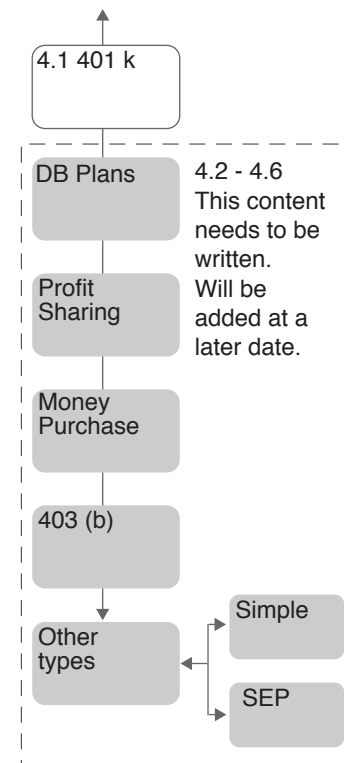
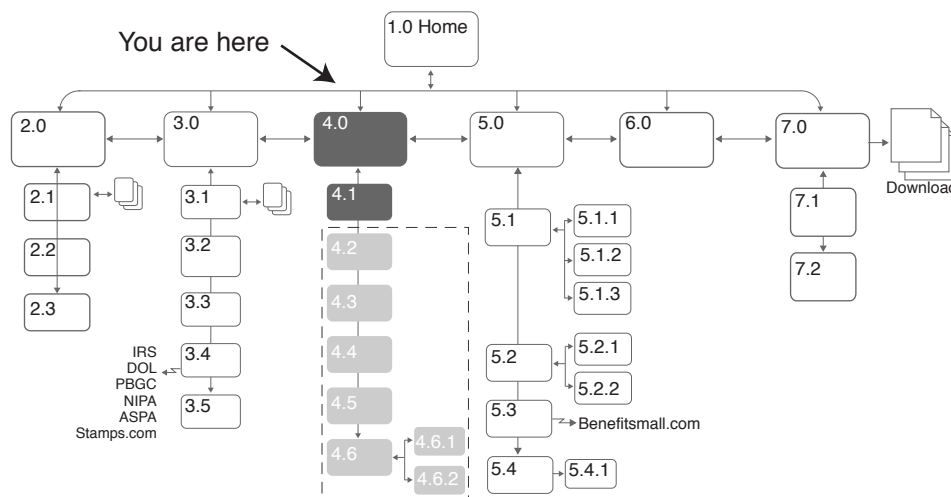
This area requires more development.

Section Page flow



Retirement page schematic

Site Structure



The Employee benefits section provides interesting and useful interaction tools to visitors. There will be a calculator on the Cafeteria page and Cafeteria sub-pages. The rest of the site offers information on other benefits such as Transit benefits and insurance service.

Employee Benefits Page Content

• Logo & Branding

This links the logo and collateral with the Web site.

• Contact Info

This appears throughout the site and gives the phone number and contact email address.

• Global Navigation

This directs users to pages/sections available throughout the site.

• Local Navigation

This directs users to pages within the Employee benefits section Including links to the following pages:

• 5.1 Cafeteria plans

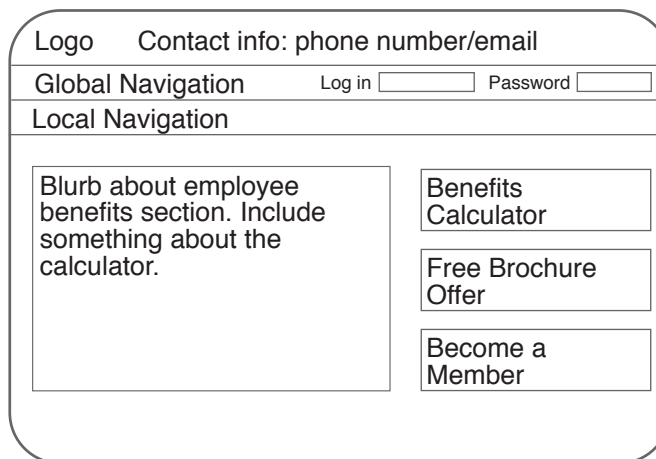
This page and 5.1.1-5.1.3 is about various cafeteria plans. 5.1 has an interactive calculator for employers to compare benefit packages.

• 5.2 Transit Benefit plans

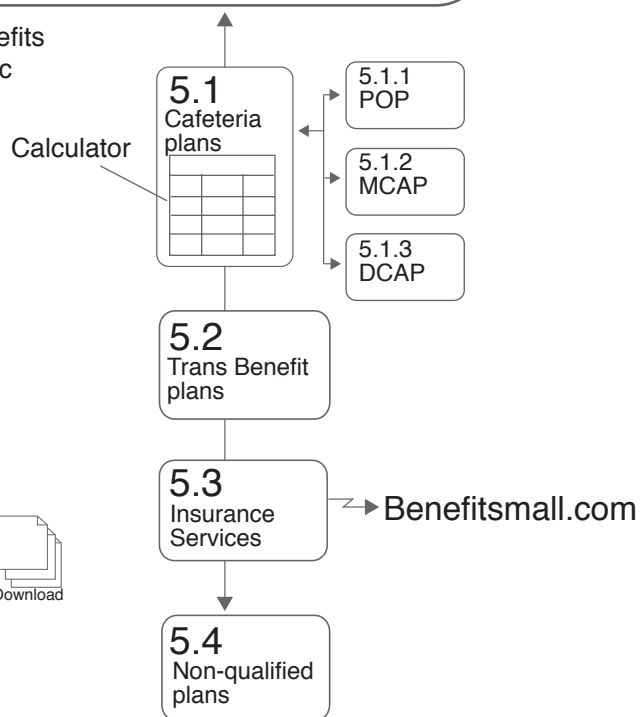
Information about Insurance packages with a link to Benefitsmall.com

