

Product Template Study

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05/03/2022 – 06/30/2022



Purpose

- **Company (Strategy)** - Align One Synopsys strategy with the company
- **External users (Consistency)** - Make sure the product pages look consistent, and each page matches the marketing content and structure strategy
- **Internal users (Efficiency)** - Save the product team time by helping them to create a product page quickly with a placeholder demo page.

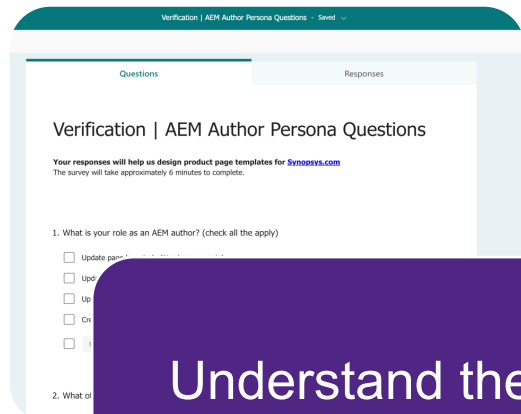
Pain Points

- Each Page structure is different and inconsistent
- The same strategy sections use the different layouts on different pages (Not user-friendly for scanning the page)
- Branding is different on different pages (font sizes, title colors, spacing, and so on)
- Additional unused components are on the page (page Authors are not familiar with the AEM system)
- No clear break to separate the two sections (Bad contrast)
- Instead of using one existing component, page authors use multiple components to create the same layout

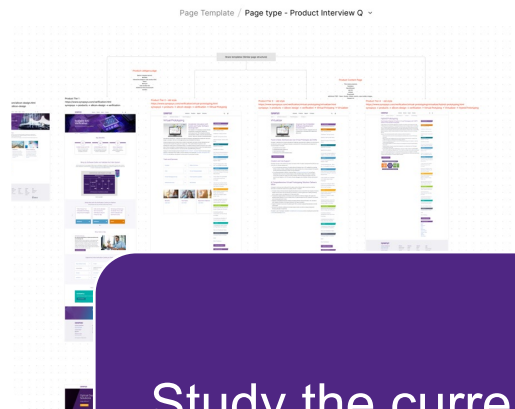
Solutions/Benefits – Page Template

- Align the page structures
- Pick components for each section to make pages consistent
- Put the essential content types on each page for One Synopsys' marketing strategy.
- Create a demo page template for the page authors
- Reduce the work process/time for the team
- Use component fragments for some sections on the page

Process



Understand the product team's request (Persona Study Survey)



Study the current products pages content strategy



Combine the first two steps and create a product template

Survey



Primary Users

Internal Users

Product Marketers (Page Authors)
Create and Update Product Pages
AEM System Users



Secondary Users

External Users

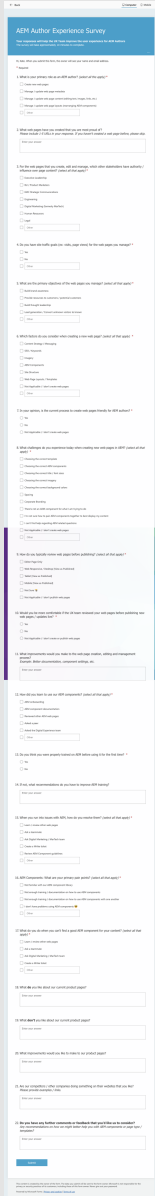
Synopsys Customers (Page Visitors)
Real Clients - Chip Industry Expert
Product Users - Engineers

- [AEM Author Persona Questions](#)
- [Customer Persona Questions](#)

Page Authors Survey

Information on Survey

- 22 Questions
- 27 Participants
- Date (6/1/2022 – 6/10/2022)



Page Authors Survey

Answers to the questions

- Persona
 - Primary: Manage/updated web page content
 - Secondary: Manage / update web page layouts (rearranging AEM components) & Create new web pages
 - Third: Manage / update web page metadata
- Page Links
 - Bruce Boike
 - <https://www.synopsys.com/optical-solutions/osg-contact-us.html> (How many inputs is necessary)
 - Jesse Flores
 - <https://www.synopsys.com/support/licensing-installation-computeplatforms/licensing.html> (No page strategy)
 - <https://www.synopsys.com/support/licensing-installation-computeplatforms/licensing/scl-supported-os.html> (No page strategy)
 - Linda Tan
 - <https://www.synopsys.com/designware-ip/ip-market-segments/cloud-computing.html>



Page Authors Survey

Answers to the questions

- Page Links

- Laura Lang

- <https://www.synopsys.com/hpc-data-center.html> (New strategy)
- <https://www.synopsys.com/services/design-services.html> (weird gap beyond Contact Section)
- <https://www.synopsys.com/designware-ip/interface-ip/serdes-phy-ip.html> (spacing problem)
- <https://www.synopsys.com/designware-ip/ip-market-segments/automotive.html> (Inconsistency, page structure, spacing problem)

- Jennifer Shcer

- <https://www.synopsys.com/solutions/silicon-lifecycle-management.html>
- <https://author.prod.ams.synopsys.com/content/synopsys/en-us/rf-design.html?wcmmode=disabled> (Weird page plan, spacing)
- <https://www.synopsys.com/implementation-and-signoff/custom-design-platform.html> (Spacing, inconsistency, page plan)

- Soheil Modirzadeh

- <https://www.synopsys.com/designware-ip/interface-ip/serdes-phy-ip.html> (Page plan, Spacing, layout strategy)

- Danielle Arnold

- <https://www.synopsys.com/implementation-and-signoff/signoff/primeshield.html> (Title missing, Inconsistency)



Page Authors Survey

Answers to the questions

- Other Stakeholders Involved In Page Creation
 - Primary: BU/Product Marketers
 - Secondary: EMC strategic Communications
 - Others: Digital Marketing, Executive Leadership, Engineering, Other
- Site Traffic Goals
 - No (15/27)
 - Yes (11/27)
 - Other (2/27)
- Primary Objectives
 - Primary: Provide resources to Customers
 - Secondary: Build Brand awareness
 - Thirdly: Lead generation/ Convert unknown visitor to know
 - Others: Build thought leadership
- Consideration When Creating a New Page
 - Primary equal: Content Strategy/Messaging
 - Secondary: SEO/Keywords, Imagery, AEM Components
 - Third: Web Page Layout/Templates, Site Structure
- Current Process to create web page friendly
 - Yes (20/27)
 - No(3/27)
 - N/A (4/27)



Page Authors Survey

Answers to the questions

- Challenges When Creating a New Page
 - Choosing the correct AEM Component
 - Choosing the correct template
 - Choosing the correct imagery, Spacing, not sure how to pair AEM components
 - There's not an AEM component for what I am trying to do
 - I can't find help regarding AEM related questions, Corporation Branding
 - Choose correct title and font size
 - Check Before publishing
 - Web Responsive/Desktop (21/27)
 - Editor Page only (9/27)
 - Mobile (7/27)
 - Tablet (5/27)
 - Be Comfortable UX Team Check Page Before Publishing
 - No (16/27)
 - Yes (9/27)
 - Improvements make to page process
 - AEM need simple search and replace
 - **Make it easy template**, imagery library, easily "undo" when make mistakes
 - Imagery usage links/numbers in case over use (imagery)
 - New Components updates, **SEO/Page check list**
 - **Simple template and easy documentation**
 - Make search folder easier (Imagery)
- **Make more components** from UX team HTML Components
 - **More components**
 - **Better Documentation, better comprehension** and more images
 - **Add Unique ID to each component**
 - Component setting
 - **Better documentation about components and how to use them, Better graphic search**
 - **checklists of what to checkout before publishing a page, templates pre-populated so we don't have to start from scratch**
 - Find Graphics and pictures is a bit challenging (imagery)
 - **For new users, it would be helpful if there was an internal Synopsys "help desk" type person that could answers questions.**



Page Authors Survey

Answers to the questions

- The Way Learn AEM Components
 - AEM onboarding (20/27)
 - Asked a peer (18/27)
 - Reviewed other AEM web page (15/27)
 - Others: Asked digital experience team, AEM components Documentation
- AEM training good or not (dead question)
- Improve AEM training
 - AEM training videos
 - a library of short how-to videos
 - in-person case study
 - continuing education would be great
 - Share the latest best practices info
 - training exercises are good but could be updated to include the newer components, The training should also include new tools that have rolled out (ex. Marketo forms on AEM pages)
 - there could be training "modules" created that focus on specific use cases in AEM
 - AEM training for where and how to update image, how to find an image and something before start creating a page
- The method of resolving the issues when using AEM
 - Ask a teammate
 - View other pages
 - Ask Digital Marketing/MarTech team
 - Create a Wrike Ticket
 - Review AEM Component guideline
- Primary Pain Points
 - Not Familiar with Components library
 - Not enough training
 - Not enough options
 - Permissions Issues & Errors
 - some of the more recent updated components are not in the repository
 - never used the documentation after the training



Page Authors Survey

Answers to the questions

- Method when can't find a good AEM component
 - Learn/review other web pages
 - Ask a teammate
 - Ask Digital Marketing/MarTech
 - Create a Wrike ticket
 - Others: Do nothing, HTML Component
- Like about current product page
 - Flexible
- Don't like about current product page
 - Not sure what does and doesn't show up in Coveo search
 - Get rid of the right rails. The box link containers seem a big/clunky
 - too spread out
 - Too wordy. Overall there is just too much info to wade through
 - Pages are taking longer to load
 - It'd be good to have product-specific navigation.
 - Many are outdated
 - So many different sub pages for one product.
 - Spacing
 - some secondary pages are old
 - There is a lot of inconsistency
 - It's not easily readable (grey font color)
 - Page content strategy problem
 - Right rails - we need identify very specific use cases where right rails are appropriate and lead to a better customer experience.
 - The menu and breadcrumb menus are confusing



Page Authors Survey

Answers to the questions

- Improvement to product pages
 - More dynamic options
 - Shorten them and tighten up the copy
 - “Custom” elements should be turned to easily re-useable component
 - Ability to include product-specific resources
 - Consistent look and feel
 - More Font Awesome icons (Easy align between designer and developer)
 - Refresh the look
 - Share button for social media (share content to social media instead going to channel)
- More info from Survey
 - AEM should have a search-and-replace I should be able to add or edit tables
 - More research on user engagement, heat map trends, best practices (Data related)
 - I'd like to see chat bots on our pages to make it easier for our customers to contact us. (Live chat)
 - The text spacing, alignments options are tricky. There should be a
 option for title and header banner spacing (MarTech)
 - Provide some periodic update training to all users to share the latest updates and best practices
 - More imagery in the AEM DAM (Image library to Graphic team)
 - Thank You page template that is pre-formatted specifically for webinars
 - fix for the anchor problem



Page Authors Survey - Summary

What we learned from the survey

- Problem from Training
 - Outdated training assets
 - The component guideline is hard to find online
 - Didn't announce the new components regularly
 - Too much content in documentation
 - Don't know where to get support when studying the components
- Issue when using
 - Hard to find a suitable component to use
 - Not easy to restudy the unfamiliar components when trying to use it
 - Many page templates without a clear explanation
 - Forget checking each page elements before publishing
 - Don't know how to find support when having a question
 - Many free options on font size, color, spacing, and so on.



Customer Survey

Information on Survey

- 14 Questions
- 10 Participants on survey
- 13 Participants on interview meeting
- 4 Groups
- 5 Hours (6/1/2022 – 6/10/2022)

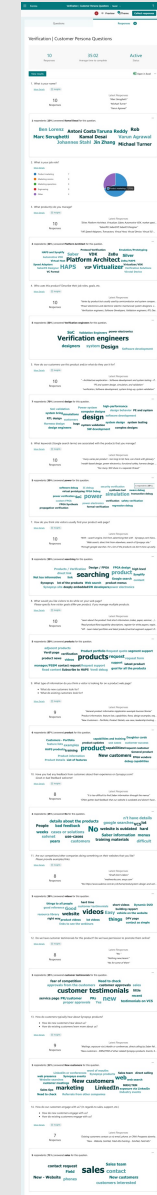
The screenshot shows a web-based survey form with the following structure:

- Header:** "Verification | Customer Persona Questions". A sub-header reads: "Your responses will help us design effective product page templates for Synopsys.com. Please note that your survey responses will be discussed during your interview with the UX Team. The survey will take approximately 10 minutes to complete."
- Question 1:** "1. What is your name?" with a text input field.
- Question 2:** "2. What is your job role?" with radio button options: Product marketing, Marketing content, Marketing operations, Engineering, and Other (with a text input field).
- Question 3:** "3. What product(s) do you manage?" with a text input field.
- Question 4:** "4. Who uses this product? Describe their job roles, goals, etc." with a text input field.
- Question 5:** "5. How do our customers use this product and/or what do they use it for?" with a text input field.
- Question 6:** "6. What keywords (Google search terms) are associated with the products that you manage?" with a text input field.
- Question 7:** "7. How do you think our visitors usually find your product web page?" with a text input field.
- Question 8:** "8. What would you like visitors to do while on your web page? Please specify how visitor goals differ per product, if you manage multiple products." with a text input field.
- Question 9:** "9. What type of information do you think a visitor is looking for on a product web page?" with sub-questions: "What do new customers look for?" and "What do existing customers look for?". It includes a text input field.
- Question 10:** "10. Have you had any feedback from customers about their experience on Synopsys.com? Good or bad feedback welcome?" with a text input field.
- Question 11:** "11. Are our competitors/other companies doing something on their websites that you like? Please provide examples/links." with a text input field.
- Question 12:** "12. Do we have customer testimonials for this product? Do we have permission to promote them on Syn?" with a text input field.
- Question 13:** "13. How do customers typically hear about Synopsys products?" with sub-questions: "How do new customers hear about us?" and "How do existing customers learn more about us?". It includes a text input field.
- Question 14:** "14. How do our customers engage with us? (In regards to sales, support, etc.)" with sub-questions: "How do new customers engage with us?" and "How do existing customers engage with us?". It includes a text input field.
- Footer:** A "Submit" button and a small disclaimer: "This content is created by the owner of this form. The data you submit will be used by the form owner through a web service for the purpose of collecting feedback from customers, including those of the form owner. Your data is not shared with any third parties. Powered by SurveyMonkey Forms (https://www.surveymonkey.com/forms/)"

