



NASCAR SITE/UX DESIGN

Workflows

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REVISION LOG

VERSION	REVISION DESCRIPTION	AUTHOR(S)	DATE
1.0	Pre-Design Draft of Document	Timothy Truxell	19 January 2012
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01 Overview

01 Overview

OVERVIEW

This document details the workflows and processes to be used to update, add and maintain content for NASCAR.com. This includes editorial content (copy and video) and site and brand messaging. The scenarios and actors defined in this document are outlined below. As a rule, only those roles and actors that are required for each scenario are represented in the workflow diagrams.

ROLES

- A. An **Author** has the ability to create and author content within the system. Authors could include the following:
 - Reporter
 - Copywriter
 - Photojournalist
 - Video Journalist
 - Blogger
- B. An **Approver** has the ability to review and comment upon content, but cannot make any changes directly (e.g., Marketing Manager, Business Owner). (This is assumed to occur offline for the purposes of these workflows.)
- C. A **Legal Reviewer** also has the ability to review and comment upon content, but cannot make any changes directly (e.g., Lawyer). (This is assumed to occur offline for the purposes of these workflows.)
- D. An **Editor** has full read and write privileges and can approve content for publishing. Examples include the following:
 - Director
 - Managing Editor
 - Editor
 - Librarian (DAM/VMS)
 - Producer
- E. The **Translator** has the ability create and edit only translated content.
- F. A **Moderator** approves items from social media and community streams.
- G. The **Site Admin** has all system rights and responsibilities.
- H. The **System(s)**, defined below, may be involved in each workflow.

SYSTEMS

- A. A **Content Management System (CMS)** will be used as the repository for all non-video and visual content. It will automate workflows to populate content on the site
- B. A **Digital Asset Management (DAM)** system will be used as the source repository for all images on the site. It will automate approvals of all source images.
- C. A **Video Management System (VMS)** system will be used as the source repository for all video on the site. It will automate approvals for source video files.

NOTIFICATIONS

Whenever a piece of content requires action, the appropriate person should receive an e-mail notification. For example, once an Author creates or modifies a piece of content, the appropriate reviewer should be notified via email that the content is ready for review.

SCENARIOS

- A. Adding or modifying a news item (copy) to the site
- B. Adding or modifying an image along with copy to the site
- C. Adding or modifying a video along with copy to the site
- D. Adding or modifying only an image to the site
- E. Adding or modifying only a video to the site
- F. Publishing a blog post
- G. Translating approved content
- H. Moderating social and user-generated content to remove irrelevant posts (three scenarios: prepublication, post-publication, and user-flagged content)

ASSUMPTIONS

A separate step will not be required for an **SEO Expert/Reviewer** will not be required. The workflows include SEO as part of keyword metadata entered by the author in the appropriate system and reviewed by the appropriate reviewers.

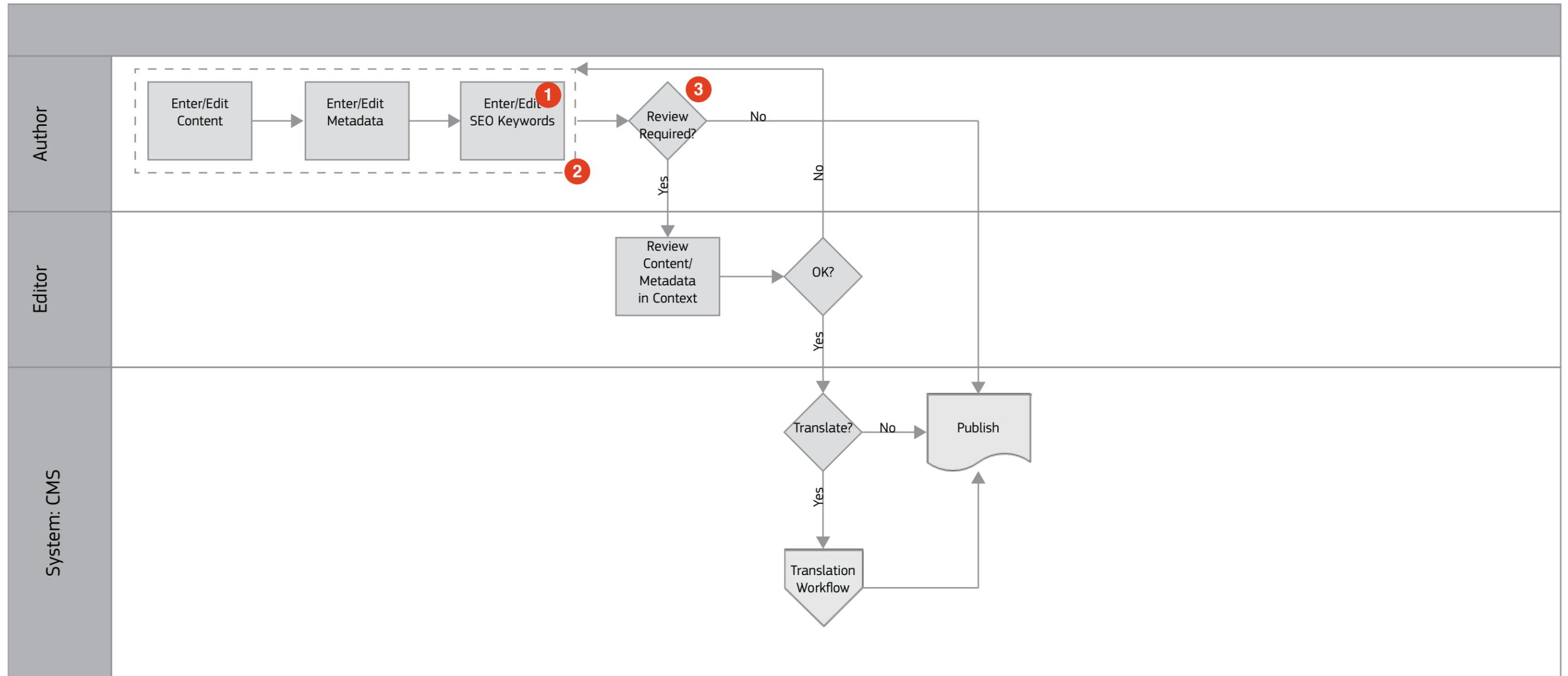
Legal Review, when appropriate, will take place outside of the workflows. No automated workflow steps or online notifications will be required for content that requires legal review (e.g., Terms & Conditions).

Any **Business Approvals**, such as marketing approvals, will take place outside of the workflows. No automated workflow steps or online notifications will be required for content that requires business approvals (e.g., Promotions).

All other required reviews will be facilitated by the systems detailed above.