• 5.4 Non-qualified plans

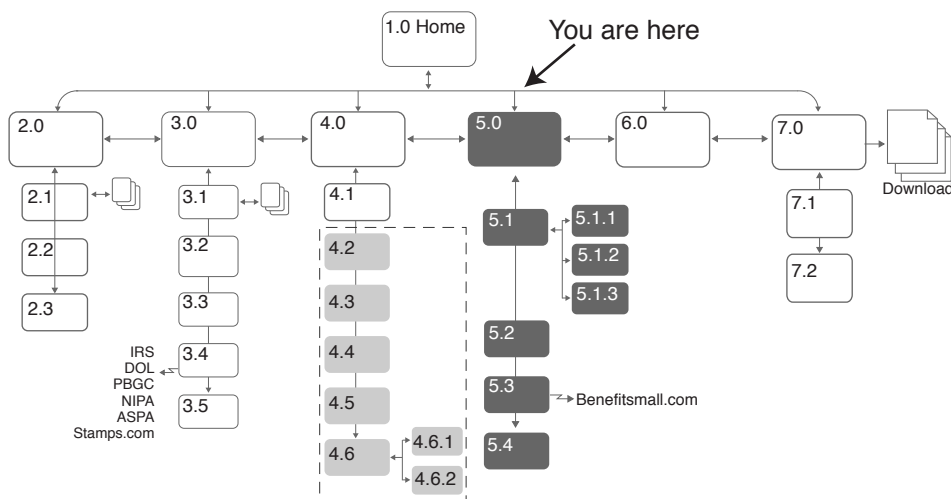
Section Page flow



Employee benefits page schematic



Site Structure



The Client area is a password protected area. Only clients will have access to this area. Members will not, have access unless they are also clients. Clients will have access to specific benefit forms set up for their specific businesses. They can also access plan summaries in PDF and a satisfaction survey. The directive of this section is to save Century Benefits time and money by supplying information on the Web instead of sending it through the post. It also lends a quality of personalization by giving clients their own area of the Web site.

Employee Benefits Page Content

• Logo & Branding

This links the logo and collateral with the Web site.

• Contact Info

This appears throughout the site and gives the phone number and contact email address.

• Global Navigation

This directs users to pages/sections available throughout the site.

• Local Navigation

This directs users to pages within the Client Area section Including links to the following pages:

• 7.0 Clients

The main page in this section will only contain specific information for a client. The client's login will determine what is displayed.

• 7.1 Satisfaction Survey

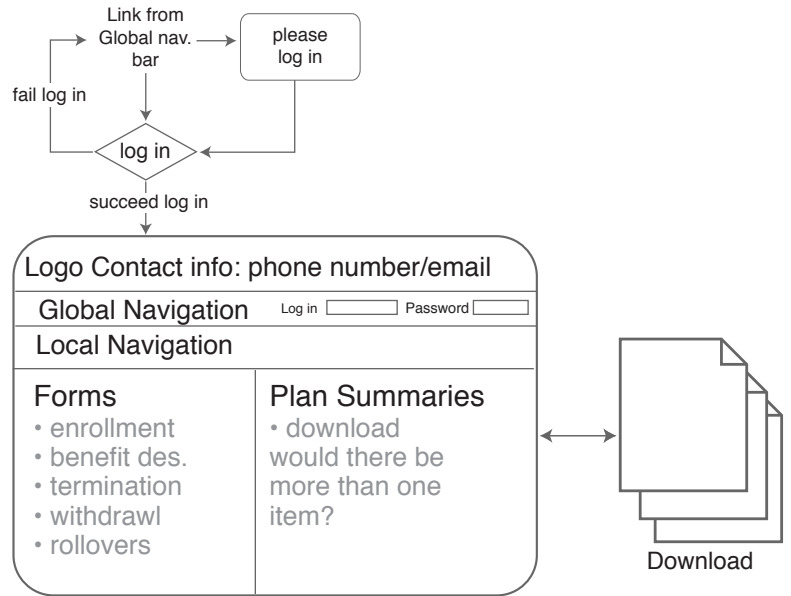
This is a feedback form page. Clients can fill out the form and send it electronically.

• 7.2 Data Collections

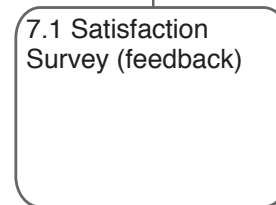
This is a package of information that is collected from clients annually. We haven't decided how this is going to work, either it will be a form that will out put as a comma delimited file that can be imported into a benefits software package or as an excel file that is downloaded and emailed to Michele.

We need to make a decision for this page to determine which format to use or whether this will be developed in the time period of this project.

Section Page flow



Client area page schematic



Site Structure