Customer Survey

Answers to the questions

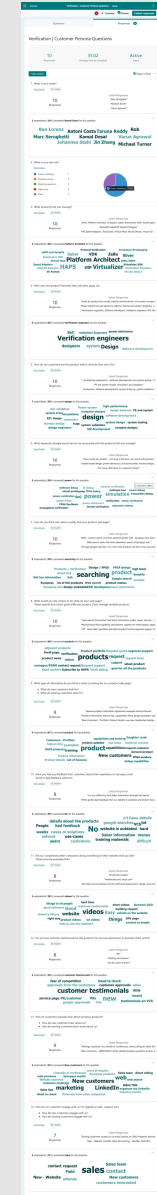
- Participants Job Title
 - Primary: Product marketing
 - Secondary: Other (Business Development, AE manager, Application Engineer)
- Target Audiences
 - Primary: Verification engineers
 - Secondary: Software developer, Validation Engineers, Design Engineers, Engineer Managers and so on
- Product Usage
 - Design (70%)
 - Understanding design behavior
 - Identifying bugs and run simulations to catch any bugs
 - Verify the correctness of the RTL design
 - Helped on prototyping for early software development and high performance
 - help customers to achieve the most area optimized and highest performance FPGA-based design for their FPGA-based products
 - Architecture exploration, Software development and system testing, Power system design, Wiring Harness design



Customer Survey

Answers to the questions

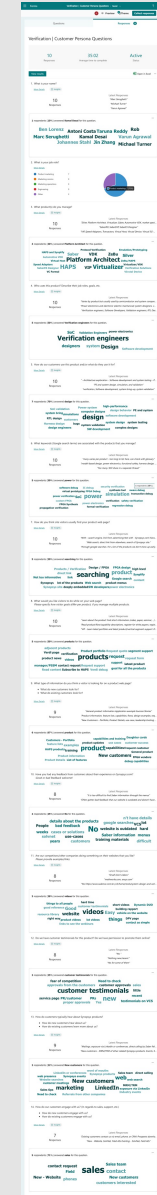
- Keywords
 - Power (50%)
 - Simulation, debug, verification and so on
- Product Visibility
 - Searching (50%)
 - Synopsys Site, Direct link, high level product
- Goal for Users
 - Open communication(form, telephone, live meeting)
 - Visit linked product, Get the support, Ability to get quote of price (Contact), Subscribe product news, download demo, read resources, training materials, learn last product news/updates, use-case,
- Users' interested information
 - New customers: information about product and training. What we offer, product value, how it is differentiated from other solutions(competitors)
 - Existing customers: product updates and further training programs
 - General product information success stories, Product information, feature lists, capabilities, flows, design examples, request for help/follow-up



Customer Survey

Answers to the questions

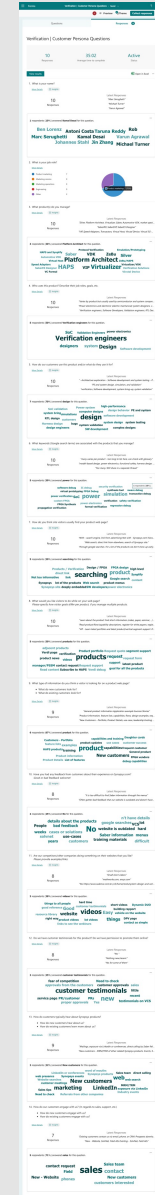
- Feedback from Customers about Existing Page
 - Website outdated
 - Use-cases missing
 - Hard on search
 - Content is not customer looking for (cannot find solutions)
- Good parts on Competitors' website
 - Contact us is easy to reach to
 - Building rapport and trusting relationships
 - All devices friendly
 - Easy to find relevant information
 - Good product video
 - Videos, Customer Testimonials
 - Easy navigate and categorized resources library
 - Small short videos
 - Examples:
 - https://www.cadence.com/en_US/home/tools/system-design-and-verification/simulation-and-testbench-verification/xcelium-simulator.html
 - https://www.cadence.com/en_US/home/tools/system-design-and-verification/verification-ip/simulation-vip.html
 - <https://eda.sw.siemens.com/en-US/ic/verification-and-validation/digital-verification/>



Customer Survey

Answers to the questions

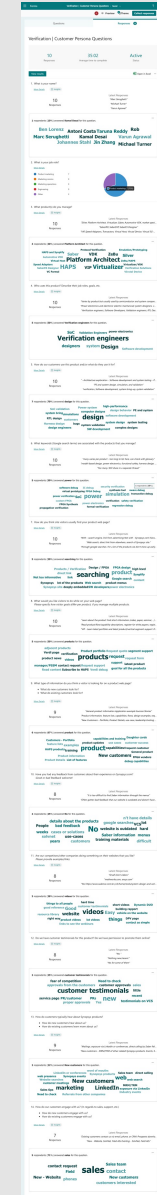
- Testimonials
 - Yes
- Synopsys Products Publicity
 - Web Search
 - Events
 - LinkedIn or conferences
 - Sales team
 - Direct calling
 - Customer meetings
 - Referrals from other companies
 - Industry events
- Customers Engage Methods
 - Sales (71%)
 - Contact
 - Phones



Customer Survey - Summary

What we learned from the survey

- Not a strong marketing strategy
- Not user-friendly layouts
- Page structures are inconsistency
- Lousy SEO, Less use of the keywords
- Need testimonials to build the trust and relationship
- Outdated updating with the new content
- Very wordy
- The contact function and search function are hard to use



Existing Product Page Study

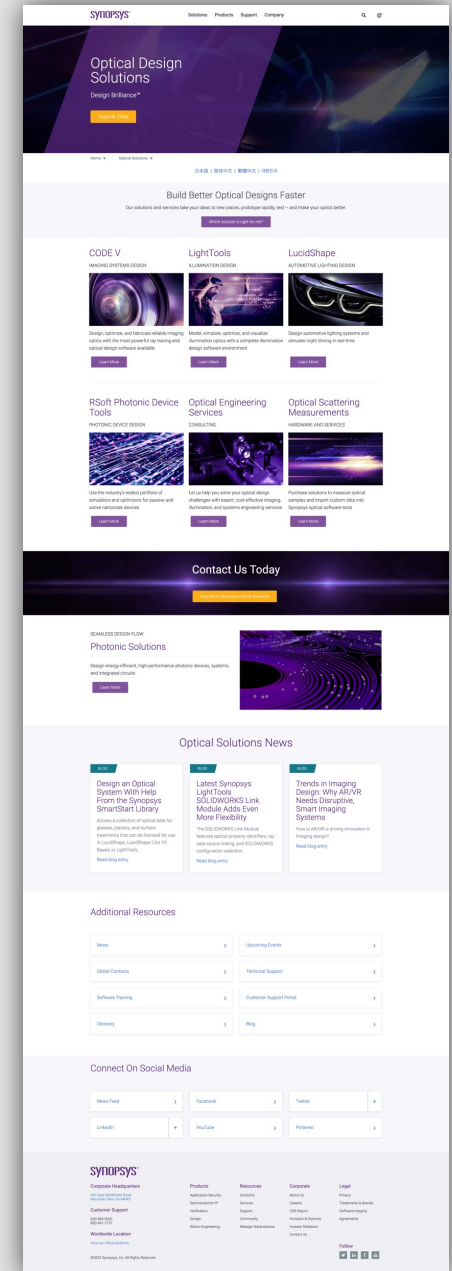
- Silicon Design & Verification
 - [Optical Design](#)
 - [Photonic Design](#)
 - [Design](#)
 - [3D Image Processing](#)
 - [Verification](#)
 - Modeling & Simulation
 - Silicon Engineering
- Silicon IP
- Application Security

Silicon Design & Verification

Optical Design – [/photonic-solutions](#)

The content and component types

- Banner (video, Title, Subtitle, CTA) – **Interactive Banner**
- Breadcrumb - **breadcrumb**
- Language options (function will update on global site) – **Text & CTA**
- Introduction Content (title, paragraph, CTA) - **Text & CTA**
- Sub-products (title, keywords, image, short content, CTA) – **cardcontainer, Text & CTA, image, and calltoaction**
- Contact Us (title, and CTA) – **banner**
- News (tag, title, paragraph, and text link) – **cardcontainer, and assetcard**
- Additional Resources (text links) – **Text & CTA, boxLinkContainer, and boxLink**
- Social Media (text links) – **Text & CTA, boxLinkContainer, and boxLink**



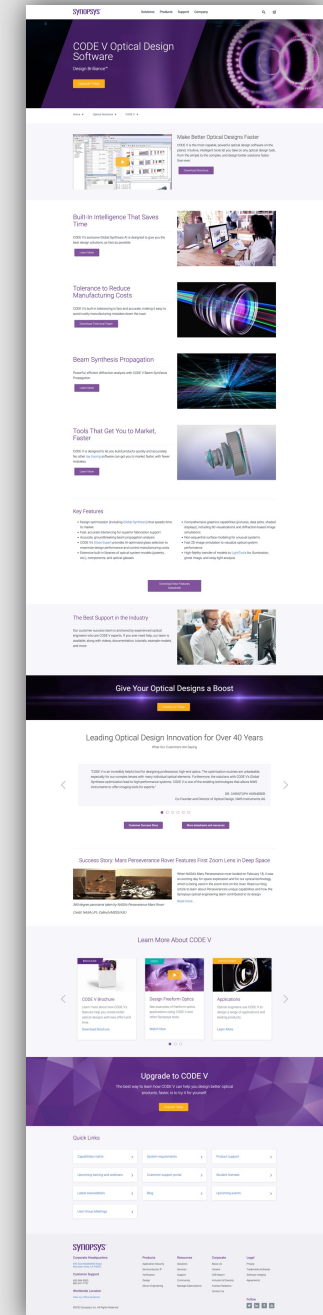
Silicon Design & Verification

Optical Design – </optical-solutions/codev>

The content and component types

- Banner (video, Title, Subtitle, CTA) – **Interactive Banner**
- Breadcrumb - **breadcrumb**
- Introduction (video, Title, Content, and CTA) – **column, video, Text & CTA**
- 4 of sub-products (Title, Content, CTA, and image) – **column, Text & CTA, and image**
- Key Feature (Title, Bullets) – **Text & CTA, column**
- Customer support (Title, content, and image) - **column, Text & CTA, and image**
- **Contact Us (Title and CTA) – banner**
- Quotes (Title, subtitle, quotes, and CTA) – **richtexteditor, contentcarousel, Text & CTA**
- Success Story (Title, image, content, and text link) - **column, Text & CTA, and image**
- Additional resources (title, tag, image, title, content, and text link) – **Text & CTA, contentcarousel, and assetcard**
- **Contact Us (Title, subtitle and CTA) – banner**
- Additional links (Title and text links) – **boxLinkContainer and boxLink**

* Color background bar means duplicate sections or sections goals are the same. They should consider to put together or combine



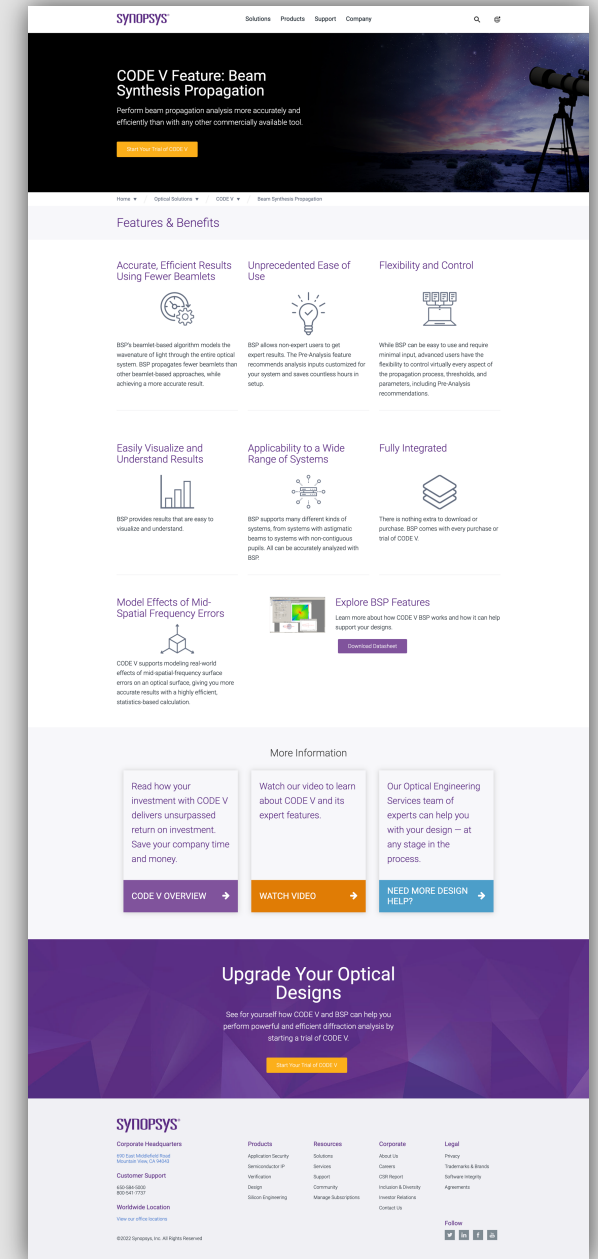
Silicon Design & Verification

Optical Design – </optical-solutions/codev/feature-closeup>

The content and component types

- Banner (video, Title, Subtitle, CTA) – **Interactive Banner**
- Breadcrumb – **breadcrumb**
- Features & Benefits (Title, icon, content, image, cta) – **Column, Text & CTA, and image**
- News (Title, Card Title + CTA) – **Text & CTA, contentcarousel, cards**
- Contact Us (Title, content, and CTA) - **banner**

* Section has a weird style combination, Contact Us is not clear enough like other pages.

