Content Structures

Responsibility

Client: Cabot Corporation

Project Number: CBO402

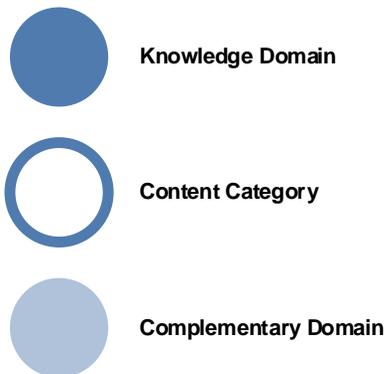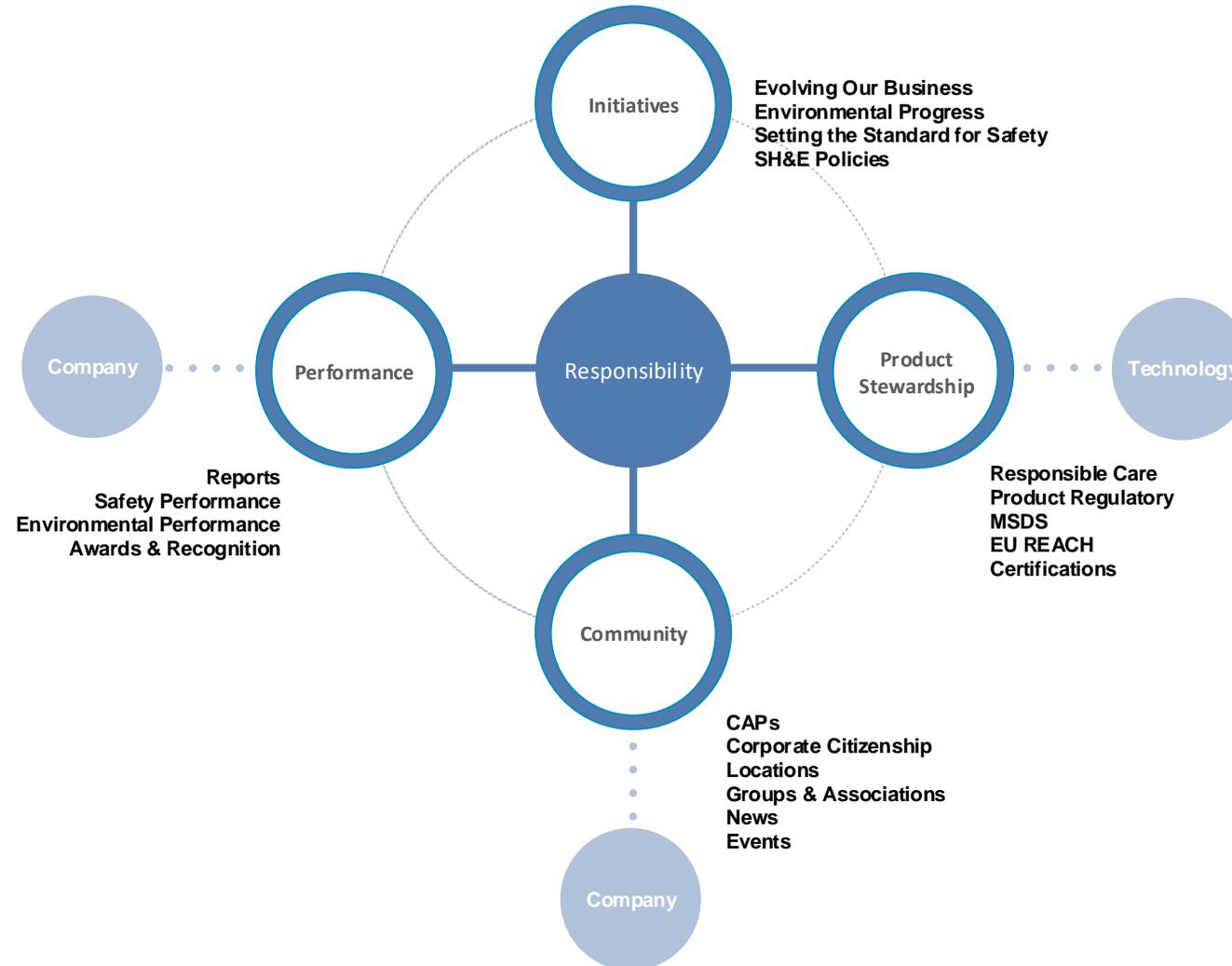Last Modified: 12/6/2013