02 Workflows

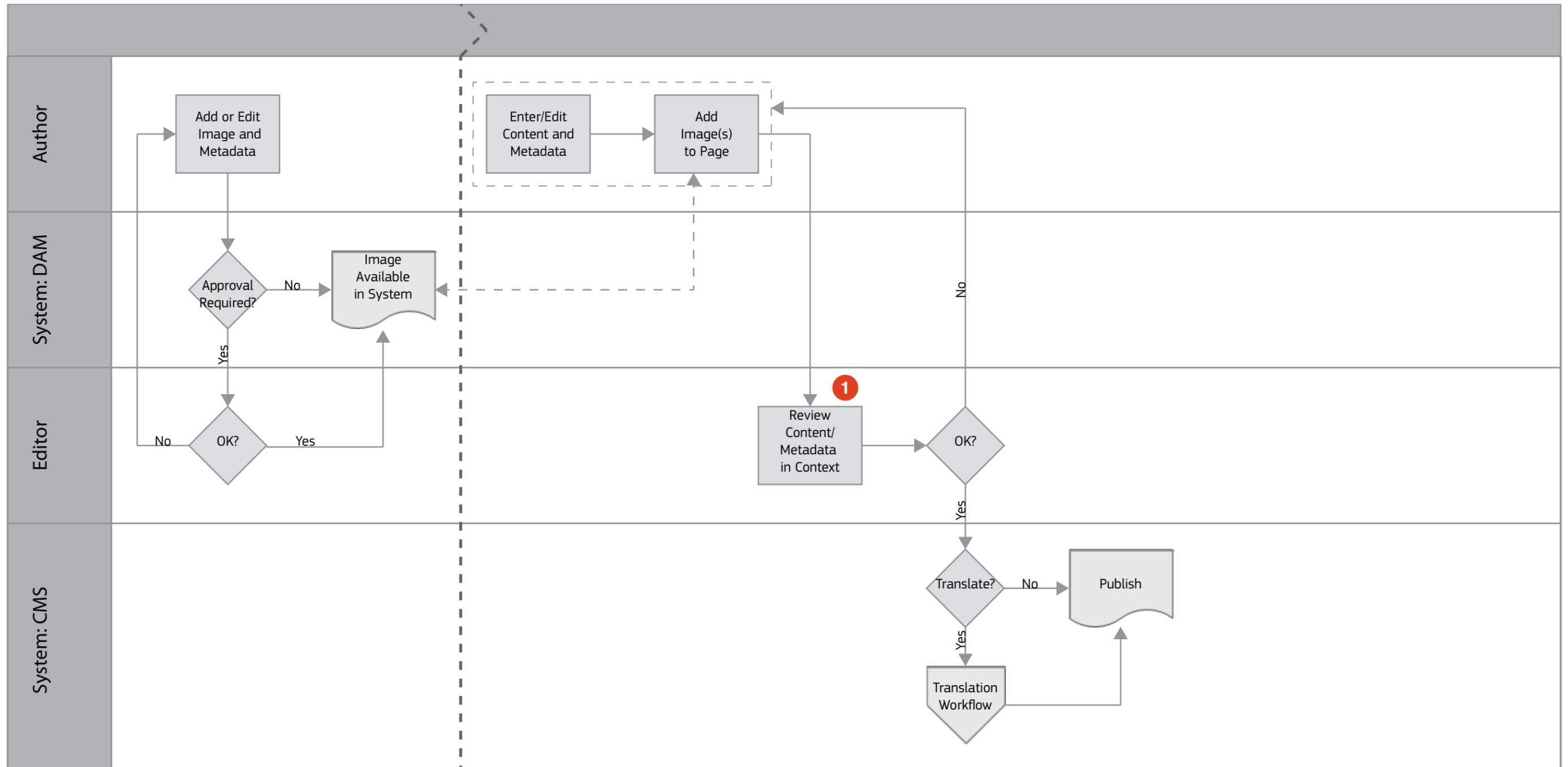
2A Basic Editorial Workflow



Annotations

- 1 This approach assumes that SEO keywords will be added as part of the metadata by the author. If needed, a separate task for SEO Keyword Review can be added. For the sake of brevity, this is not a recommended workflow step and it is not represented on succeeding workflows.
- 2 For the sake of brevity, these three different steps for creating content will be collapsed into a single, "Enter/Edit Content" step for succeeding workflows.
- 3 Which content should undergo additional review should be determined by a larger governance process that is focused on keeping the site current insofar as it is reporting news, but on brand in the more experiential areas of the site. For example, news articles may not require editorial approval to ensure timely and fresh information on the site.

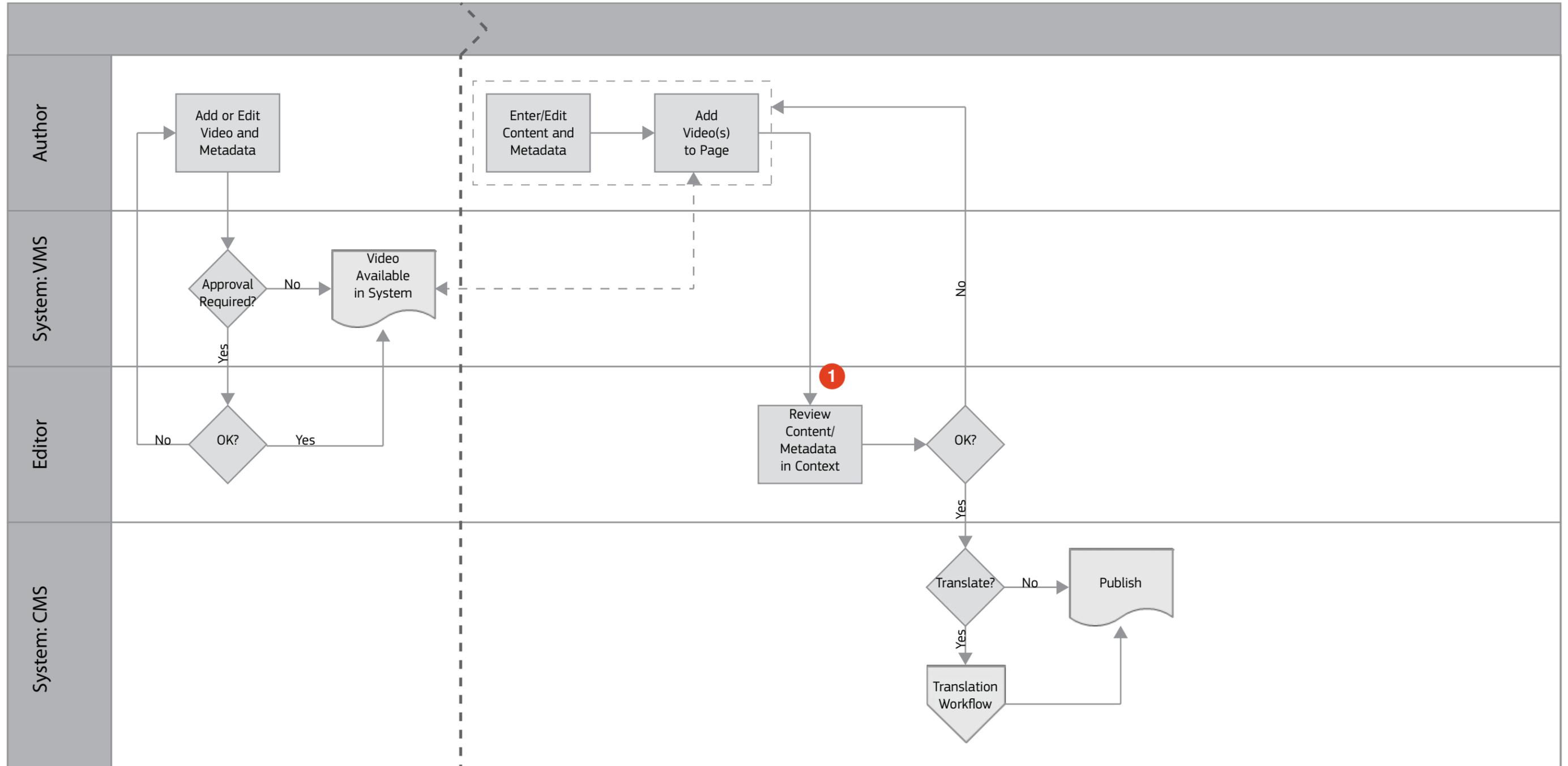
2B Editorial Workflow with Images



Annotations

- 1 Editorial approval for straight news items may default to no, making it optional for this type of content based on user role. If no editorial approval is required, the page is published by the author.