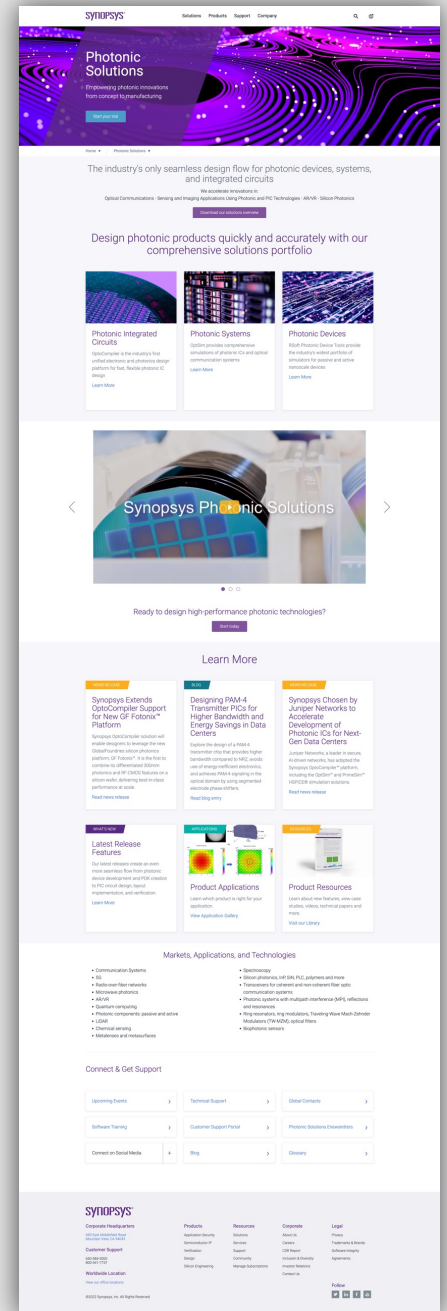


Silicon Design & Verification

Photonic Design – [/photonic-solutions](#)

The content and component types

- Banner (image, Title, Subtitle) – **Banner**
- Breadcrumb – **breadcrumb**
- Intro (Title Content, CTA) – **Text & CTA**
- Sub-products (Title, sub-title, image, content, text-link) – **cardcontainer, assetcard**
- Additional information (Video, Quote, text, CTA) – **contentcarousel, video, quote, Text & CTA**
- Addition assets (Title, assets-tag, title, content, text-link) – **cardcontainer, assetcard**
- Support part (Title, bullet, text links) – **Text & CTA, column, boxLinkContainer, boxLink**



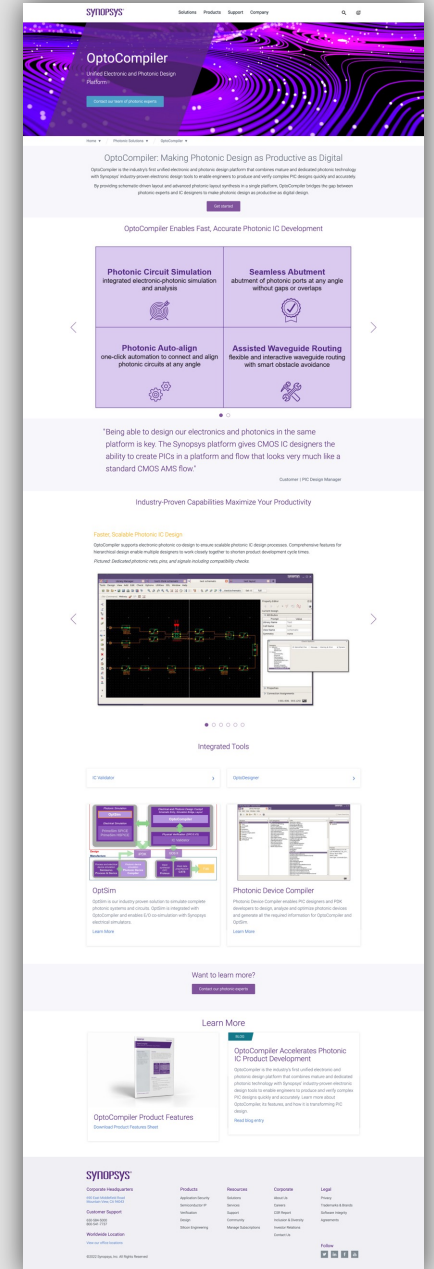
Silicon Design & Verification

Photonic Design – </photonic-solutions/optocompiler>

The content and component types

- Banner (image, Title, Subtitle) – **Banner**
- Breadcrumb – **breadcrumb**

* Additional assets can work on bottom with popular resources fragment



Silicon Design & Verification

Photonic Design – [/photonic-solutions/optocompiler/optsim-photonic-ic](https://www.synopsys.com/photonic-solutions/optocompiler/optsim-photonic-ic)

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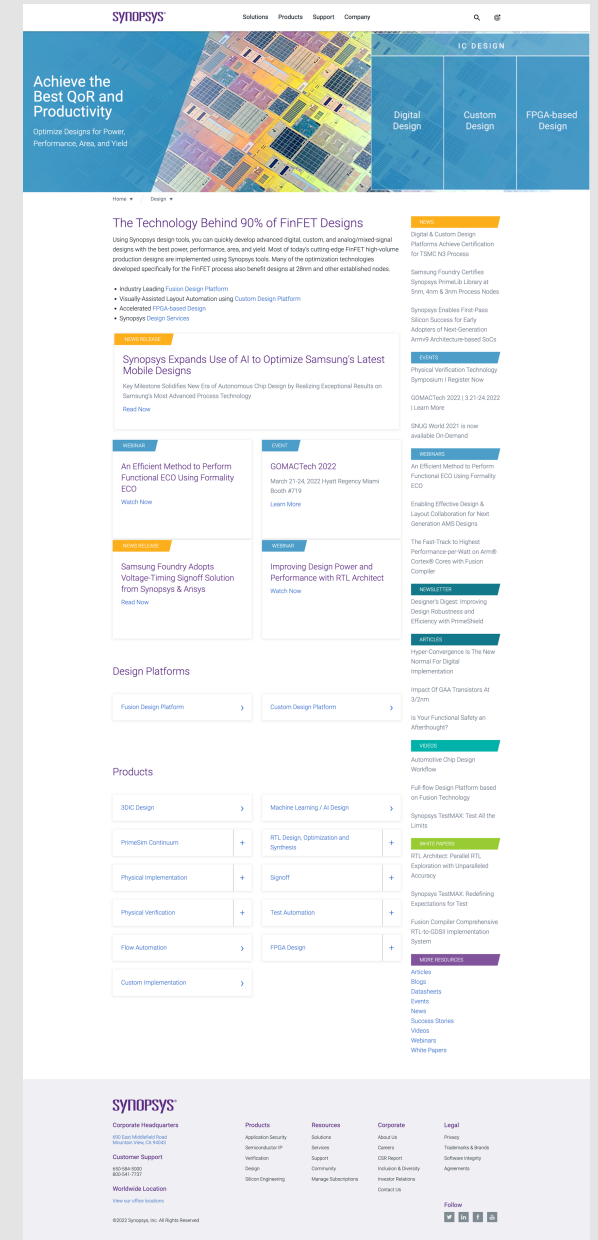
Silicon Design & Verification

Design – [/implementation-and-signoff](#)

The content and component types

- Banner (image, Title, Subtitle) – **Banner**
- Breadcrumb – **breadcrumb**
- Intro (Title, content, bullet) – **Column, Text & CTA, and richtexteditor**
- News (Title, Card Title + tag + content + text link) – **assetcard, cardcontainer**
- Related Platforms (Title, text link) – **boxLinkContainer, boxLink**
- Sub-products (Title, text link) – **boxLinkContainer, boxLink**
- Right Rail with additional assets (news, events, webinar, newsletter, articles, videos, white papers, and ...) – **righttrailitem, richtexteditor**

* Additional assets can work on bottom with popular resources fragment



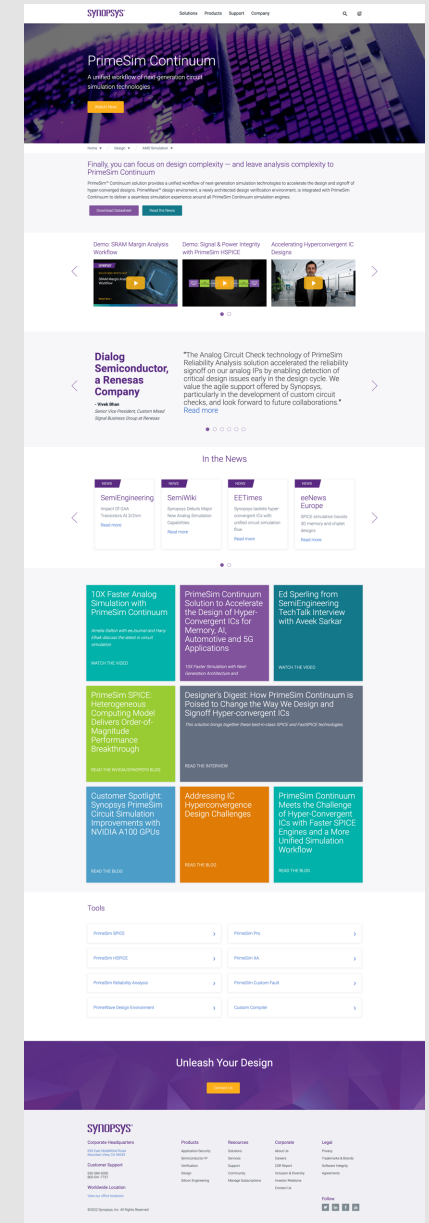
Silicon Design & Verification

Design – [/implementation-and-signoff/ams-simulation](#)

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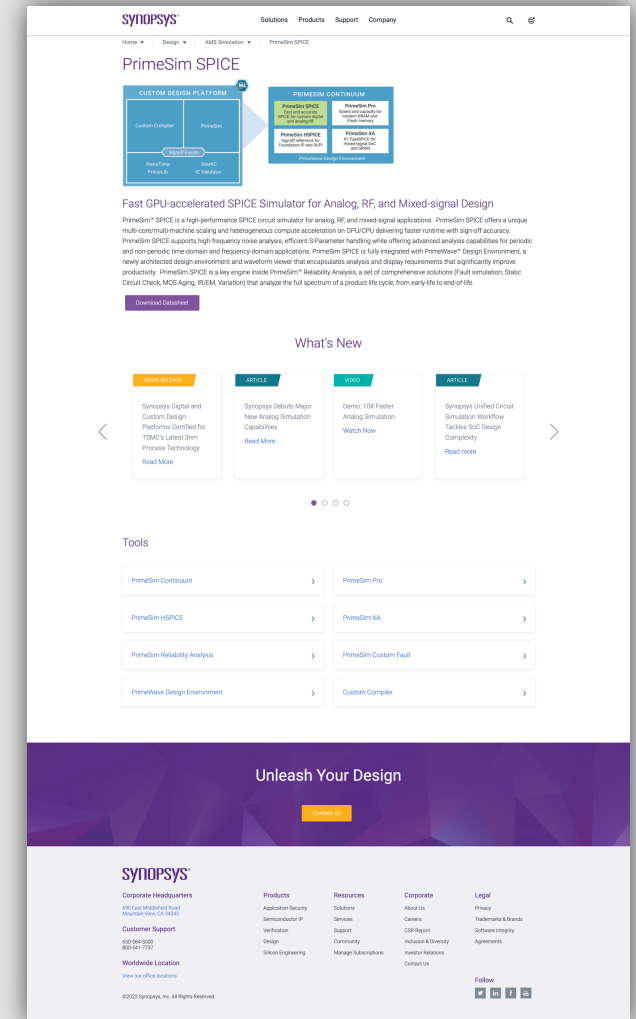


Silicon Design & Verification

Design – [/implementation-and-signoff/ams-simulation/primesim-spice](#)

The content and component types

- Breadcrumb – breadcrumb



* Additional assets can work on bottom with popular resources fragment

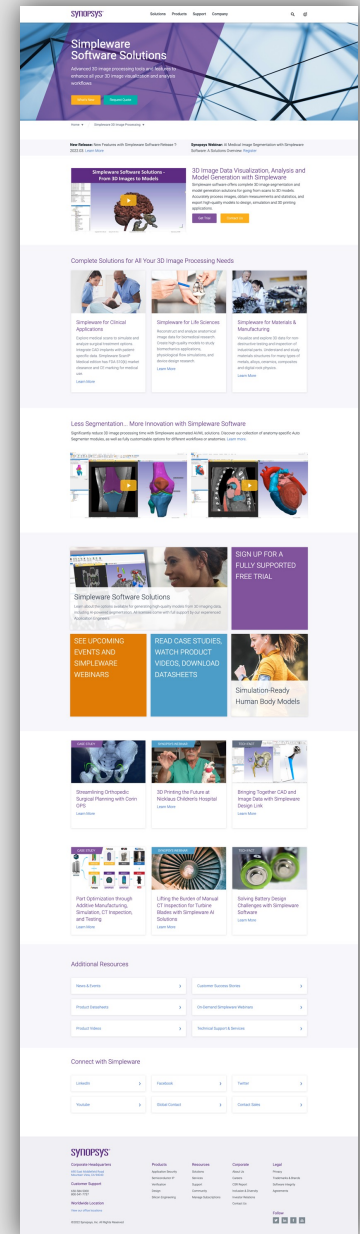
Silicon Design & Verification

3D Image Processing – [/simpleware](#)

The content and component types

- Breadcrumb – breadcrumb

* Additional assets can work on bottom with popular resources fragment



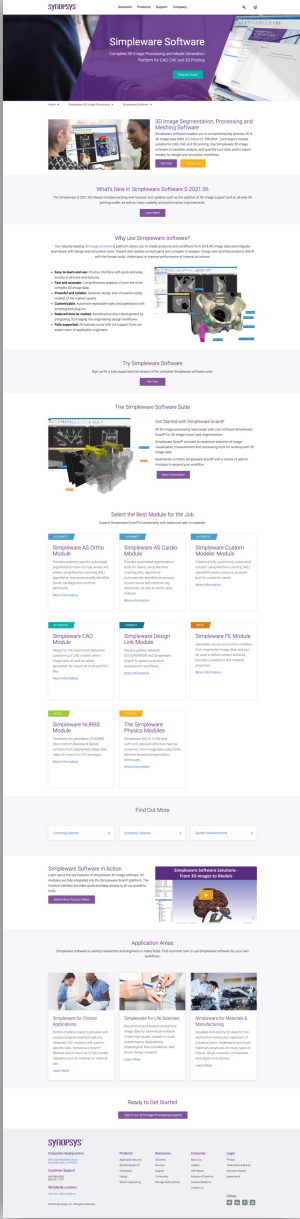
Silicon Design & Verification

3D Image Processing – [/simpleware/software](https://www.synopsys.com/simplify/simpleware/software.html)

