



CMS Website Design Specifications
ARKANSAS HEALTH INSURANCE
MARKETPLACE BOARD (ARHIM)

Last Updated

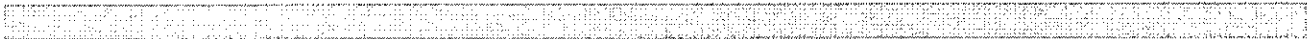
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Prepared by

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Project Manager

Information Network of Arkansas



Project Overview

1. Project Team

Name	Project Role	Entity
Jennifer Green	Project Manager	INA
Brent Jones	Designer	INA
Jim Schratz	Executive Sponsor	ARHIM

2. Project Scope

The Arkansas Health Insurance Marketplace Board (ARHIM) asked the Information Network of Arkansas (INA) to design a new web site utilizing a content management system (CMS), which will offer ARHIM:

- Consistent branding
- Customizable page templates
- Configurable navigation
- Web browser editing
- Dynamic and reusable content
- Content deployment
- Secure editing environment

INA will work with ARHIM to determine what content should be moved over to the new site and INA and ARHIM will add the content to the new site.

3. Goals

Goals of the new agency Website include the following:

- Provide branding for ARHIM by promoting the board, site and services through Arkansas.gov and social media tools to bring awareness to citizens of the state
- Provide a clean, organized, professional look and feel that follows Arkansas Common Look and Feel Guidelines
- Provide an interactive user friendly Web site that is easily accessible and displays easily navigated information, and documents accessed most frequently by agency users and the general public

4. Target Audience & Areas of Interest

ARHIM's target audience will be people and small businesses shopping for Medical Insurance.

5. Common Look and Feel Guidelines

The overall design for the web site will adhere to the Common Look and Feel Guidelines. Listed below are the features, benefits and attribute guidelines.

Common Look and Feel Features:

- Arkansas.gov Header with links to Arkansas.gov and the state directory
- Agency Header – used for agency specific branding
- Main Navigation – positioned horizontally across top of Web page with drop-down/fly-out menus
- Main Content Area – body of page; page layout varies and is dependent upon content types

- Agency Fat Footer – agency contact information and links for social networking applications (if applicable)
- Arkansas.gov footer – links to accessibility, privacy, security, and acceptable use policies for Arkansas

Common Look and Feel Benefits:

- Simple, familiar, and consistent user experience between agency Web sites
- Consistent branding across the enterprise engenders confidence and public trust among users
- Templates meet Arkansas accessibility standards

Attribute Guidelines:

Color

A core family of colors is suggested as a starting point for the design of the pages within the Web site. Those colors represented in their hexadecimal codes are:

- Blue: 014586
- Gray: F2F2F2
- Red: 990000

Additional colors will be required to fully execute the design of the Web site. Colors should be chosen at the discretion of the agency and designer and should be harmonious with your core-family palette.

Font Usage

Page Title font = #990000, Times New Roman, 25 px
Body font = #444444, Arial, 12 px
Secondary Page Title = #990000, Arial, 16 px
Secondary Page Sub Titles = #000000, Arial, 14 px

Supporting Graphics

Photographs, charts and other visuals that are used throughout the Web Site should be selected based on their relevance and appropriateness to the content.

Agency Header

All agency sites should be branded with the appropriate logo (if applicable) in the right side of the agency header. The agency header should also contain the official name of the agency, department, board, association, or commission.

Arkansas.gov Header

All agency sites should be sub-branded with the Arkansas.gov logo and link to the Arkansas.gov Web site through the use of the Arkansas.gov header.

Main Navigation

All agency sites should have the main navigation positioned at the top of the screen, directly below the agency header. The main navigation will consist of hyperlinks to sections specific to agency content. These links will represent the main content sections of the agency Web site. Secondary navigation will be available as needed under each section of the main navigation. Drop-down or fly-out menus may also be utilized to provide quicker access to popular secondary or tertiary sub-navigation links.

Search Functionality

Search functionality should be prominently displayed in the left side of the screen on the home page and in the agency header of secondary or back pages.

Agency Footer

Agency footer will contain contact information specific to the agency. Information will include address, telephone number, and email address. If the agency uses social networking applications such as Twitter, Facebook, YouTube, and/or Flickr, links for agency pages should be included in the Agency footer.

Arkansas.gov Footer

Arkansas.gov footer will be located on every page throughout the agency site and will contain hyperlinks to various policies on Arkansas.gov. Links will direct a user to accessibility, privacy, security, and acceptable use policies – all part of the Arkansas.gov Web site domain.