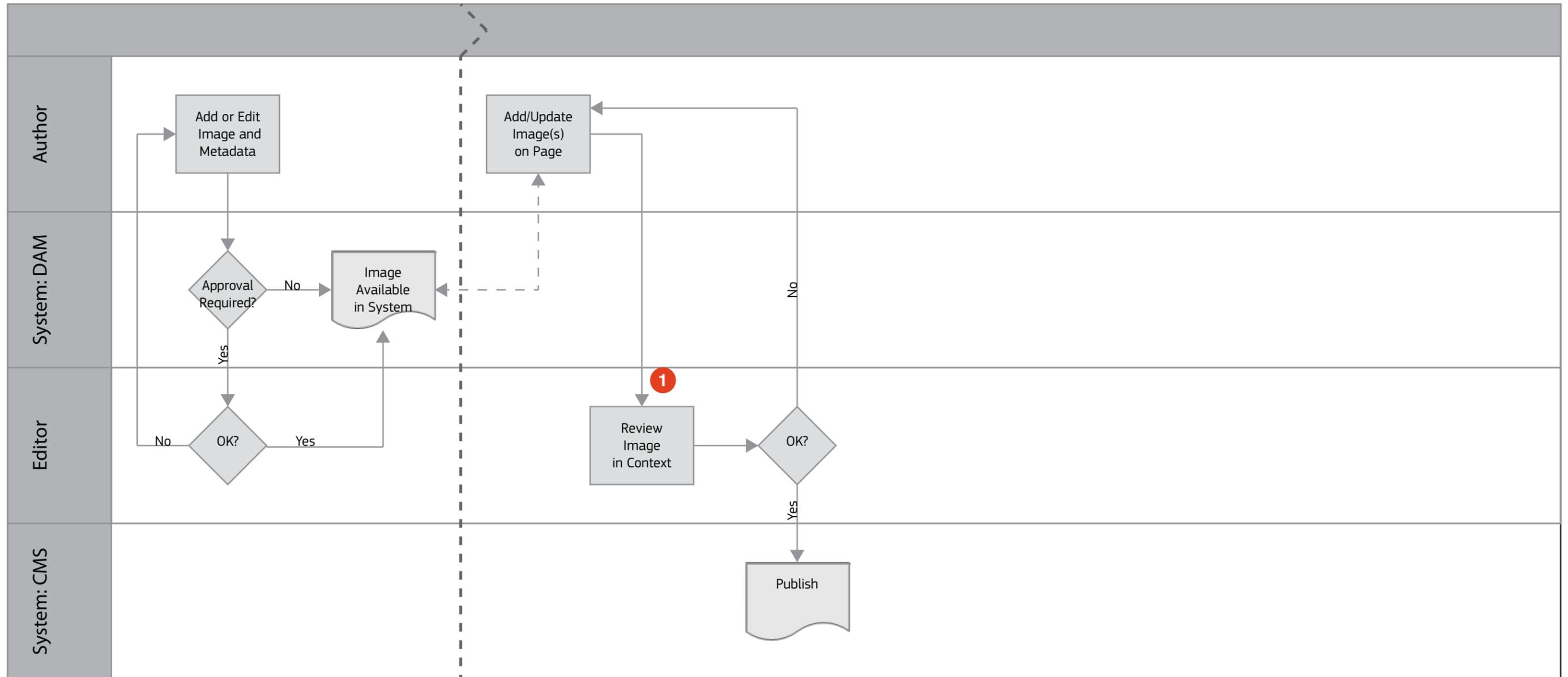
2C Editorial Workflow with Videos



Annotations

- 1 Editorial approval for straight news items may default to no, making it optional for this type of content based on user role. If no editorial approval is required, the page is published by the author.

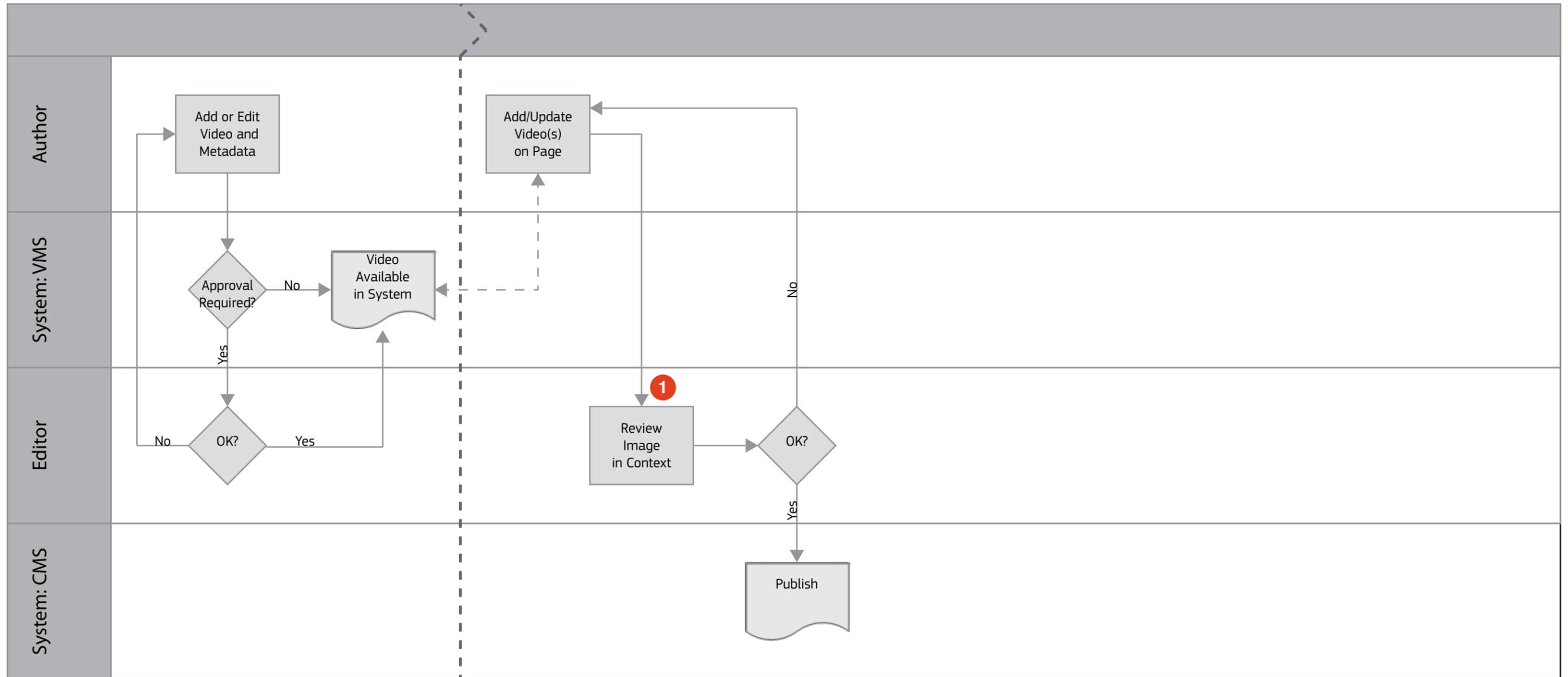
2D Image Workflow



Annotations

- 1 Editorial approval for straight news items may default to no, making it optional for this type of content based on user role. If no editorial approval is required, the page is published by the author.