The content and component types

- Breadcrumb – breadcrumb

* Additional assets can work on bottom with popular resources fragment



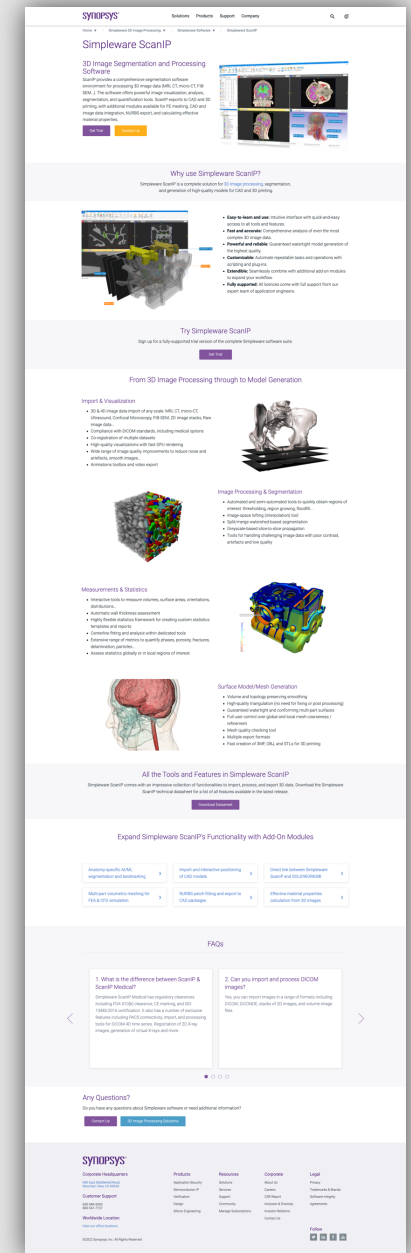
Silicon Design & Verification

3D Image Processing – [/simpleware/software/scanip](https://www.synopsys.com/solutions/3d-image-processing/simpleware/software/scanip.html)

The content and component types

- Breadcrumb – **breadcrumb**

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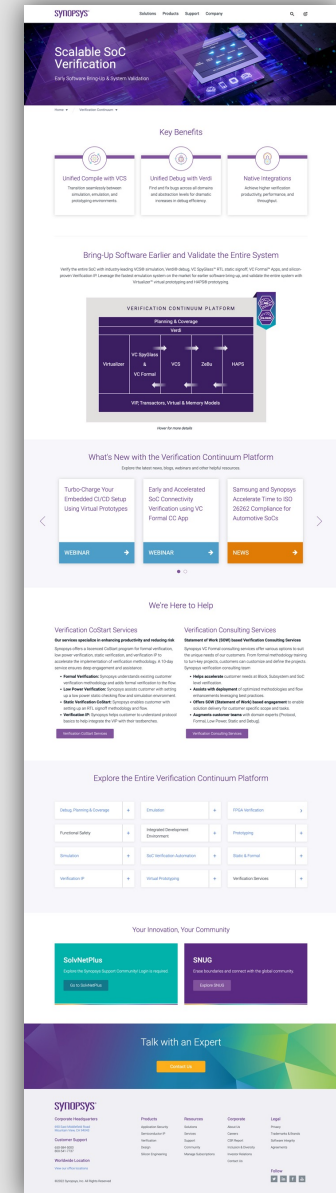
Silicon Design & Verification

Verification – [/verification](#)

The content and component types

- Banner (image, Title, Subtitle) – **Banner**
- Breadcrumb – **breadcrumb**
- Benefits (Title, 3 benefits with short phrase) – **Text & CTA, html**
- **Sub-products Diagram (Title, Summary, Interactive diagram) – Text & CTA, HTML**
- News (Title, carousel cards) – **Text & CTA, contentcarousel, cards**
- Confirm Services Details (Title, Two columns with two different kind services) – **Text & CTA, column**
- **Sub-product list (Title, text links) - Text & CTA, boxLinkContainer, boxLink**
- Promotion Assets (SolvNetPlus + SNUG) – **Text & CTA, column, html**)
- Contact Us (Content, CTA) – **html**

* Promotion assets and contact us can work on bottom with fragment



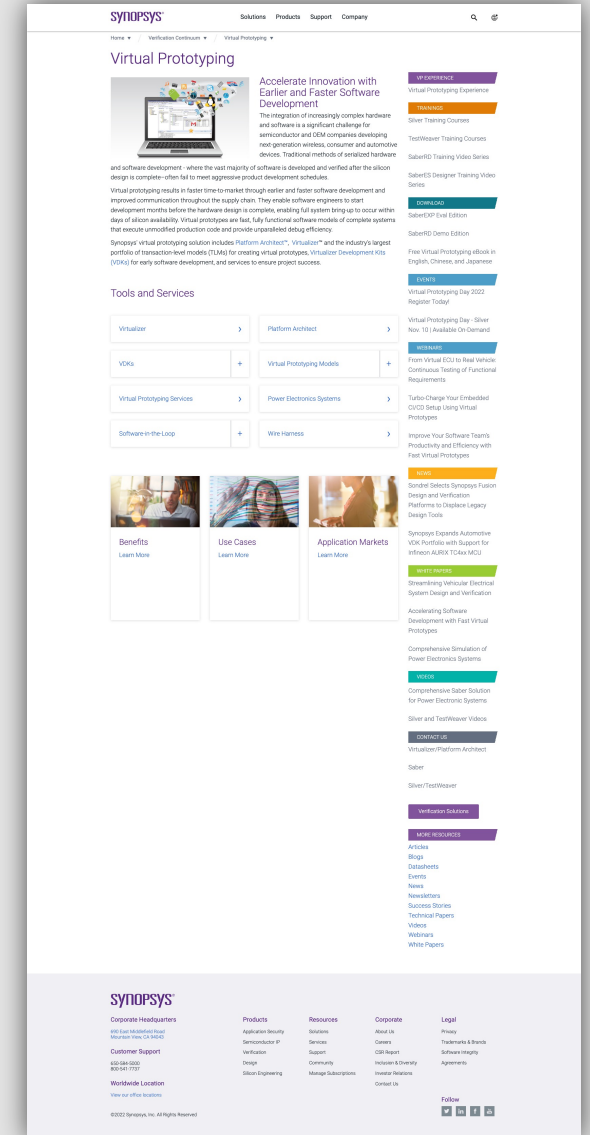
Silicon Design & Verification

Verification – </verification/virtual-prototyping>

The content and component types

- Breadcrumb – **breadcrumb**
- Page Title – **pageTitle**
- Nothing – **Rightrailitem**
- Introduction (Title, content, image) – **Media Text CTA, richtexteditor**
- Sub-page list (Title, text-links) – **boxLinkContainer, boxLink**
- Additional Resources (card Title, text link, image) – **cardcontainer, assetcard**
- Additional assets - **Rightrailitem**

* Additional assets can work on bottom with fragment and remove the right rail.
Remove component that not uses on the page

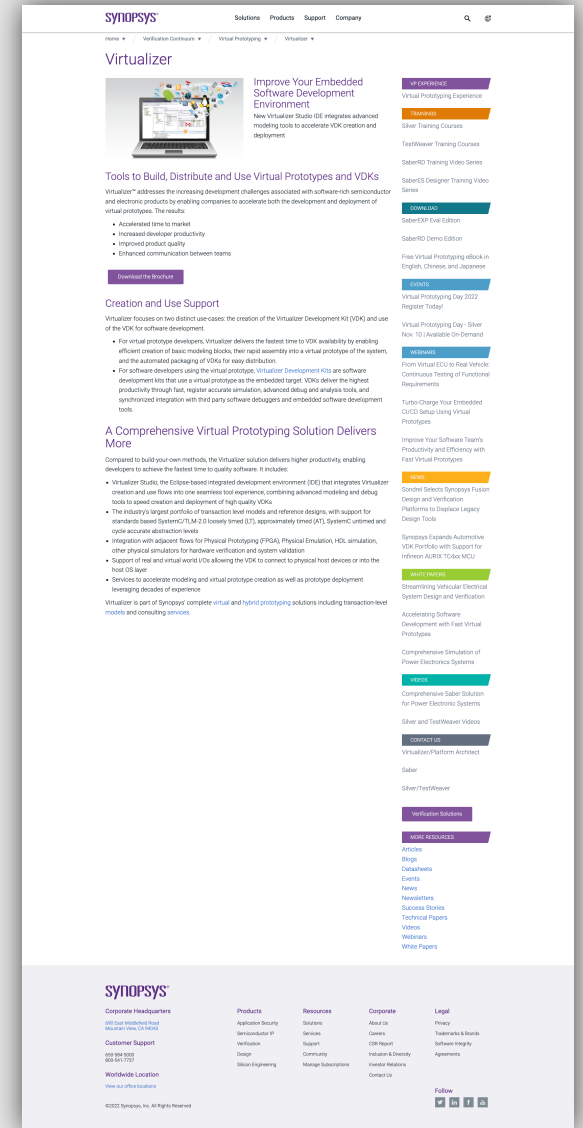


Silicon Design & Verification

Verification – </verification/virtual-prototyping/virtualizer>

The content and component types

- Breadcrumb – **breadcrumb**
- Page Title – **pageTitle**
- Introduction (Title, image, summary) – **Media Text CTA**
- Promotion Asset (Title, content, CTA) – **Text & CTA, calltoaction**
- Additional Content (Title, content) – **Text & CTA, richtexteditor**
- Additional assets – **Righttrailitem Fragment**



Silicon Design & Verification

Verification – </verification/virtual-prototyping/virtualizer/hybrid-prototyping>

The content and component types

- Breadcrumb – **breadcrumb**
- Page Title – **pageTitle**
- Introduction (Title, image, summary, CTA, image) – **Column, Media Text CTA, calltoaction, image**
- Additional assets – **Righttrailitem Fragment**



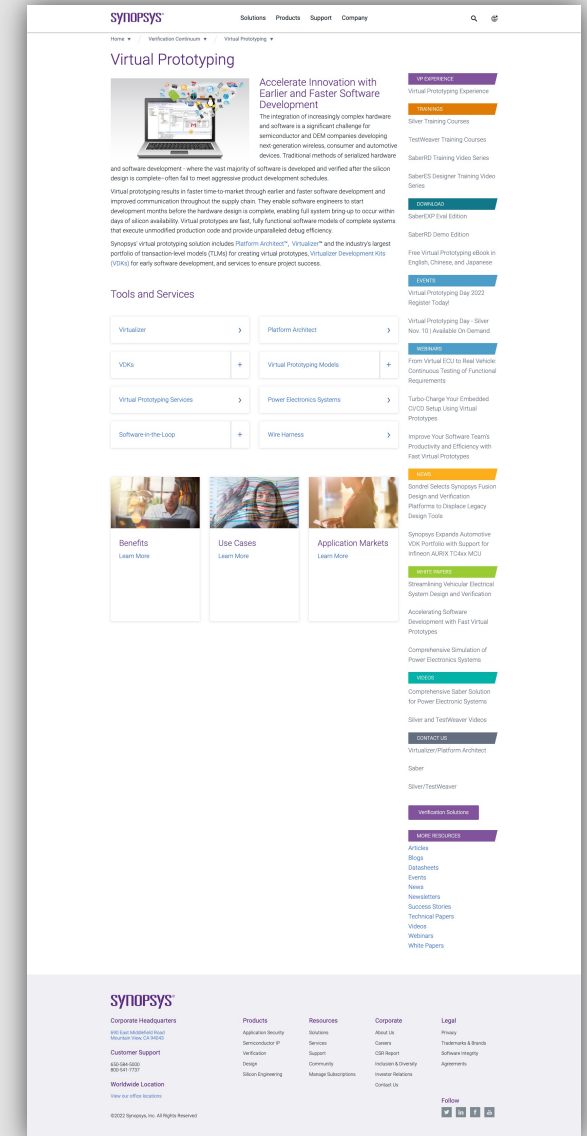
Silicon Design & Verification

Modeling & Simulation – </verification/virtual-prototyping>

The content and component types

- Breadcrumb – breadcrumb

* Breadcrumb shows the bad site structure on this product

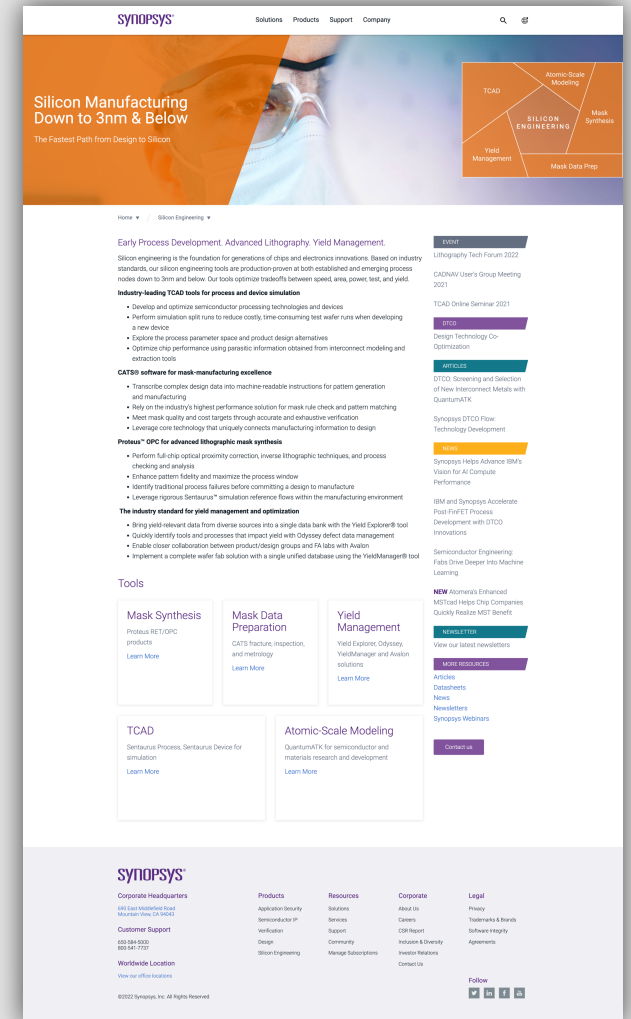


Silicon Design & Verification

Silicon Engineering – [/silicon](#)