Version: 1.0

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This content model has been revised to include topics from the 2012-2013 Sustainability report and November 18 Workshop.

The Responsibility section combines information about initiatives with extensive reporting and documentation resources. The section serves a "reporting out" function to customers, regulatory agencies, shareholders, employees, and trade associations.

The Community aspect focuses on sustainability at the regional and local levels, with content geared to local audiences that addresses questions and concerns about the impact of Cabot facilities on their communities.

Initiatives

Evolving Our Business
Environmental Progress
Setting the Standard for Safety
SH&E Policies

Performance

Responsibility

Product Stewardship

Company

Technology

Reports
Safety Performance
Environmental Performance
Awards & Recognition

Responsible Care
Product Regulatory
MSDS
EU REACH
Certifications

Community

CAPs
Corporate Citizenship
Locations
Groups & Associations
News
Events

Company

Knowledge Domain

Content Category

Complementary Domain

Content Schemas

These are the proposed data fields for page templates and content types in shared folders.

Component metadata serves as tagging for search but may be displayed in some cases, e.g., a data source or author byline

Page Schemas

Page Metadata

Page Title

Meta Description

Meat Keywords

Robots

Rel=Canonical

Section Page | Level 1

Section Headline (H1)

Section Summary

Category Page | Level 2

Category Headline (H1)

Category Banner Image

Category Summary
(also Section Page as ALT text?)

Category Copy

Category Thumbnail (to Section Page)

Category Tagline (to Section Page)

Chart Selector

Story Selector

Asset Selector

Detail Page | Level 3

Detail Page Headline (H1)

Detail Page Summary

Detail Page Copy

Detail Page Thumbnail

Chart Selector

Story Selector

Asset Selector

Component Schemas

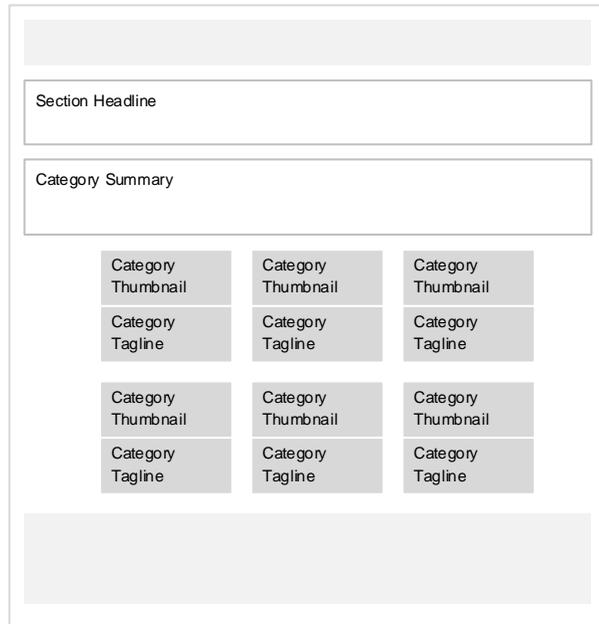| **Graph**	**Feature**	**Asset**	**Call to Action**	**Location**	**Contact**
Graph Title	Feature Title	Asset Title	Action Headline	Facility Name	First Name
Graph Image	Feature Image	Asset Image	Action Icon	Address	Last Name
Graph Copy	Feature Copy	Asset Summary	Action Copy	City or Town	Middle Initial
Graph Caption	*Component Metadata:*	Asset Resource	Action URL	Country	Title
Component Metadata:	Feature Location	*Component Metadata:*		Postal Code	Business Segment
Graph Subject	Feature Source	Asset Page Count		Image	Region
Graph Source	Feature Author	Asset Running Time		Description	Office
Graph Format	Feature Date	Asset Attribution		Business Unit	Telephone
Graph Author		Asset Author		Telephone	Email Address
Graph Date		Asset Date		Map Coordinates	Photo