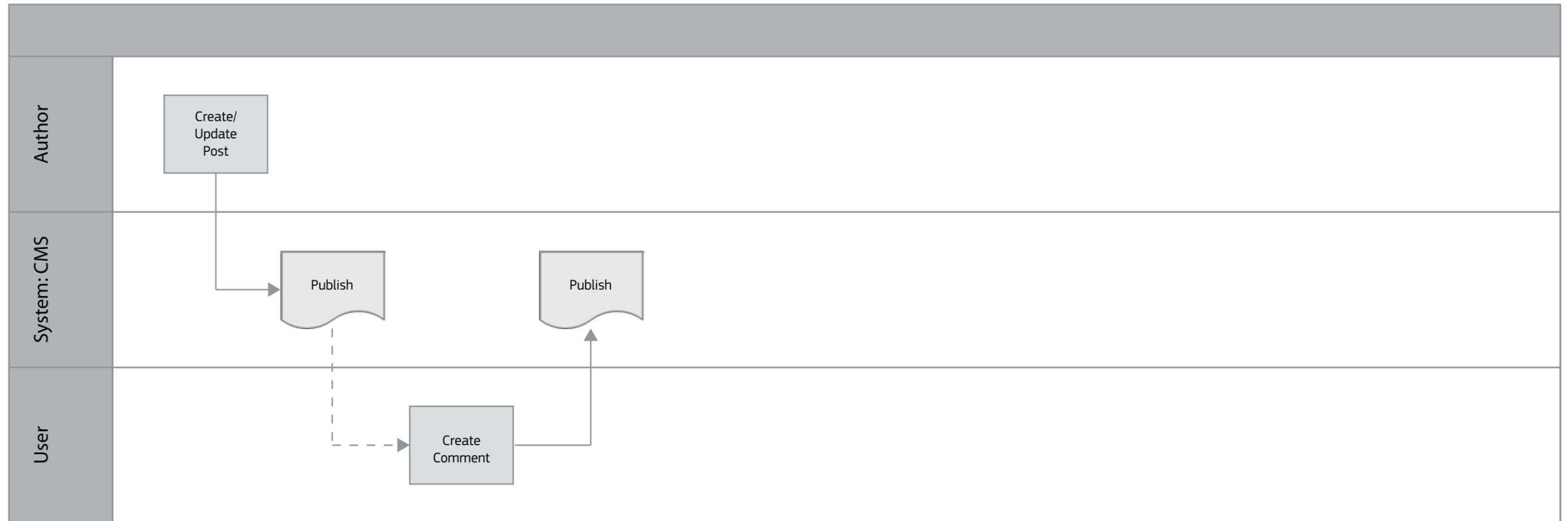
2E Video Workflow



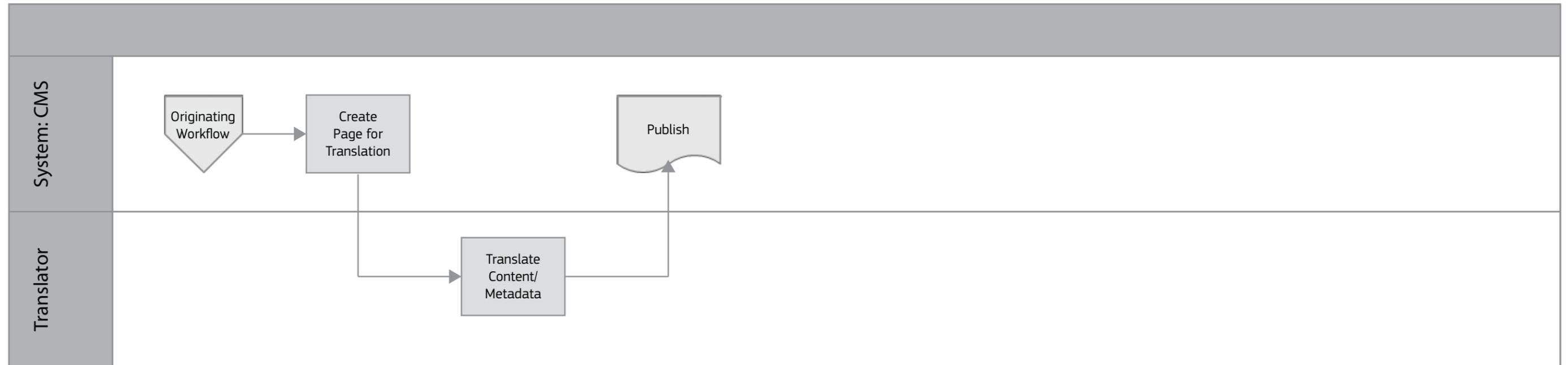
Annotations

- 1 Editorial approval for straight news items may default to no, making it optional for this type of content based on user role. If no editorial approval is required, the page is published by the author.

2F Blogging Workflow



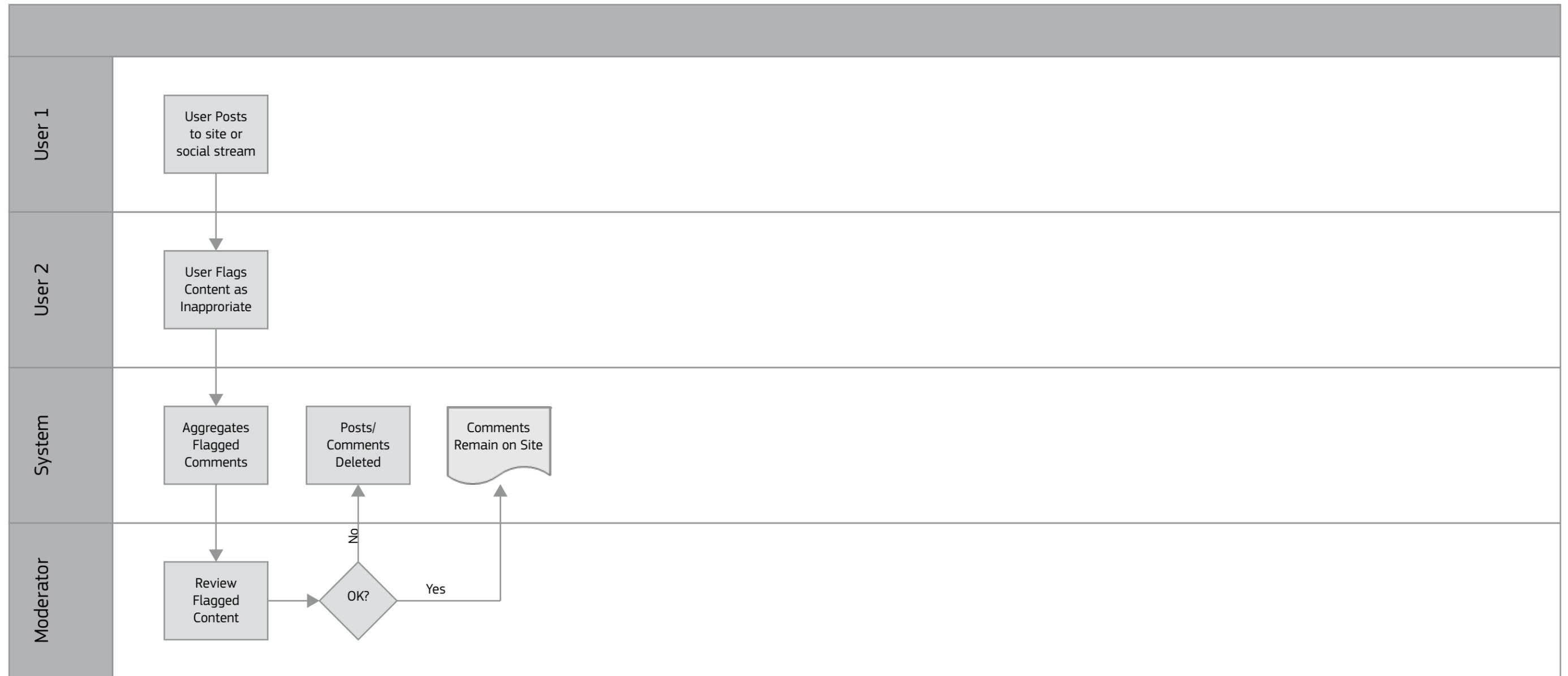
2G Translation Workflow



2H-1 Moderation Workflow: Post-Publication Moderation



2H-2 Moderation Workflow: Moderating Flagged Content



Appendix: Editorial Flows

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Editorial Process Flows

Version 1.0 June 22, 2012

Overview

This document details the flows for the editorial processes required to update, add and maintain content for NASCAR.com. The actors required for these processes are defined below by type, as are the systems in play. Only those actors and systems that are required for each scenario are represented in the workflow diagrams.

Actors

The following author roles have been defined. These actors have the ability to create and author content within the system.

- Reporter
- Copywriter
- Photojournalist
- Designer
- Video Journalist
- Blogger

Editor roles have full read and write privileges and can approve content for publishing. The following editor actors have been defined:

- Director
- Managing Editor
- Editor
- Librarian (DAM/VMS)
- Producer

For the purposes of this document, all of these roles are referred to as an Editor.

Additional roles that are not included in this document because they are not required for these flows include:

- Legal Reviewer: reviews and approve legal content. This will occur offline.
- Business Reviewer: Reviews business content such as promotions. This will occur offline.
- Translator: translates appropriate content (see workflows document for translation workflow).
- Admin: has full privileges in all systems.

Systems

The following systems are referenced in this document:

- A **Content Management System (CMS)** will be used as the repository for all non-video and visual content. It will automate workflows to populate content on the site
- A **Digital Asset Management (DAM)** system will be used as the source repository for all images on the site. It will automate approvals of all source images.
- A **Video Management System (VMS)** system will be used as the source repository for all video on the site. It will automate approvals for source video files.