The content and component types

- Breadcrumb – **breadcrumb**



* Additional assets can work on bottom with popular resources fragment

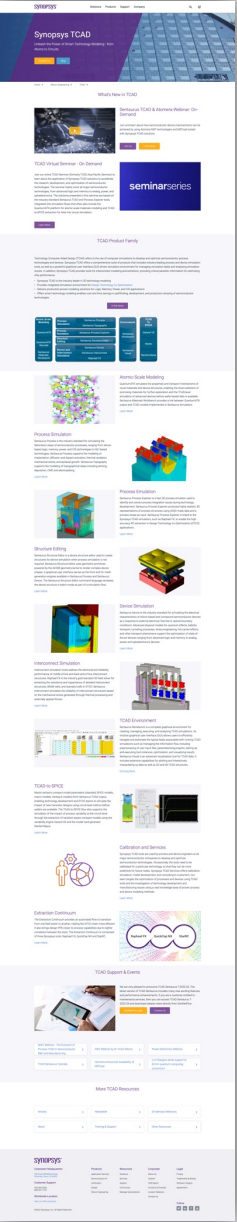
Silicon Design & Verification

Silicon Engineering – [/silicon/tcad](#)

The content and component types

- Breadcrumb – breadcrumb

* Additional assets can work on bottom with popular resources fragment

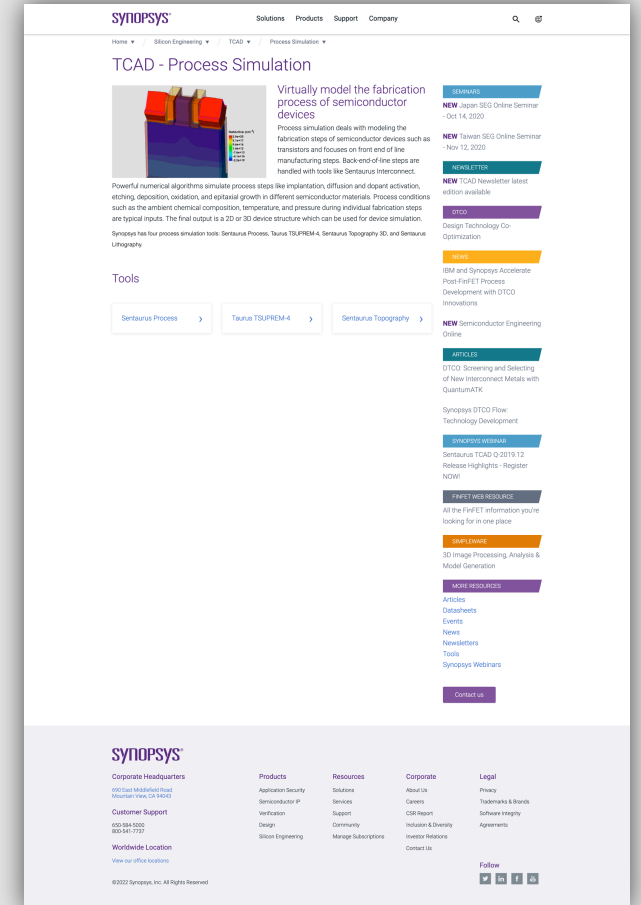


Silicon Design & Verification

Silicon Engineering – </silicon/tcad/process-simulation>

The content and component types

- Breadcrumb – breadcrumb



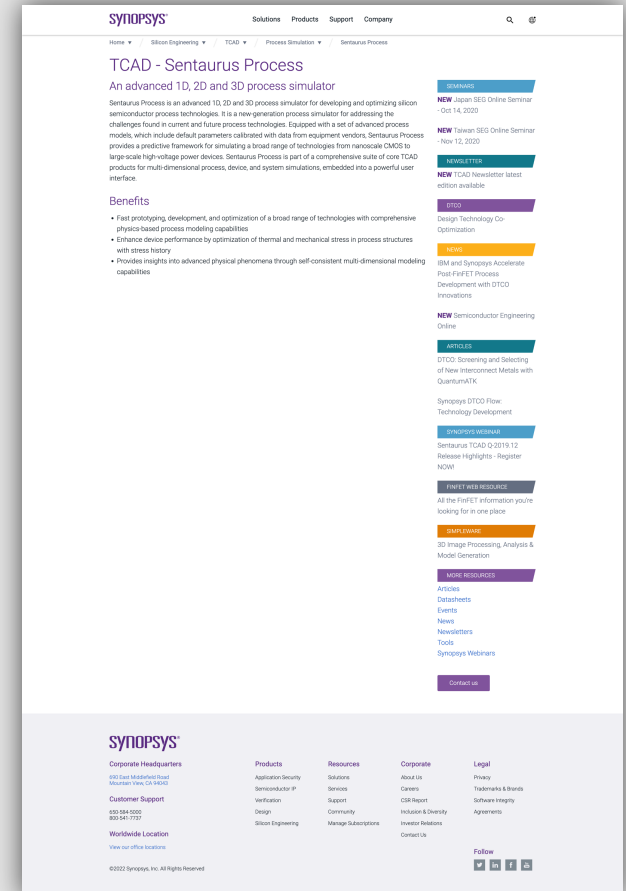
* Additional assets can work on bottom with popular resources fragment

Silicon Design & Verification

Silicon Engineering – </silicon/tcad/process-simulation/sentaurus-process>

The content and component types

- Breadcrumb – **breadcrumb**



* Additional assets can work on bottom with popular resources fragment

Suggestion

- Keep one product page template under product folder
- Demo page template with placeholder content (Strategy + Layout)
- Demo video and Links for new users and page authors and have a fragment on component pages for helper contact information
- Checklist before publish or pass to UX team to the final review before publishing.

Suggestion 1

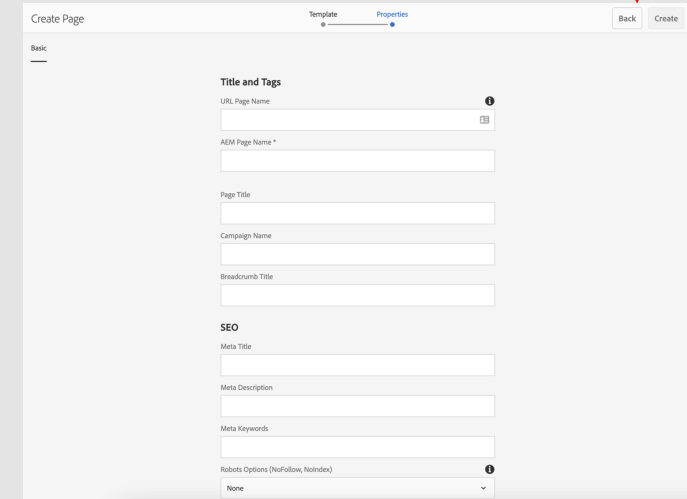
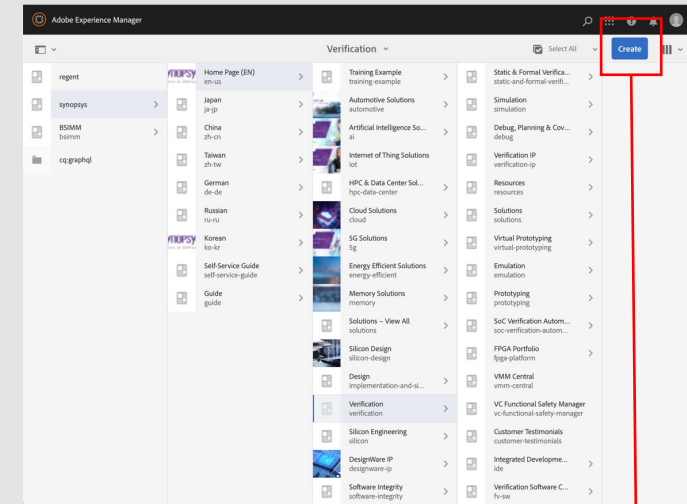
Keep only one product page template under product folder

What does it have?

- A product page template and doesn't need to show the template options under product list

What does the page author do on the page?

- Create a new product page
- Fill the product page name and some other inputs



Suggestion 2

Demo page template with components and placeholder contents

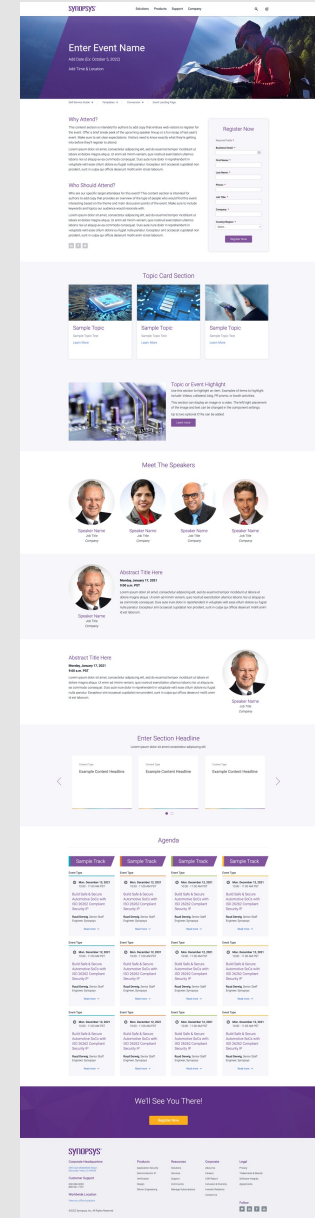
- [Example page](#)

What does it have on the page template?

- Define the page structure
- Define the page layout
- Pre-picked components
- Use the placeholder content and image

What does the page author do on the page?

- Replace the placeholder image and content with the real image and content
- Consistent the page structure and layout
- Align the marketing strategy showing on the page for users scan the page and get the information quickly
- Remove the section if they don't have that section



Suggestion 3

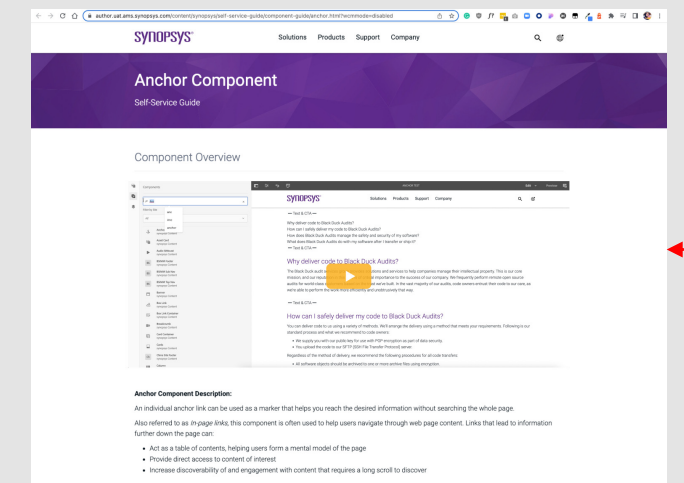
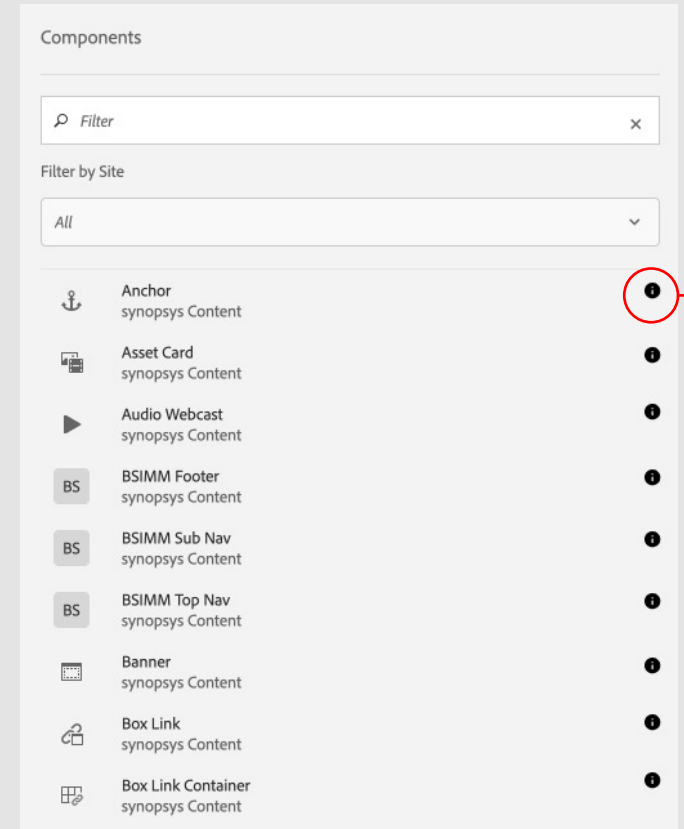
Demo video and Links for new users and page authors and have a fragment on component pages for helper contact information

What does it have on the page template?

- Add a link to the component guide page (The same as the image on AEM)
- Use a video and content to tech the AEM users how to use it
- Add email at top of the page new users to know which team to reach out for help (options)

What does the page author do on the page?

- Click the icon on the right of the component list when need to learn how to use
- Open a new tab to see the detail/training guide page to learn how to use it



Suggestion 3

Example of the Anchor component usage video

The screenshot displays a web design tool interface. On the left, a 'Components' panel lists various UI elements, with 'Anchor' selected and highlighted. The main area shows a video player with a dark header containing the Synopsys logo and navigation links: 'Solutions', 'Products', 'Support', and 'Company'. The video content features a purple heading 'Why deliver code to Black Duck Audits?' followed by a paragraph of text. Below this, another purple heading 'How can I safely deliver my code to Black Duck Audits?' is shown, followed by a bulleted list of two items. The video player also includes a search icon and a globe icon in the top right corner.

Components

Filter by Site

- Anchor
- Asset Card
- Audio Webcast
- BSIMM Footer
- BSIMM Sub Nav
- BSIMM Top Nav
- Banner
- Box Link
- Box Link Container
- Breadcrumb
- Card Container
- Cards
- China Site Footer
- Column

ANCHOR TEST

Edit Preview

SYNOPSYS

Solutions Products Support Company

— Text & CTA —

Why deliver code to Black Duck Audits?
How can I safely deliver my code to Black Duck Audits?
How does Black Duck Audits manage the safety and security of my software?
What does Black Duck Audits do with my software after I transfer or ship it?