Content Structures

These are the proposed data fields for page templates:
- Page Content
- Sublevel Content Pulls
- Shared Content

Page Content

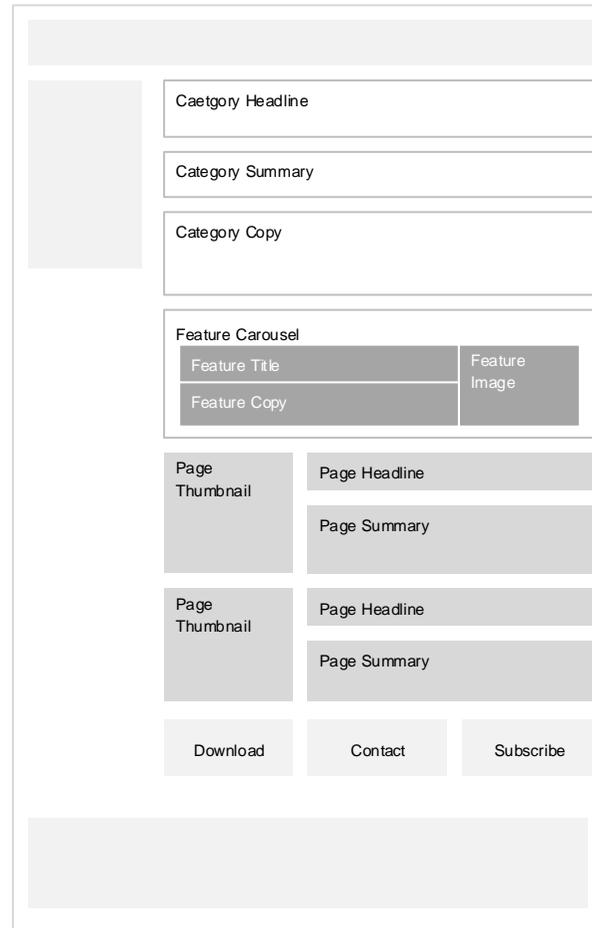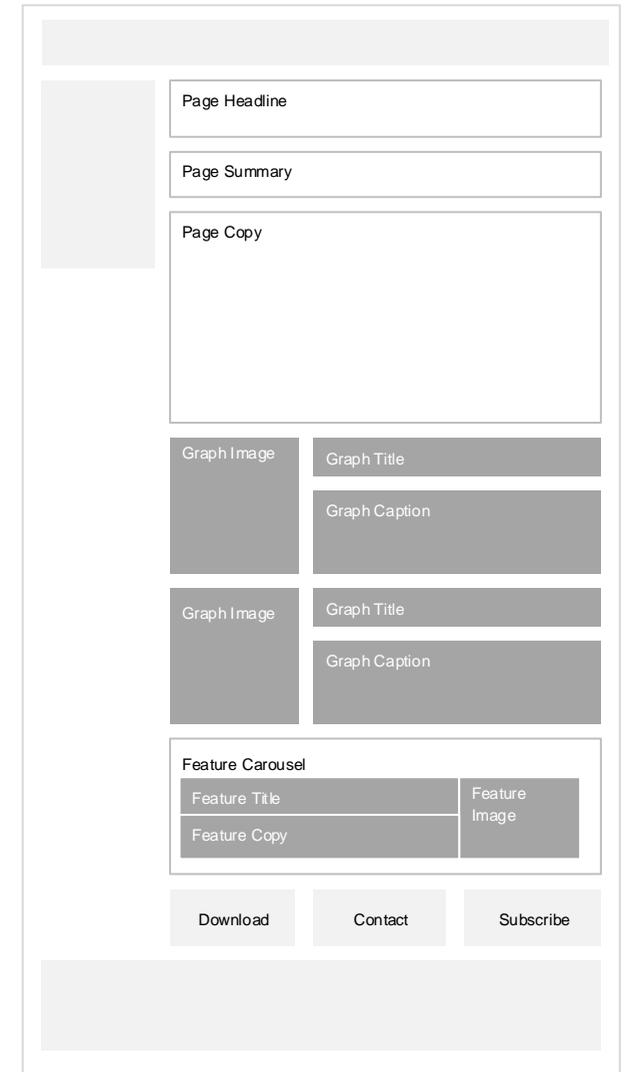| Sublevel Content |
|---|