Assumptions

Whenever a piece of content requires action, the appropriate person should receive an e-mail notification. For example, once a reporter creates or modifies a piece of content, the appropriate reviewer should be notified via email that the content is ready for review, or if a piece of content is rejected, the author of that content will be notified.

Legal Review, when appropriate, will take place outside of the workflows. No automated workflow steps or online notifications will be required for content that requires legal review (e.g., Terms & Conditions, Promotions).

Business Review, when appropriate, will take place outside of the workflows. No automated workflow steps or online notifications will be required for content that requires business approval (e.g., Promotions).

All other required reviews will be facilitated by the systems detailed above.

Flows

The following flows are defined in this document:

Modules:

1. Homepage: Add/Update Hero Module
2. Homepage: Add/Update News & Media Module
3. Homepage: Add/Update Drivers Module
4. Homepage: Add/Update Track Experience Module
5. Homepage: Add/Update Media Gallery Module
6. Homepage: Add/Update Poll Module
7. Homepage: Add/Update Promotions Module
8. Drivers: Add/Update Drivers Module
9. Drivers: Add/Update Driver Hero Module
10. Drivers: Add/Update News & Media Module
11. Drivers: Add/Update Large Promotion (Pit Crew) Module
12. Drivers: Add/Update Driver Timeline Module
13. Drivers: Add/Update Car Education Module
14. Pit Crews: Add/Update Pit Crew Education Module
15. My NASCAR: Add/Update Personalization Questions Module
16. My NASCAR: Add/Update My Subscriptions Module
17. News & Media: Add/Update Blog Post
18. Tracks: Add/Update Schedule Module
19. Tracks: Add/Update Track Education Module
20. NASCAR Edu: Add/Update Car Education Module
21. Fantasy: Add/Update Fantasy Module

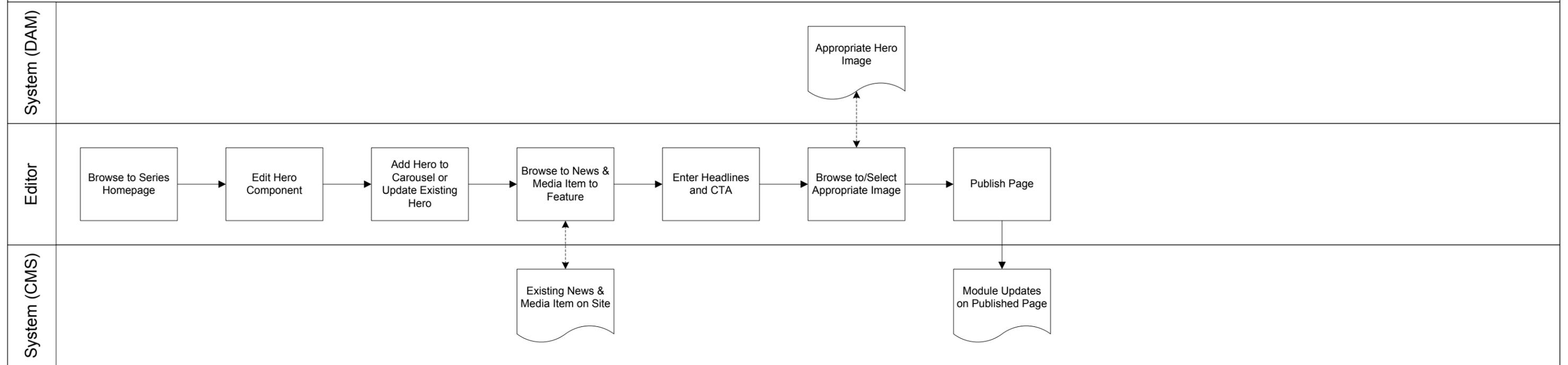
Media

22. DAM: Add/Update Image
23. DAM: Bulk Photo Upload
24. VMS: Add/Update Video

Specific Pages

25. News & Media: Add/Update Article
26. General: Add/Update Page
27. Drivers: Add/Update Driver Page
28. Drivers: Add/Update All Time Drivers
29. Tracks: Add/Update Venue Detail Page
30. NASCAR Edu: Add/Update NASCAR Edu Page

Homepage: Add/Update Hero Module



Notes:

1. This process only applies to the hero module on the series homepages. It does not apply to the hero module for the Driver Detail page, Pit Crew Detail page, or Track Detail page..

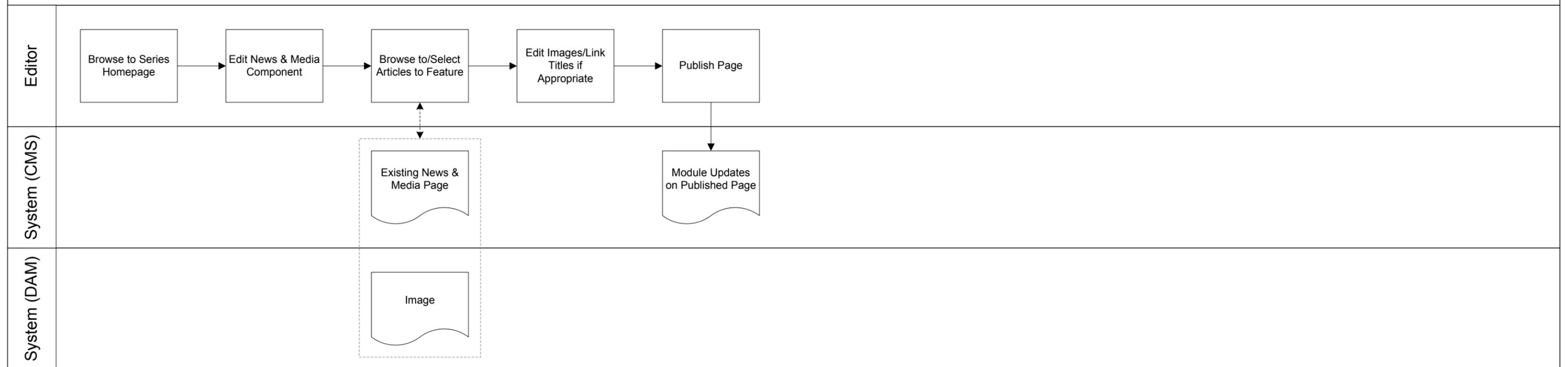
Assumptions:

1. Images/Media for Media Gallery already exist in DAM and VMS systems. To add/update media items see appropriate flows: VMS: Add Video, DAM: Add/Update Image, and DAM: Bulk Image Upload.

Key Decisions:

1. Hero components are manually added to the Homepage by an editor rather than being dynamically by the system
2. No additional editorial review is required (Managing Editor)

Homepage: Add/Update News & Media Module



Notes:

1. Only the top stories are editorially controlled for this component.
2. The breaking news is based upon the appropriate business and personalization rules

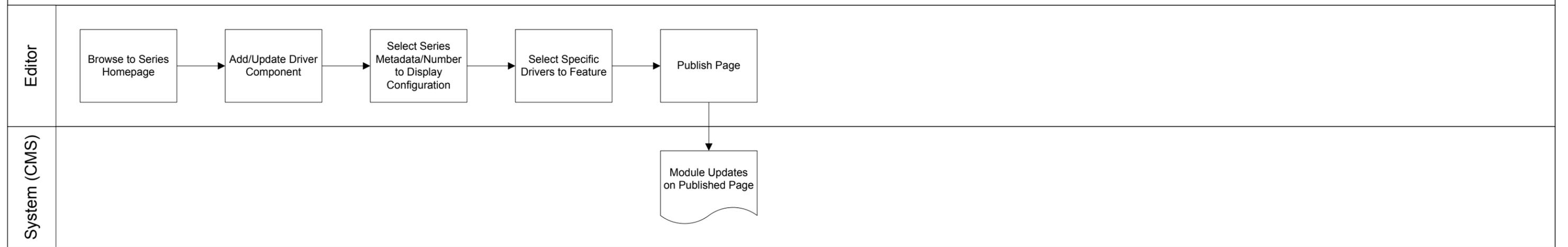
Assumptions:

1. News & Media pages to be featured already exist in the system.
2. Any images for linked with page already exists in DAM. To add/update images see the DAM: Add/Update Image and DAM: Bulk Image Upload flows.