— Text & CTA —

Why deliver code to Black Duck Audits?

The Black Duck audit services group provides solutions and services to help companies manage their intellectual property. This is our core mission, and our reputation in this area is of critical importance to the success of our company. We frequently perform remote open source audits for world-class customers based on the trust we've built. In the vast majority of our audits, code owners entrust their code to our care, as we're able to perform the work more efficiently and unobtrusively that way.

— Text & CTA —

How can I safely deliver my code to Black Duck Audits?

You can deliver code to us using a variety of methods. We'll arrange the delivery using a method that meets your requirements. Following is our standard process and what we recommend to code owners:

- We supply you with our public key for use with PGP encryption as part of data security.
- You upload the code to our SFTP (SSH File Transfer Protocol) server.

Regardless of the method of delivery, we recommend the following procedures for all code transfers:

- All software objects should be archived to one or more archive files using encryption.

Suggestion 4

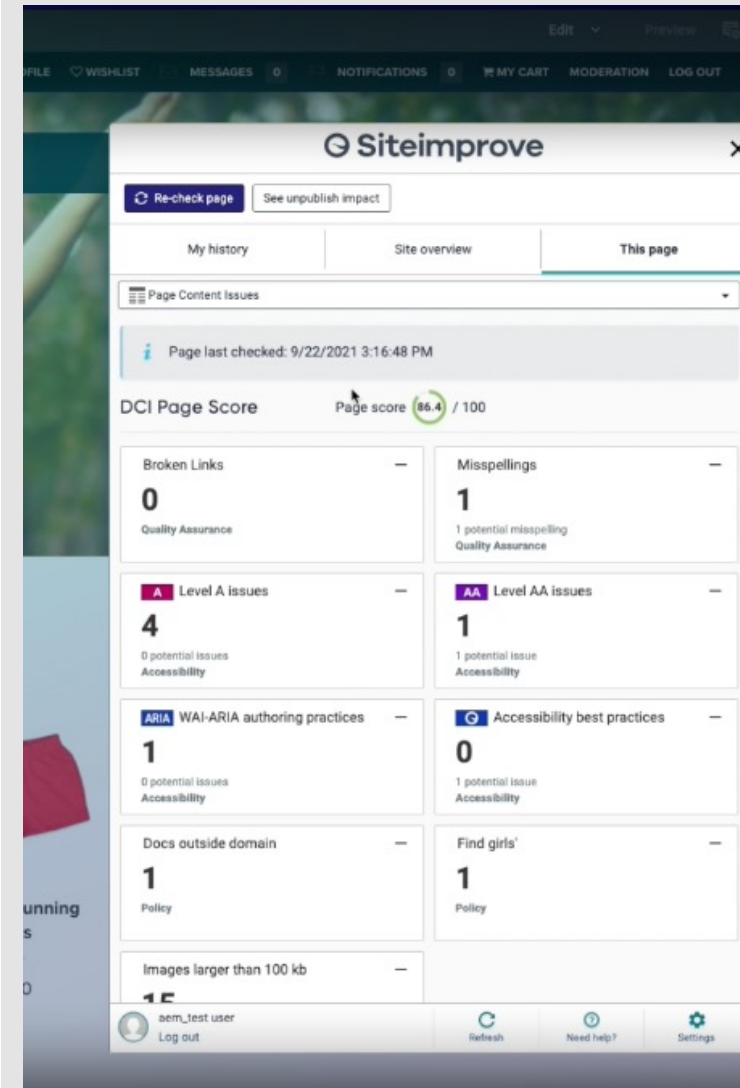
Checklist before publish or pass to UX team to the final review before publishing

What does it have on the page template?

- Add a Siteimprove plugin on AEM – Suggested by Singaiah (Check with JC about Licence)

What does the page author do on the page?

- Check the page overall, correct errors and then publish the page



Suggestions from Survey

- Add Options for Users to add Unique ID name on each component
- Add
 option on title and text components
- Figure out a way to help users to search keywords on a page under editor mode
- Video content is not easy for search coveo
- Convert some UI with HTML components to specific components
- Data reports for the pages should be updated to the product team
- Imagery library in AEM (make an easy search and know the numbers of time using on the site)
- Work on better site map to make the breadcrumb more sense
- Add additional product page navigation (TOC)

Build Page Template

- Page Strategy & Components
- Layouts & fragments
- Prototyping
- Q/A & Launch

Page Strategy & Components

Content Strategy list

- Overview/Intro
- Toc
- Pain points
- Benefits
- Sub-products list
- News
- Feature
- Promotion Ads
- Related Products/Solutions
- Additional Resources
- Contact Us
- Testimonial (case study)
- Breadcrumb
- Banner
- Scroll up button
- Social Share
- Progress bar

Feedback on adding more content section

Please add more here first and move to the main list after discuss.

- Quote (work with Testimonial)
- TBD
- TBD

Layouts & Fragments

Layouts

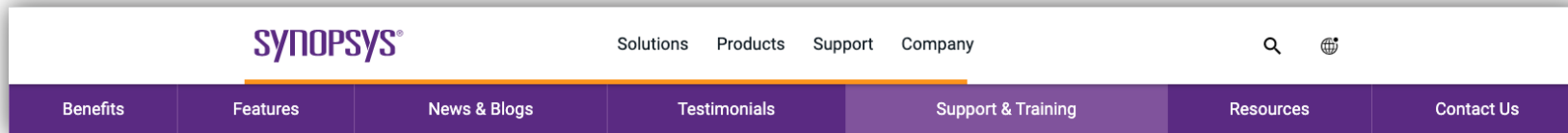
- Banner
- Breadcrumb
- Overview/Intro
- TOC
- Benefit
- News
- Sub-product lists
- Promotion ads
- Feature
- Related products/solutions
- Testimonial (case study)
- Additional Resources
- Contact Us
- Scroll up button
- Social Share

Fragment Options

- Contact Us
- Promotion Ads
- Social Share

Prototyping

Banner, TOC, Breadcrumb, and Overview

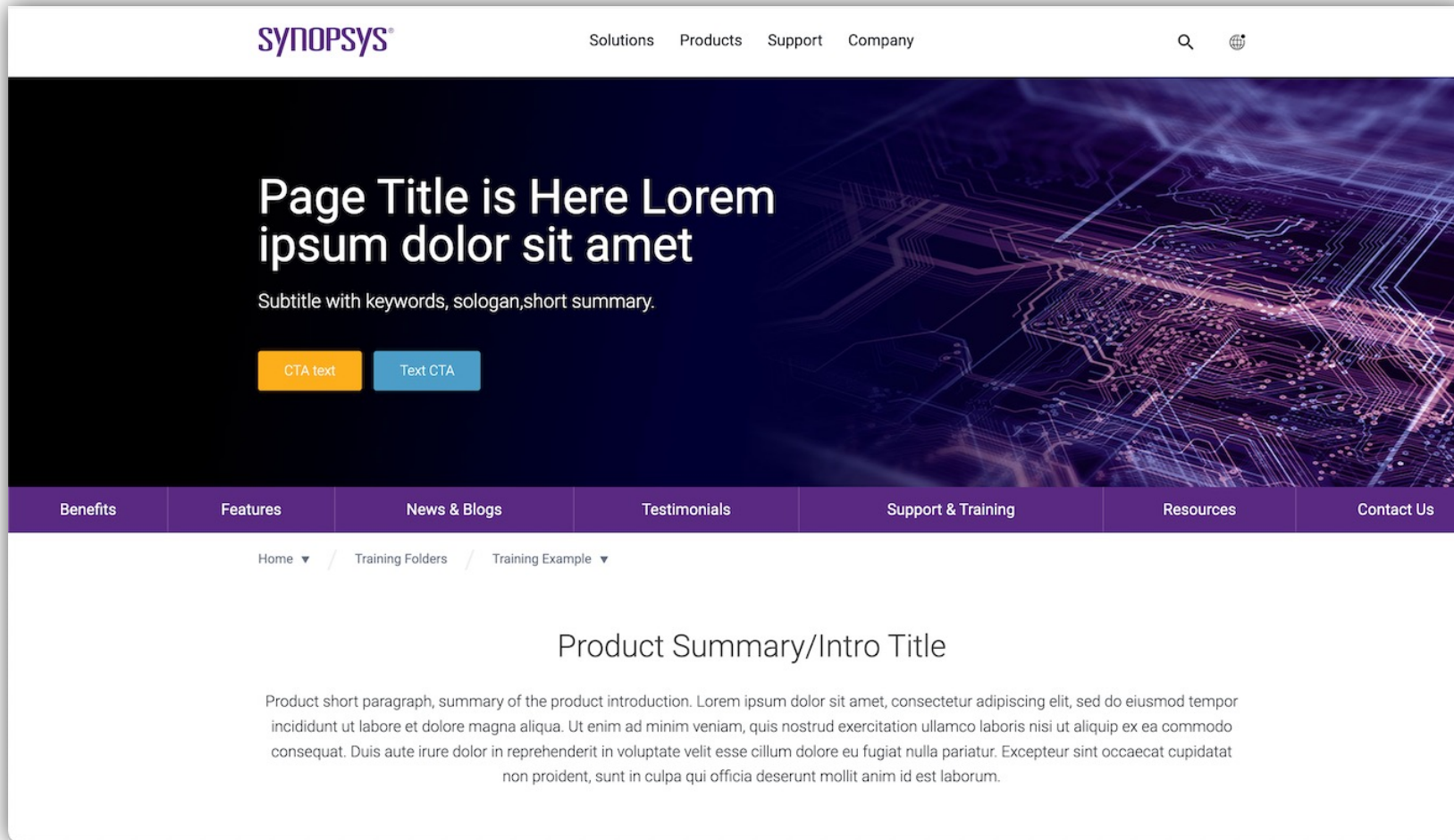


- Progress Bar
 - Before scrolling the page: The progress bar background color is white (The same as the top navigation background color).
 - During scrolling the page: The progress bar is Synopsys orange branding color (#e07c05).
 - Left line color: Synopsys light purple (#80539c)
 - Height: 5px; width:1170px;
 - Stick to the top navigation.

- TOC
 - UI
 - Background color: Synopsys dark purple(#5a2a82).
 - Font color: white & font size: 18px.
 - Left line color: Synopsys light purple (#80539c)
 - Responsive Web & Big Tablet: 100% Width;
 - Small Tablet & mobile: overflow scroll horizontal.
 - Removing or adding text will not change the style.
 - Text links on TOC will separate the 100% width of the page on responsive web & big tablets.
 - Sticky to top navigation when page scrolls.
 - Hover and active effect - background color changes to Synopsys light purple (#80539c).
 - Best Practice
 - Work with Anchor Component

Prototyping

Banner, TOC, Breadcrumb, and Overview



- Banner
 - Remove wedge
 - Extent content 100% width with the line break option
 - Primary CTA Gold color (text CTA or play button)
 - Secondary CTA color (flexible)
- Breadcrumb
 - Component
- Overview
 - Component

Prototyping

Challenges and Key Benefits

- Challenges
 - Components
- Key benefits
 - Components









Challenges (Tag Title - The same as the title at the TOC)

Challenges Title Lorem ipsum dolor sit

1.
Lorem ipsum dolor sit amet,
consectetur adipiscing elit
2.
Lorem ipsum dolor sit amet,
consectetur adipiscing elit
3.
Lorem ipsum dolor sit amet,
consectetur adipiscing elit
4.
Lorem ipsum dolor sit amet,
consectetur adipiscing elit

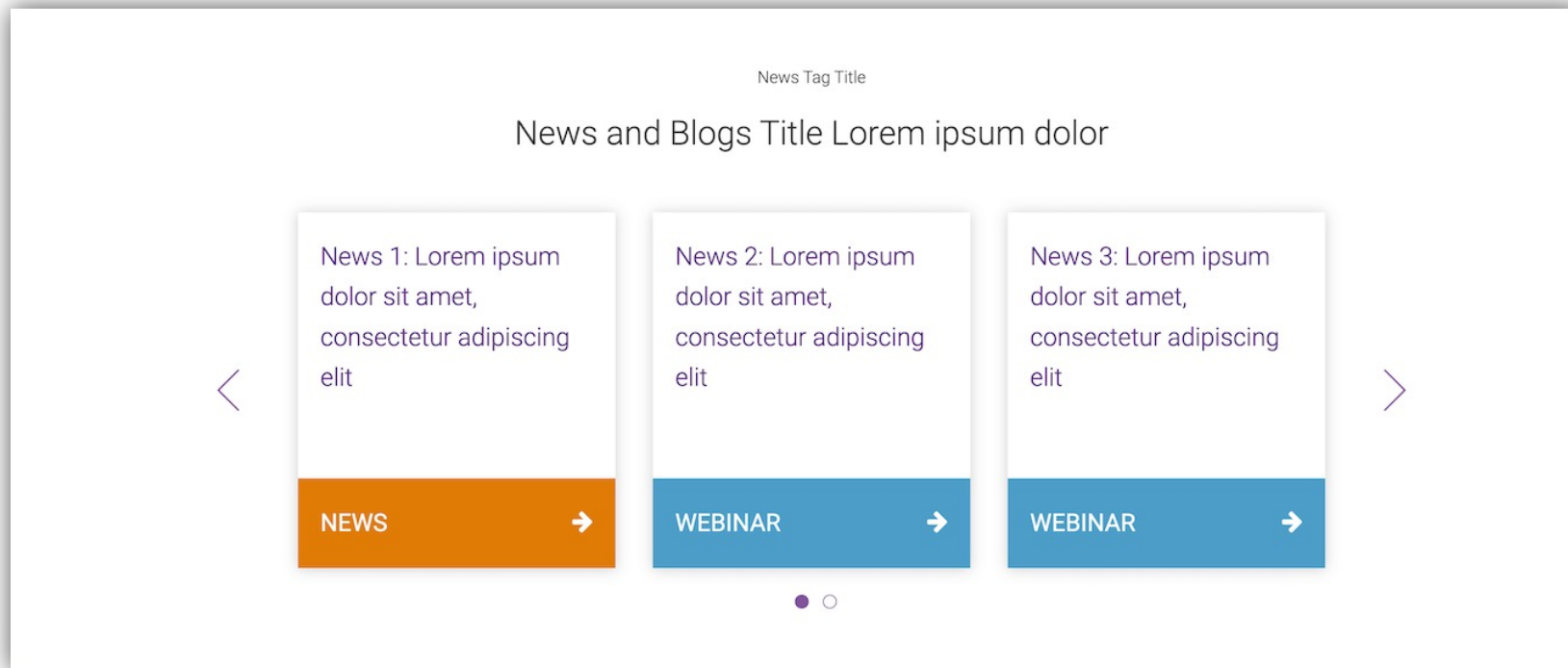
Key Benefits (Tag Title - The same as the title at the TOC)

