

## 1. Goals

- communicate a clear visual representation of how the CTT information will map into the web site design
- a sufficiently complete specification so that
  - the Carrier CTT team can visualize the site
  - the development team can produce reliable cost estimates
- be distributable in both hard-copy and on-line media
- be cost-effective

## 2. Rationale

- directly connect concepts in design document with web pages and elements
- correlate all client requirements with actual site framework and user interface
- be flexible enough to allow for revisions

Create an Acrobat document that

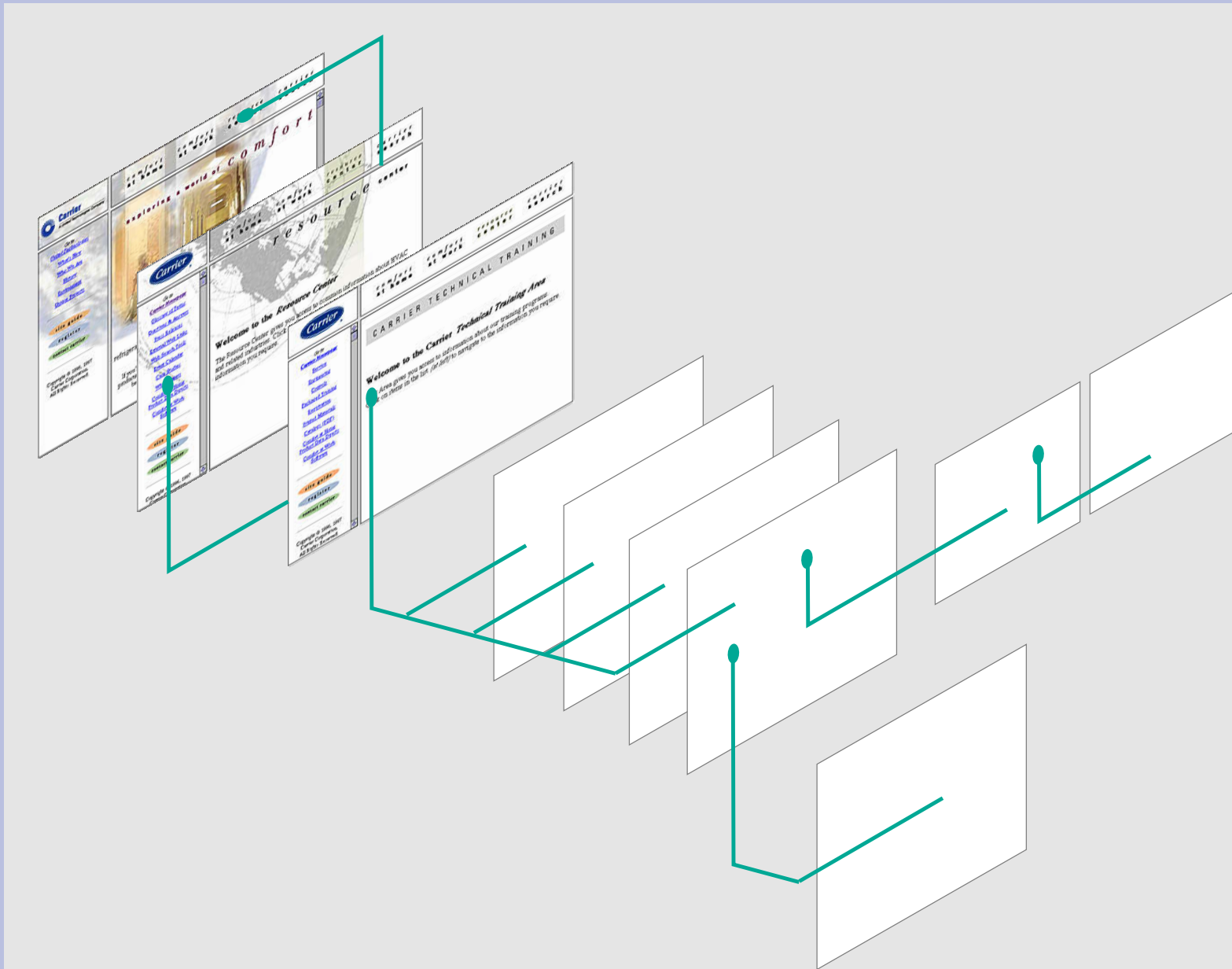
- is a complete visual flowchart that expands the areas and functionality outlined in the CTT Internet Team's memo
- can also be printed, and can be viewed at any level of zoom magnification.
- is linked directly, using "weblinks," to mock-ups of the actual web pages

Benefits

- web elements will be directly cross-referenced from the flowchart
- design document is integrated with the actual framework of the site pages.
- the Acrobat-based diagram offers both a functional overview and a detailed navigational road map.
- revisions to the design document are reflected in both the flowchart and the referenced web pages
- revision cycle is substantially easier and quicker than text version.
- framework of site is usable in the implementation phase of the project

- no "real" content (diagrams, photos or text) or navigational/identity graphics
- web pages will show the placeholders for design and content – in context with the site as a whole.
- much of the web page design can be reused in the final production site
- represents a cost-saving approach to the design/production cycle.
- can be distributed on floppy disk

[Example](#)



www.carrier.com  
resource center

resource center  
training

training homepage  
payne  
bryant  
carrier  
help

ctt sub-pages  
ctt mission  
service  
engineering  
controls  
packaged

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*invites you to explore a  
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