Left, Center, and Right Content Areas

Various content areas have been designed to allow agencies to display content that is relative to your site and is of your choosing.

6. Content Management System (CMS)

ARHIM will be using the 'Content Management System' (CMS) which is a tool designed to simplify the publication of Web content to Web sites, in particular allowing content creators to manage content without requiring technical knowledge of HTML or the uploading of files from a web publishing tool. The Arkansas.gov CMS solution provides the standards, compliance, and tools, for agencies to have a first class web presence that is easy to maintain and keep current.

CMS Features and Benefits:

- Simple, familiar, and consistent user experience
- Create and maintain content quickly and easily
- Ensures web-site page consistency
- Designed for non-technical users
- Meets Arkansas accessibility standards
- CMS training provided as part of the solution
- Content changes can be reviewed and sent for approval before publishing
- Access to professional design resources
- Information architecture consulting including content mapping
- Specialized, pre-built application modules - Enterprise Web Parts
- Advanced List and Libraries for data and document management
- Version control for content rollback if necessary

CMS Set up will include:

- Site Template
- Custom Home Page Banner and graphics
- Initial Site Structure and Navigation Consulting Services
- System Training for Agency user(s)
- Secure Web site hosting
- All future upgrades and maintenance
- Compliance with accessibility, privacy, and security laws
- Google site specific search engine configuration
- All current and future enterprise modules (Web Parts)

7. Content, main navigation and URL

A) Main Navigation

- Home
- About Us – Links to the About Us Landing Page.

B) Footer Navigation

- About Us – Links to the About Us Landing Page.

C) Home Page – OMIG.Arkansas.gov

- Site Header will state the board name “Arkansas Health Insurance Marketplace Board”. The board members have requested an image of a group of doctors in the background be displayed in the header.
- “Emergency Rule Proclamation” icon that will open the Emergency Rule Proclamation PDF provided by ARHIM.
- “Emergency Operating Rules” icon that will open the Emergency Operating Rules PDF provided by ARHIM
- “Financial Impact Statement” icon that will open the Financial Impact Statement PDF provided by ARHIM
- A “News” section will be located in the main content section on the home page. ARHIM admin users will periodically add updated news articles to be posted to News section. News headline will link to the full news article page.
- ARHIM Act link will open the ACT pdf provided by ARHIM.

D) About Us Page – Page will contain a list of Board Members and brief bios. ARHIM will provide the list and bios.

8. Enterprise Modules (Web Parts) Requirements

- **Google Analytics for Web Statistic Reporting**
 - INA will establish Google Analytics web report tracking for AWC. INA will set up monthly or quarterly usage reports that will be emailed to those specified by ARHIM to receive them. ARHIM will provide the name, email address and phone number for the admin user who will receive the Google Analytics Report.

9. Users of Application & Training

• **Users**

No work flows are needed at this time. All persons will have the option to make the changes and approve them prior to making content live on the web site.

Advanced Administrators & editors:

- Jim Schratz - jim@blr.arkansas.gov

- **Training**

Training will be provided for editing and publishing content to your site prior to the launch of your new site.

Categories for training

- What is WCM?
 - Edit and Publish Environments
 - Site Access
 - INA Password Policy
 - Privacy
 - Common Look and Feel
- Site Logon
- Home Page Layout
- Back Page Layout
- Content Editor Menus
- Site Basics
- Site Architecture
- List and Libraries
- Site Content
- List Basics
 - Managing List Items
- Library Basics
 - Managing Library Items
- Recycle Bin
- Page Basics
- Content Types
 - Page Layouts
 - Page Creation
 - Page Editing Toolbar
- Text Editor
 - Text Editor Highlights
 - Text Editor Modes
 - Text Editor Design Mode
- Publishing a Page
- Content Deployment
- Reports
- Manage Content and Structure

Tentative Schedule

Task Name	Start	Finish
Design –ARHIM FRS and SOW Approval	10/1/13	10/4/13
Create design mock up	9/11/13	9/13/13
ARHIM review mock up	9/13/13	10/2/13
Development – Implementation of Requirements	10/4/13	10/9/13
Testing – Quality Assurance	Ongoing	
Final Agency Review and approval	10/9/13	10/9/13
Training	10/18/13	
Deployment – Implementation to Production	10/9/13	10/9/13

ARHIM – Executive Sponsor, Jim Schratz

Date

INA – Director Project Management, Cathy Heath

Date

INA – Project Manager, Jennifer Green

Date