Key Benefits Title

 Benefit Title Lorem ipsum dolor sit amet, consectetur adipiscing elit	 Benefit Title Lorem ipsum dolor sit amet, consectetur adipiscing elit	 Benefit Title Lorem ipsum dolor sit amet, consectetur adipiscing elit	 Benefit Title Lorem ipsum dolor sit amet, consectetur adipiscing elit
 Benefit Title Lorem ipsum dolor sit amet, consectetur adipiscing elit	 Benefit Title Lorem ipsum dolor sit amet, consectetur adipiscing elit	 Benefit Title Lorem ipsum dolor sit amet, consectetur adipiscing elit	 Benefit Title Lorem ipsum dolor sit amet, consectetur adipiscing elit

Prototyping

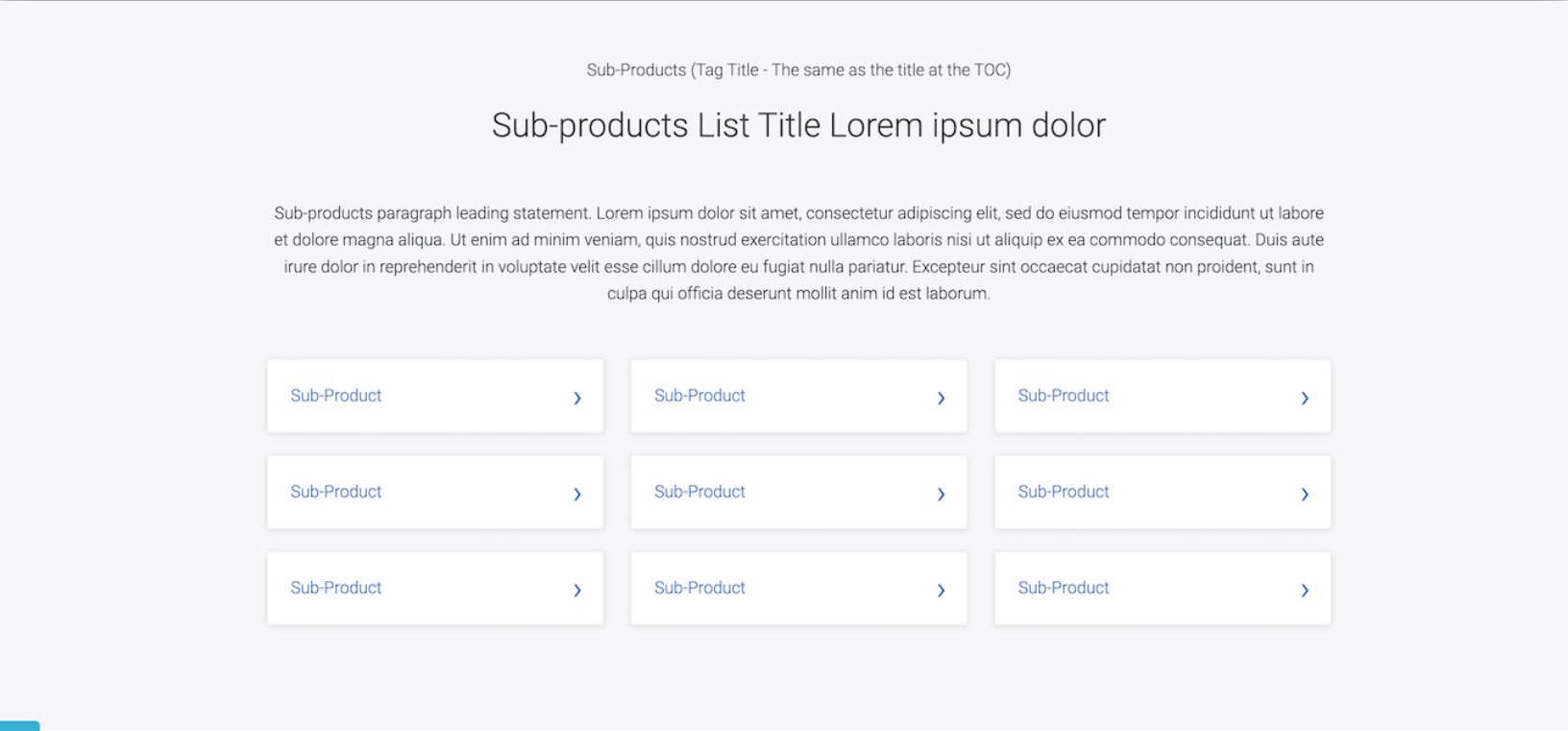
- News and Blogs
 - Components
 - It is possible to be a fragment



Prototyping

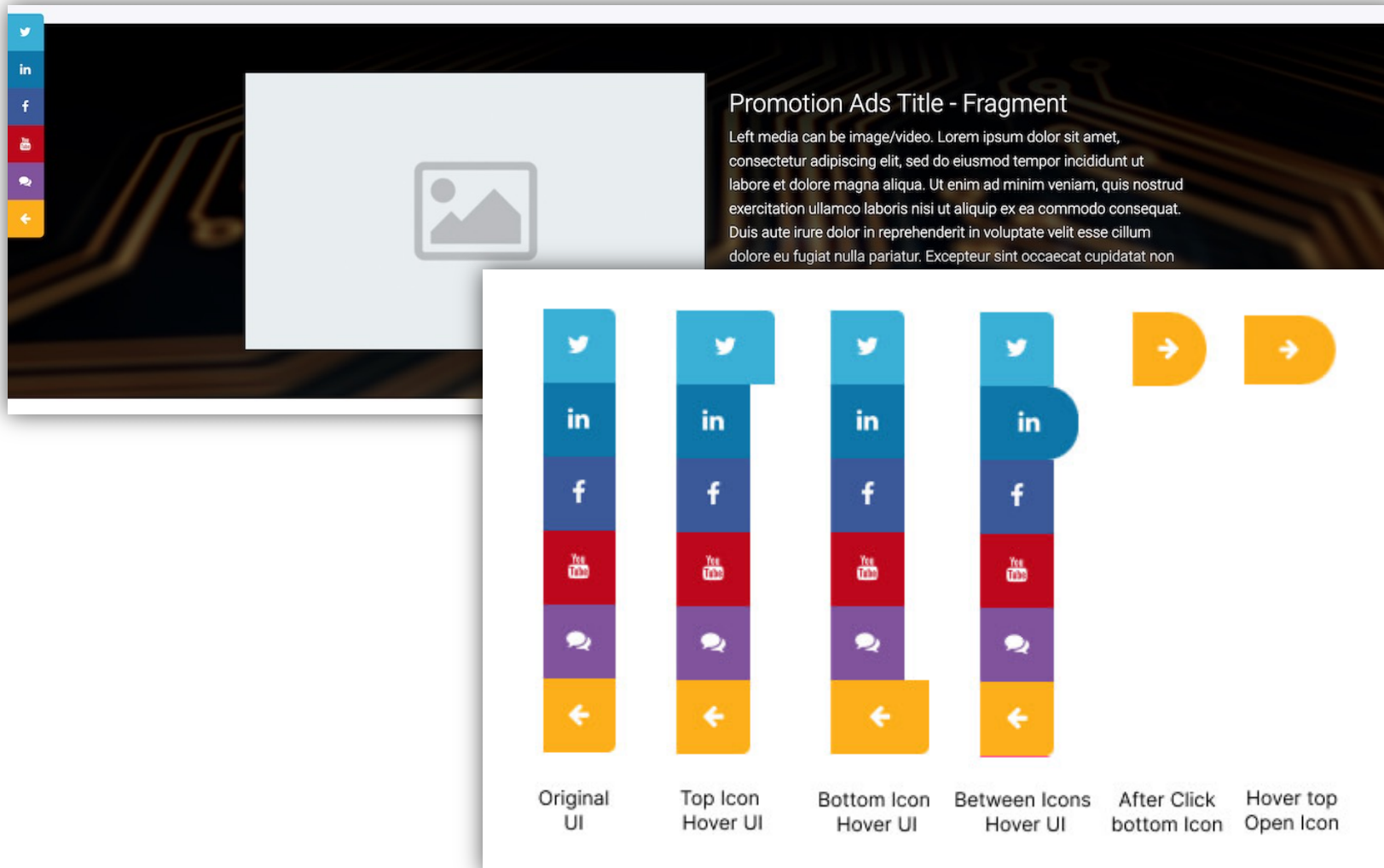
Sub-Product List

- Sub-Products List
 - Components



Prototyping

Promotion Ads & Social Share

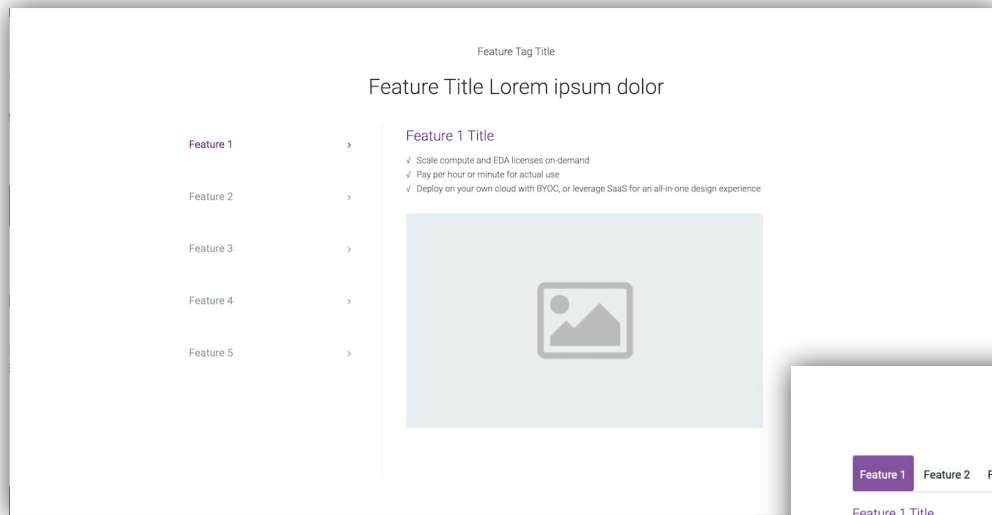


- Promotion Ads
 - Components
 - CSS code on bottom about background image and font colors
 - It is possible to be a fragment
- Social Share
 - It is located on the middle left edge of the page.
 - Social Media: Twitter(#3AAFD6), LinkedIn(#0e76a8), Facebook(#3b5999), YouTube(#BD081C), Contact Us(#80539c) and Close/Open(#fcaf1a).
 - Social Media before hover: box with background color(45px x 45px), color(white), font size(15px), text align(center) and line height(45px)
 - Social Media first box hover: box width(60px) and border radius(0 5px 0 0).
 - Social Media last box hover: box width(60px) and border radius(0 0 5px 0).
 - Social Media between boxes hover: box width(60px) and border radius(0 20px 20px 0).
 - Social Media Open(after close): box (45px x 45px) and border radius(0 30px 30px 0).
 - Social Media Open(after close) hover: box width(60px) and border radius(0 30px 30px 0).
 - Social Media Open(after close) - Mobile: box width(60px), border radius(0 30px 30px 0), Opacity(0.25).
 - Before converting to a component, the shared link needs to add to each social media icon.