Key Decisions:

1. Featured media items will be manually added by an Editor for the "Latest News" features rather than being dynamically populated by the system
2. "Breaking News" items will be dynamically populated by the system based on date and metadata
3. Editor will have ability to manually override or rank "Breaking News" items populated by the rules.
4. The "Popular" and "My News" items will be system populated based on personalization rules and popularity
5. No additional editorial review is required (Managing Editor)

Homepage: Add/Update Drivers Module



Notes:

Assumptions:

1. Driver Detail pages have the appropriate metadata to associate them with all the series they participate in.

Key Decisions:

1. Driver cards will be dynamically populated based on the an Editor choosing metadata values and number configuration
2. Editor will then be able to select drivers to feature manually in addition to dynamic list
3. No additional editorial review is required (Managing Editor)

Homepage: Add/UpdateTrack Experience Module



Notes:

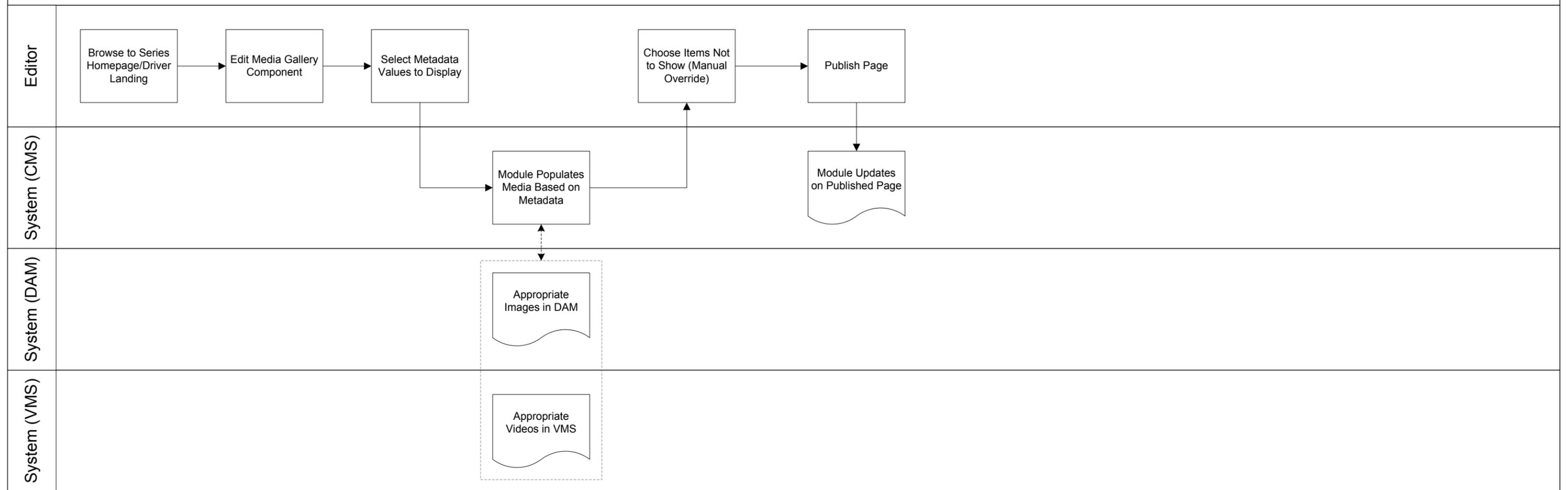
Assumptions:

1. The Track Experience Modules have already been created on the Track Detail page.

Key Decisions:

1. The Track Experience module will be manually added to the series homepage each week by an Editor
2. No additional editorial review is required (Managing Editor)

Homepage: Add/Update Media Gallery Module



Notes:

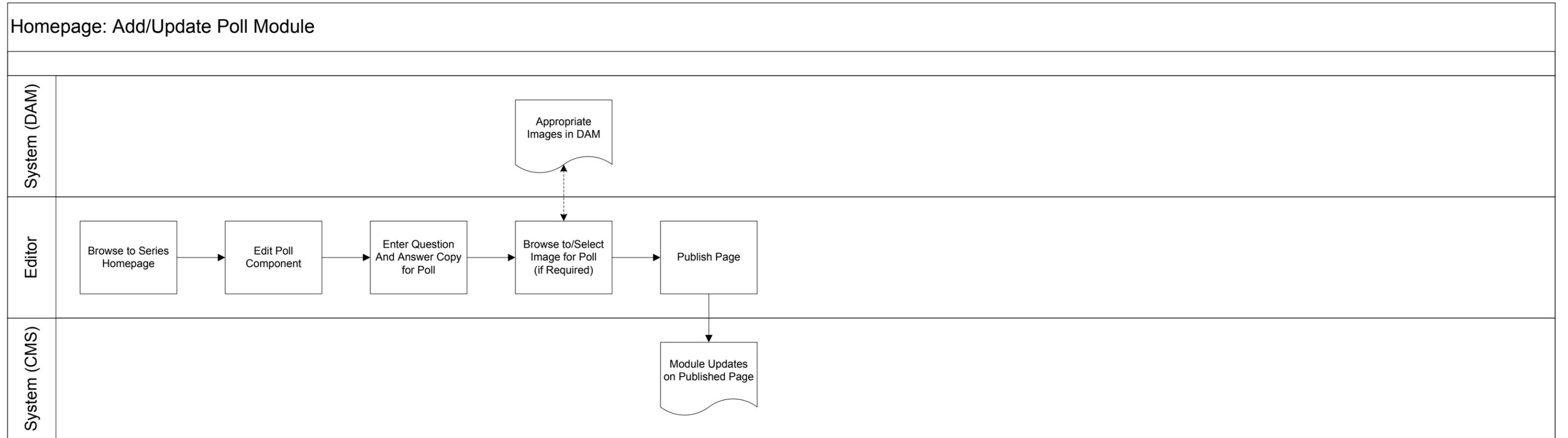
1. This process also applies to adding or updating the News & Media Module for all instances on the site, including the Driver Detail page.

Assumptions:

1. Images/Media for Media Gallery already existing in DAM and VMS systems. To add/update media items see appropriate flows: VMS: Add Video, DAM: Add/Update Image, and DAM: Bulk Image Upload.

Key Decisions:

1. An Editor will manually select the metadata values for media items to display.
2. The Media Gallery module will then be dynamically populated from the DAM and CMS
3. The Editor can manually override dynamically populated images/media (i.e., choose not to show).
4. No additional editorial review is required (Managing Editor)



Notes:

1. This process only applies to the poll module on the series homepages and within News & Media Articles and other editorial content.
2. It does not apply to the fan polls in NASCAR Nation.

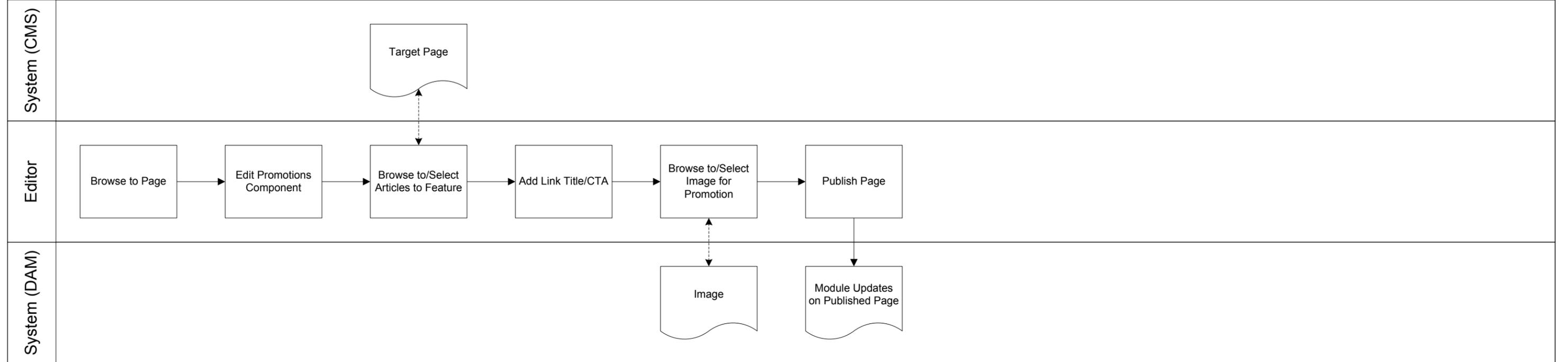
Assumptions:

- 1.. Images for Poll already exist in DAM. To add/update media items see DAM: Add/Update Image, and DAM: Bulk Image Upload flows.