Shared Content

Level 1 | Template 1 (Section Page)

Section Headline

Category Summary

Category Thumbnail	Category Thumbnail	Category Thumbnail
Category Tagline	Category Tagline	Category Tagline
Category Thumbnail	Category Thumbnail	Category Thumbnail
Category Tagline	Category Tagline	Category Tagline

Level 1 | Template 2 (Category Page)

Caetgory Headline

Category Summary

Category Copy

Feature Carousel

Feature Title	Feature Image
Feature Copy	

Page Thumbnail	Page Headline
	Page Summary

Page Thumbnail	Page Headline
	Page Summary

Download	Contact	Subscribe

Level 2 | Template 1 (Detail Page)

Page Headline

Page Summary

Page Copy

Graph Image	Graph Title
	Graph Caption

Graph Image	Graph Title
	Graph Caption

Feature Carousel

Feature Title	Feature Image
Feature Copy	

Download	Contact	Subscribe

These are special-case content layouts within a standard non-solution template

Page Content

Sublevel Content

Shared Content
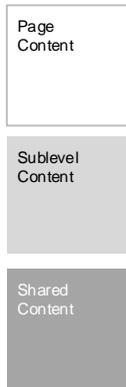
Story Collection | Corporate Citizenship

Page Headline

Page Summary

Feature Title
Feature Copy

Feature Image

Link to Source

Feature Title
Feature Copy

Feature Title
Feature Copy

Feature Image

Feature Title
Feature Copy

Link to Source

Download   Contact   Subscribe
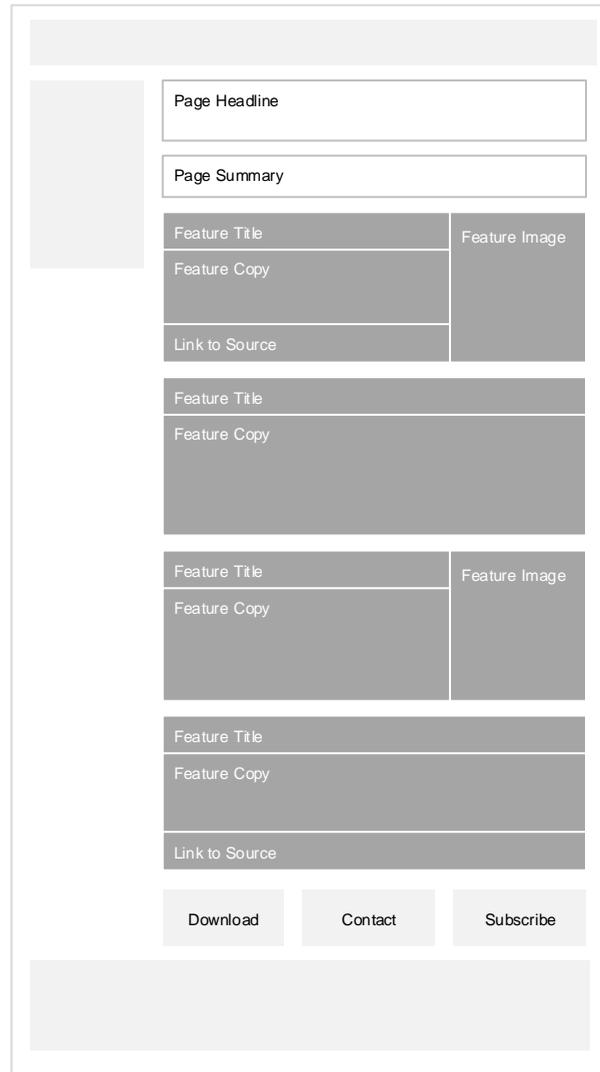
Features can comprise different elements, e.g.,