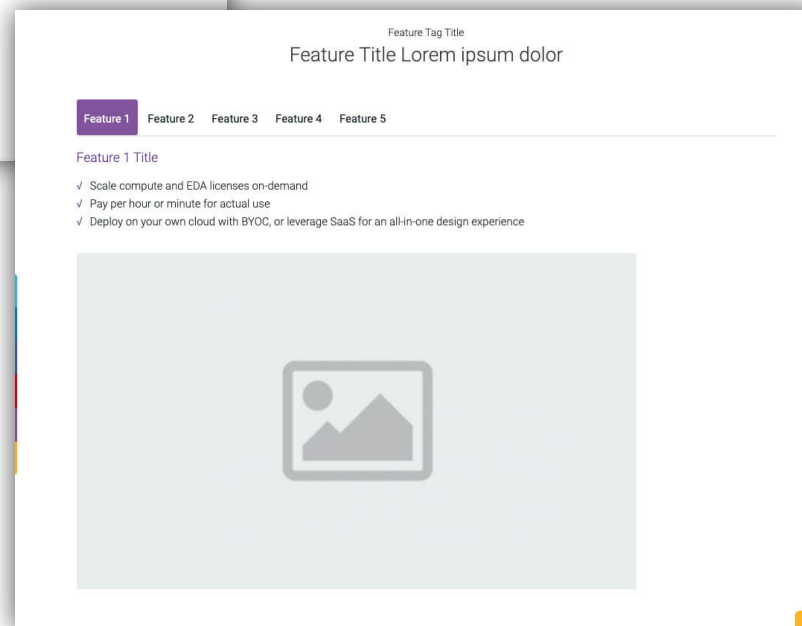
Prototyping

Feature

Responsive Web



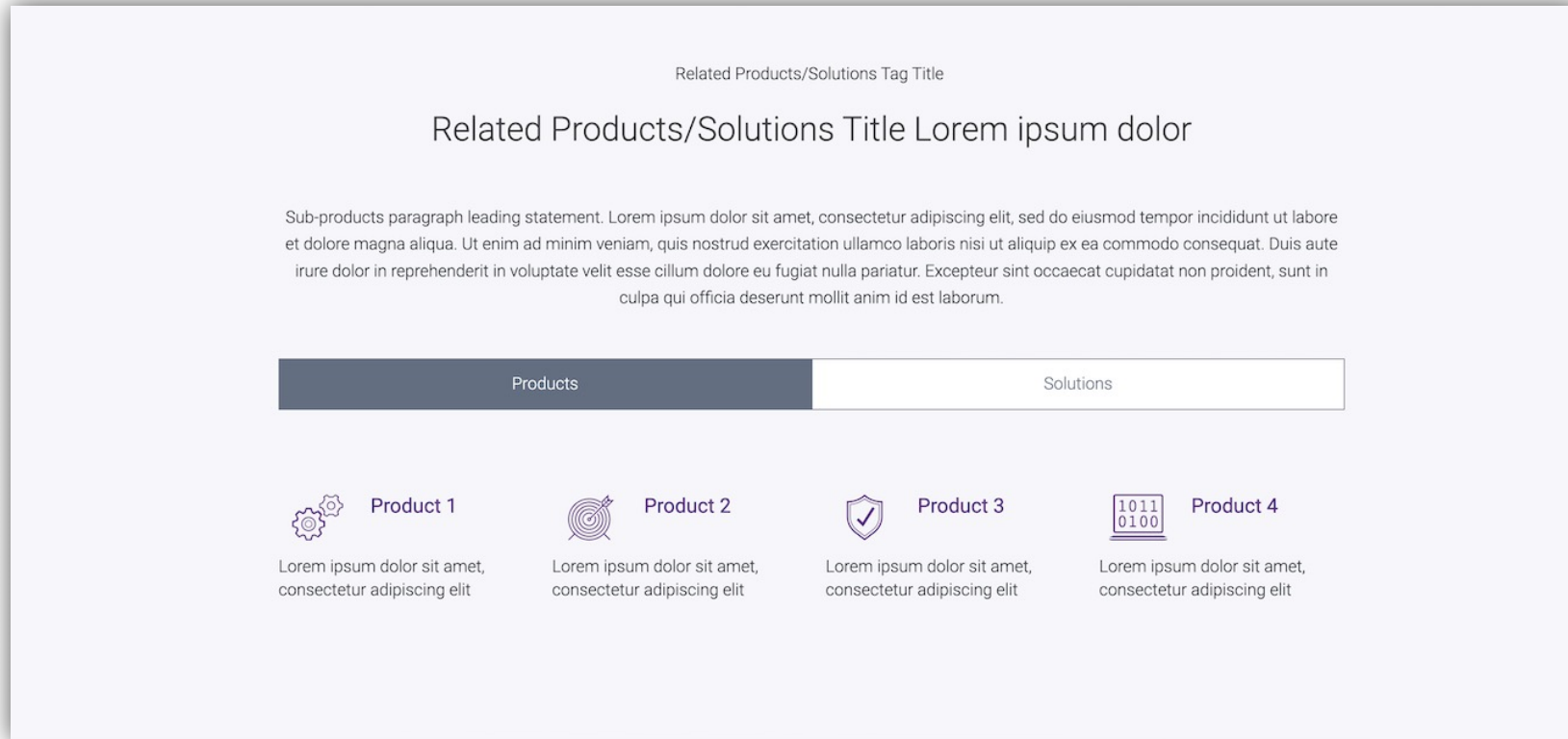
Tablet & Mobile



- Feature Floating Tab
 - Responsive Web: Font color(#111c24) & Opacity(0.5) & Font size(18px).
 - Responsive Web: The left side is a floating list & right side is the content/details.
 - Responsive Web (Hover & active effect): Font color changes to Synopsys dark purple(#5a2a82).
 - Tablet & Mobile: Font color(#111c24) & Font size(15px).
 - Tablet & Mobile: The top is a floating list & below is the content/details. Overflow scroll horizontal.
 - Tablet & Mobile (Hover & active effect): Background color(#5a2a82) & Font color(white).
 - Work with all components (right/below).
 - The limited number of the list (Max: 5-6).
 - The list title should use keywords (Better not too long).
 - Make sure the left and right side height almost equal (Responsive Web).

Prototyping

Related Products/Solutions



- Related Products/Solution
 - Components
 - Little Category HTML
 - Icon and title: Synopsys dark purple brand color (#5a2a82).
 - Paragraph: color(#111c24), line-height(1.4em) & font size (15px).
 - Hover effect: icon and title have a link. Title color changes to gold brand color (#fcaf1a).
 - Work with Column component

Prototyping

Testimonial

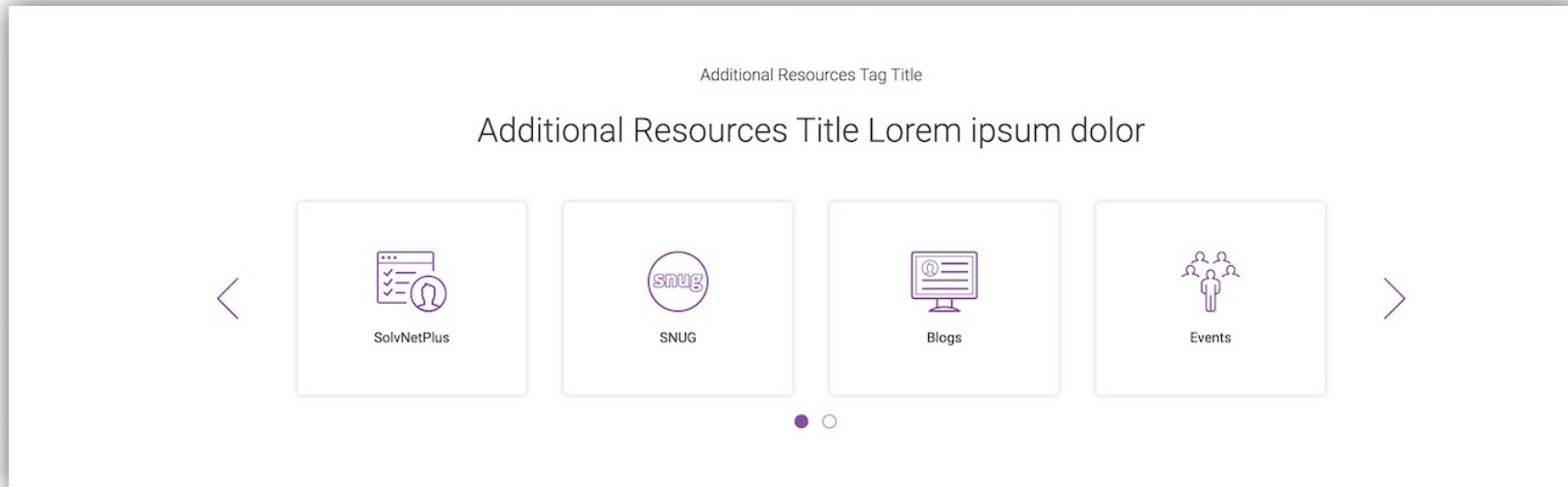


- Testimonial
 - The same as Promotion Ads
 - Component + Updated CSS
 - It is possible to be a fragment

Prototyping

Additional Resources

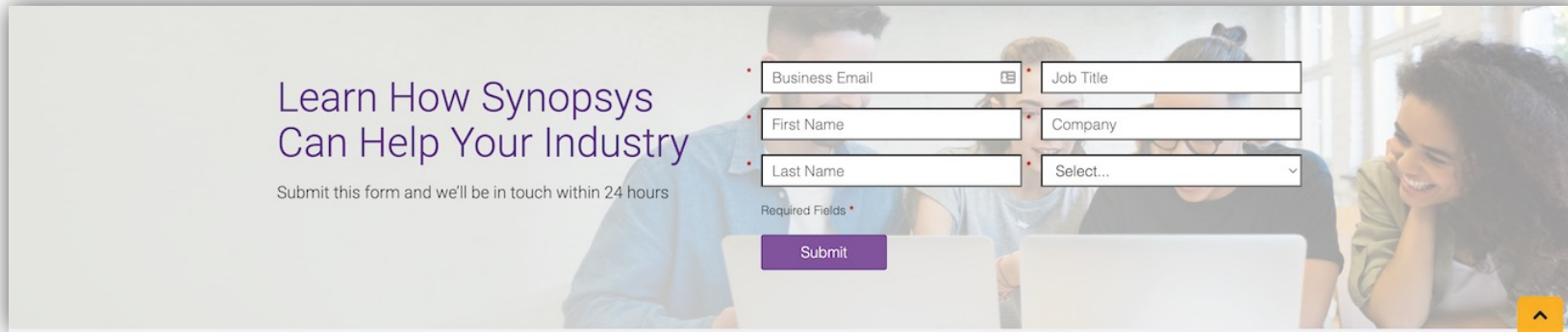
- Addition Resources
 - Old Consistent HTML from home page
 - Link can be flited info from Coveo



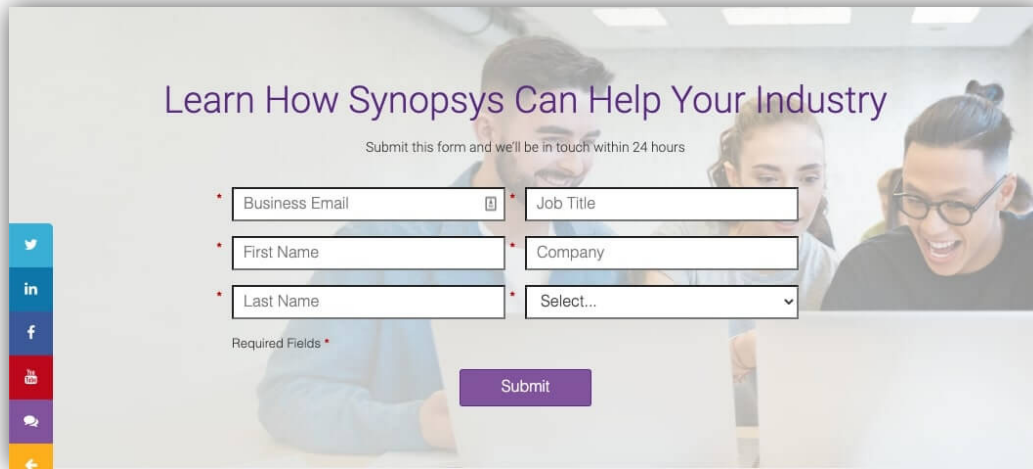
Prototyping

Contact Us & Back to Top

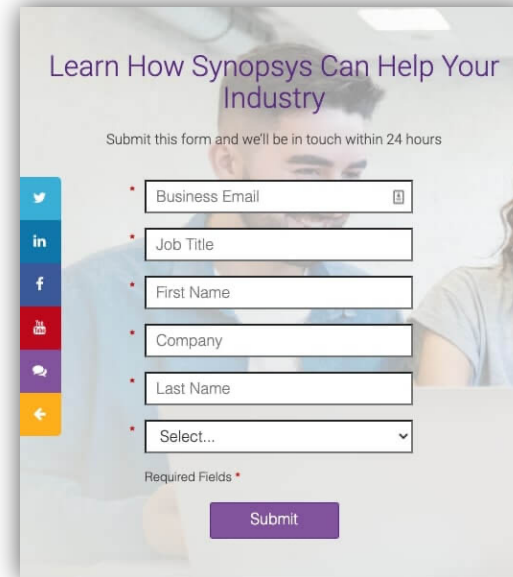
Responsive Web



Tablet



Mobile

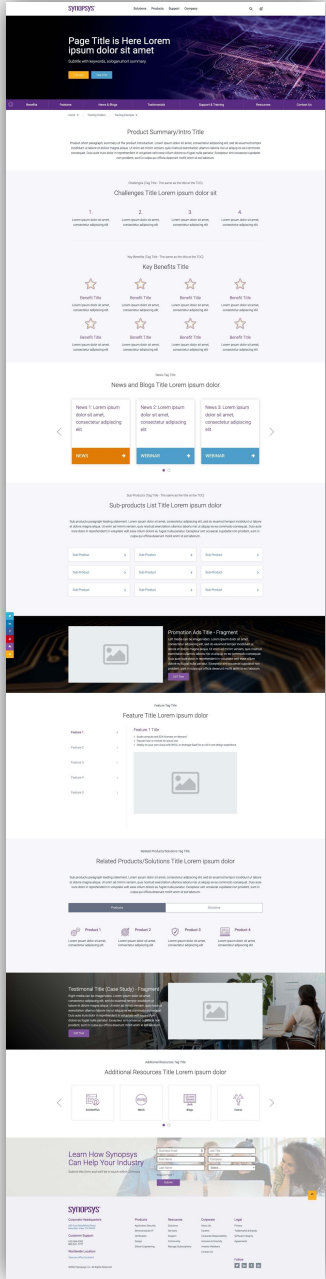
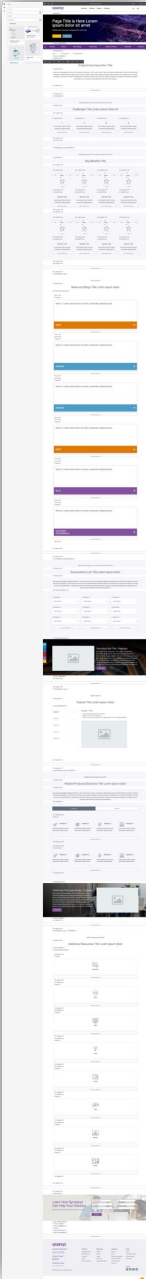


- Contact Us
 - Background image with overlay linear-gradient.
 - Font Size, Color, CTA hover effect and so on style follow the Synopsys web branding.
 - Responsive web: Left side (5/12) is content including Title and Subtitle. Text is left align.
 - Responsive web: Right Side (7/12) is content including two columns Marketo Form. Form and CTA are left align.
 - Tablet: Top content text is center.
 - Tablet: Below Marketo Form is two columns center. CTA is center.
 - Mobile: Top content text is center the same as Tablet.
 - Tablet: Below Marketo Form is one column center. CTA is center.
- Back to Top
 - It is located at the bottom of the page and the right space is 50px to the page edge.
 - Button background color(#fcf1a), icon color(black) & border radius(7px 7px 0 0).
 - Hover effect: Cursor(pointer)
 - Responsive Web & Tablet: Opacity(1)
 - Mobile: Opacity(0.25) & the right space is 15px to the page edge.
 - Mobile hover: Opacity(1)

Q/A & Launch

Combine together

- Q/A Test Result
 - TBD
- Launch Date
 - TBD



Thank You