Key Decisions:

1. An Editor will manually enter the content and images (from the DAM) for a homepage poll
2. No additional editorial review is required (Managing Editor)

Homepage: Add/Update Promotions Modules



Notes:

1. This process applies to the promotion modules at bottom of every page of NASCAR.com.

Assumptions:

1. Images for Media Gallery already existing in DAM and VMS systems. To add/update media items see appropriate flows: VMS: Add Video, DAM: Add/Update Image, and DAM: Bulk Image Upload.
2. Target pages exist for each promotion.

Key Decisions:

1. An Editor will manually enter the content and images (from the DAM) for the series homepage promotions
2. No additional editorial review is required (Managing Editor)

Drivers Landing: Add/Update Drivers Module

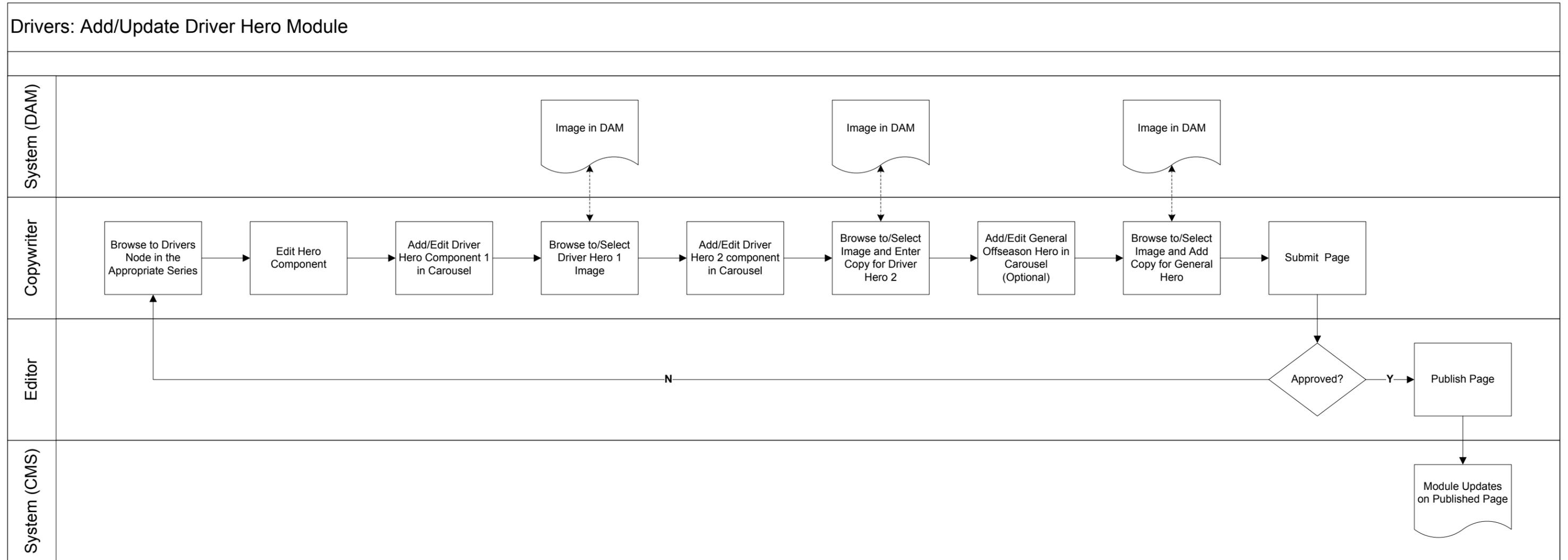


Notes:

Assumptions:

Key Decisions:

1. An Editor will manually build the Drivers Landing Page for each series by selecting the appropriate series metadata
2. No additional editorial review is required (Managing Editor)



Notes:

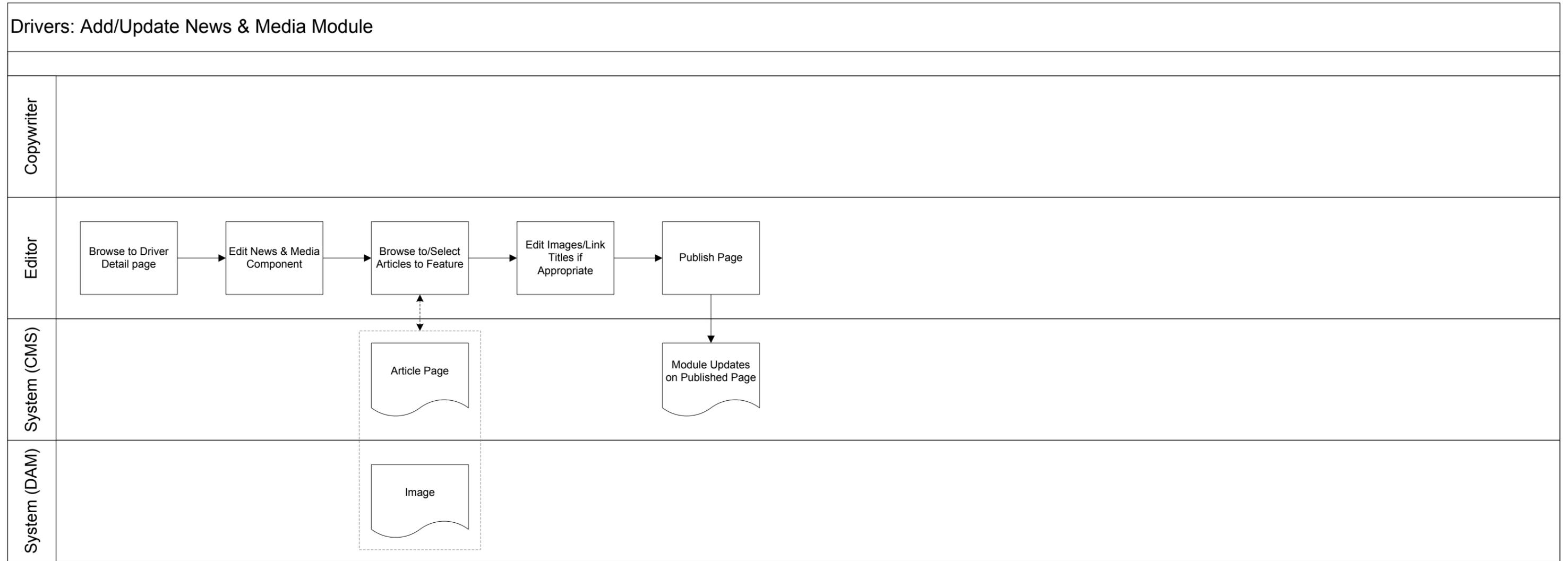
1. The third state of the Hero in the Carousel is optional.

Assumptions:

1. Images for the Driver Hero components already exist in the DAM. To add/update images see DAM: Add/Update Image, and DAM: Bulk Image Upload flows.