- Title, Copy, Image, Link to a source (news release, article, document)
- Title, Copy, Link
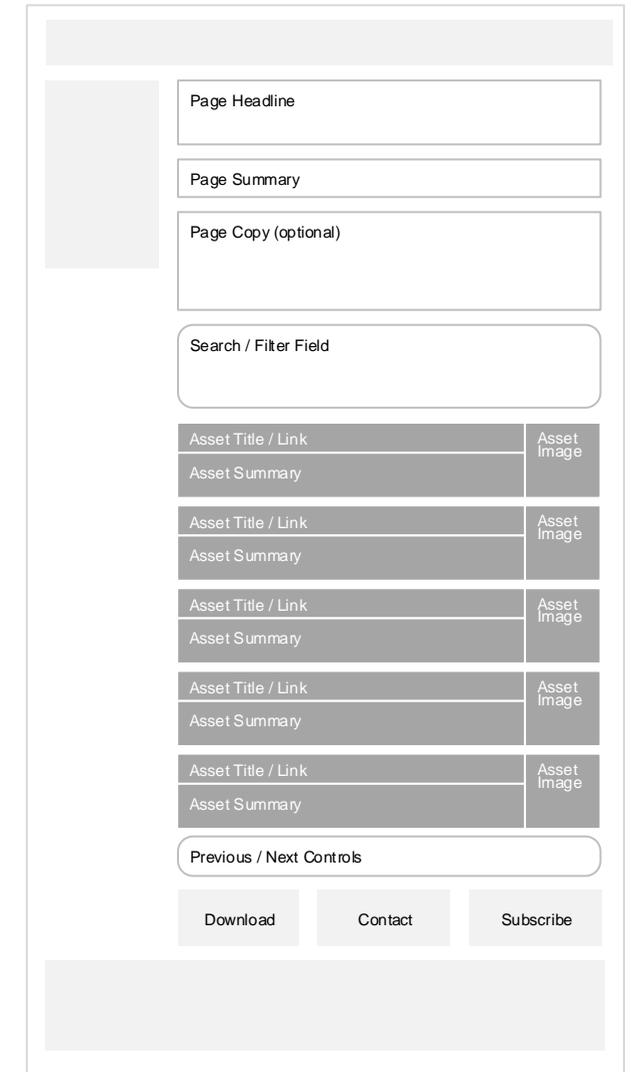- Title, Copy, Image
- Title, Copy

Question and Answer | Q&A with Patrick Prevost

Page Headline

Page Summary

Page Image

Page Image Caption

Page Copy

Download   Contact   Subscribe

Q&As, FAQs, etc. follow a similar format. Consider enabling expand/collapse and back to top functionality. FAQs can also have a ToC of questions at the top.

Need to determine if this can be accommodated in a single rich text editor without affecting responsive design.

Document Library Tool | MSDS

Page Headline

Page Summary

Page Copy (optional)

Search / Filter Field

Asset Title / Link
Asset Summary

Asset Image

Asset Title / Link
Asset Summary

Asset Image

Asset Title / Link
Asset Summary

Asset Image

Asset Title / Link
Asset Summary

Asset Image

Asset Title / Link
Asset Summary

Asset Image

Previous / Next Controls

Download   Contact   Subscribe

See MSDS Specs for search parameters:
- Product Name
- Product Code
- Trade Name
- REACH Number
- Language (secondary parameter)

These are possible fields and tags that can be used to classify and search for an MSDS.

Note:

MSDSs follow a standard format. These fields and tags are derived from the common identifiers used in several sample MSDSs.

Synonyms, Grades, Exclusions, etc. are indicated in some MSDSs as general information pertaining to the general product name (in this case, Carbon Black).

We need to confirm the theory that the information is the same for all included Grades and that the system simply substitutes the exact product name in the page header.

Carbon Black MSDSs use Carbon Black as a general product name but the headers list the specific grade name as the Product Name. The search track would be:

Carbon Black: MSDS listing for all included and excluded grades that indicate Carbon Black as a synonym.

Furnace Black: MSDS listing for all included and excluded grades that indicate Furnace Black as a synonym

Black Pearls: MSDS listing for all included and excluded Black Pearls grades

Black Pearls 120: Specific MSDS tagged to product

Is there any reason to offer access to older versions based on previous revision dates?

Oil Pellet is an example of an informal product designation that needs to be accommodated as a search term.

Document Characteristics

Document Type: Material Safety Data Sheet (MSDS)

Product Name: BLACK PEARLS® 120

REACH Number: 01-2119384822-32

Product Code: BP120

Product Line: Specialty Carbon Blacks

Applications: Printing Inks

Revision Date: 04/December/2012

Languages (see list)

Synonyms: Carbon Black, Furnace Black

Trade Names:

Grades: BLACK PEARLS®, ELFTEX®, MOGUL®, MONARCH®, REGAL®, SPHERON®, STERLING®, VULCAN®, CSX™, CRX™, IRX™, UNITED®, MACHEM®, SHOBLACK®, DL.

Oxidized grades: BLACK PEARLS® / MOGUL® L, BLACK PEARLS® / MOGUL® E, MOGUL® H, REGAL® 400/400R.

Exclusions: : BLACK PEARLS® / MONARCH® 1000, 1300, 1400, 1500; BLACK PEARLS® 1300B1; Monarch® 4750; Black Pearls® 4350/4750; and all oil pellet grades.

Need to define uses cases for language/region variations when searching or filtering.

Do we need English equivalents for languages, e.g., svenska = Swedish

Is casing relevant?

How are languages sorted? The list appears to start over after the Asian characters.

Language - Region

Bahasa Indonesia - Indonesia GHS
čeština - Europe
English - Asia Pacific
English - Brazil GHS
English - Europe
English - Japan
English - South America
español - North America
français - North America
magyar - Europe
norsk, nynorsk - Europe
Português - Brazil GHS
Português - North America
română - Europe
slovenski - Europe
svenska - Europe
ελληνικά - Europe
русский - Europe
中文 - China GHS
日本語 - Japan
Bahasa Malaysia - Asia Pacific
Deutsch - Europe
English - Australia
English - China GHS
English - Indonesia GHS
English - Korea
español - Europe
français - Europe
italiano - Europe
Nederlands - Europe
polski - Europe
português - Europe
Português - South America
slovenčina - Europe
suomi - Europe
Türkçe - Europe
български - Europe
한국어 - Korea
中文 - Europe

MSDS User Stories

I want to search by Product Name [Black Pearls 120]

- *System returns specific MSDS*

I want to search by Product Code [BP120, BP 120]

- *System returns specific MSDS*

I want to search by Trade Name [Black Pearls]

- *System returns MSDSs for all Black Pearl Products*

I want to search by Product Line [Specialty Carbon Blacks]

- *System returns MSDSs for all Specialty Carbon Black Products*

I want to search by Product Type [Carbon Black, Furnace Black]

- *System returns MSDSs for all products tagged with these synonyms*

I want to search by Application [Printing Inks]

- *System returns MSDSs for all products tagged with this application*

I want to search by REACH number [01-2119384822-32]

- *System returns MSDSs for all products tagged with this number*

I want to select a language as a secondary search parameter

- *English is the default language selection for the corporate site*

I want to select a region as a tertiary search parameter

- *North America is the default region for the corporate site*

- *The language selection would filter the number of available regions*

I want to select an MSDS and view it in a browser.

I want to print an MSDS from the browser.

I want to download and save an MSDS.