Key Decisions:

1. A Copywriter will create or update components for all Driver page modules since this information lies outside of the editorial news cycle
2. All Driver pages will be subject to editorial and brand review by an Editor



Notes:

1. Only the top stories are editorially controlled for this component.
2. The breaking news is based upon the appropriate business and personalization rules

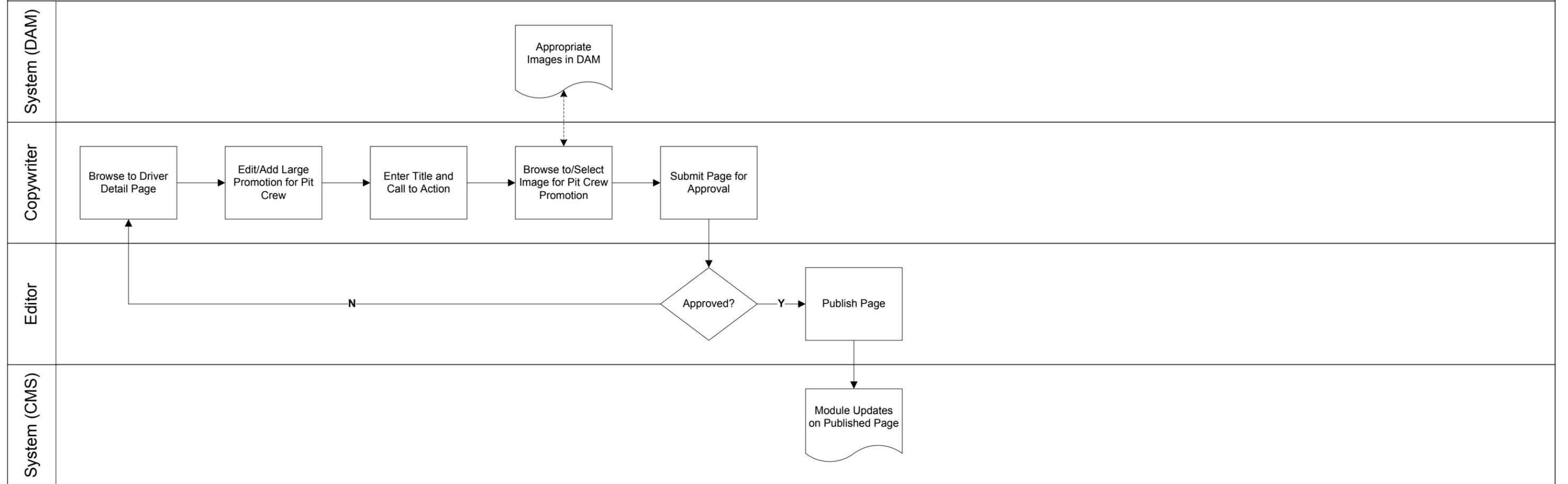
Assumptions:

1. News & Media pages to be featured already exist in the system.
2. Any images for linked with page already exists in DAM. To add/update images see the DAM: Add/Update Image and DAM: Bulk Image Upload flows.

Key Decisions:

1. Featured media items will be manually added by an Editor for the "Latest News" features rather than being dynamically populated by the system
2. "Breaking News" items will be dynamically populated by the system based on date and metadata
3. Editor will have ability to manually override "Breaking News" items populated by rules.
4. The "Popular" and "My News" items will be system populated based on personalization rules and popularity
5. No additional editorial review is required (Managing Editor)

Create Update Pit Crew Module (Large Promotion): Driver Detail Page



Notes:

1. This process allows the user to add the large promotion that links to the Pit Crew detail page.

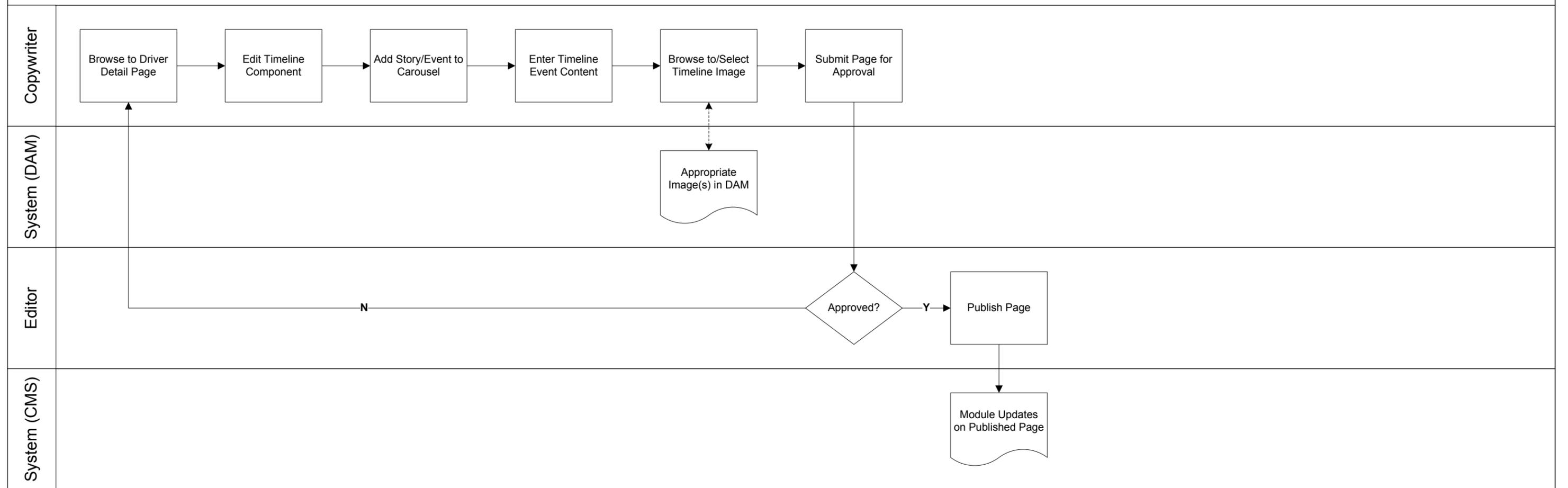
Assumptions:

1. Images already exist in DAM. To add/update images see DAM: Add/Update Image, and DAM: Bulk Image Upload flows.

Key Decisions:

1. A Copywriter will create or update components for all Driver page modules since this information lies outside of the editorial news cycle
2. All Driver pages will be subject to editorial and brand review by an Editor

Drivers: Add/Update Driver Timeline Module



Notes:

1. This process allows the user to add the an entry to the driver timeline.
2. This flow also applies to the pit crew education slideshow on the Pit Crew page.

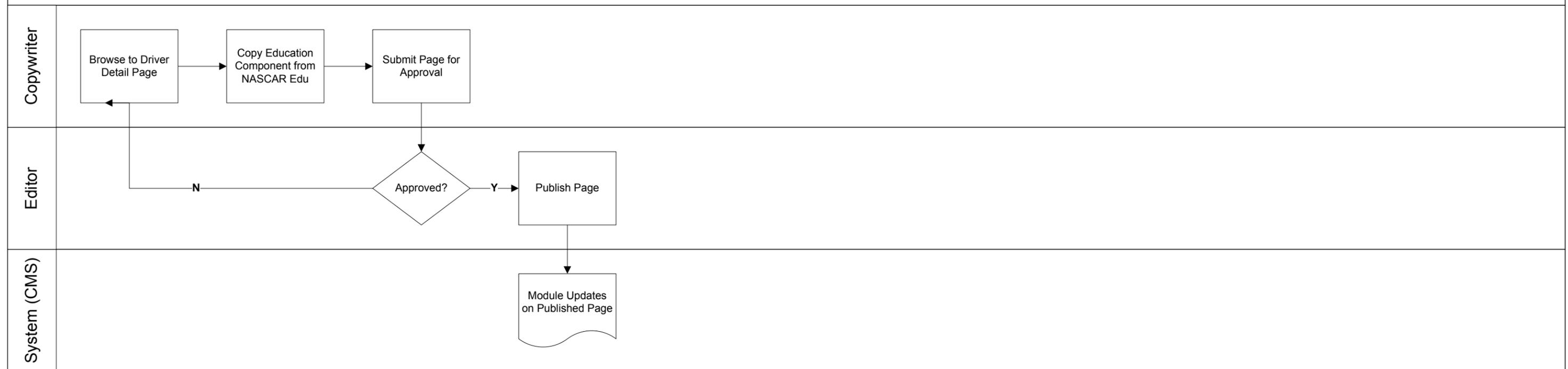
Assumptions:

1. Images already exist in DAM. To add/update images see DAM: Add/Update Image, and DAM: Bulk Image Upload flows.

Key Decisions:

1. A Copywriter will create or update components for all Driver page modules since this information lies outside of the editorial news cycle
2. All Driver pages will be subject to editorial and brand review by an Editor

Drivers: Add/Update Car Education Module



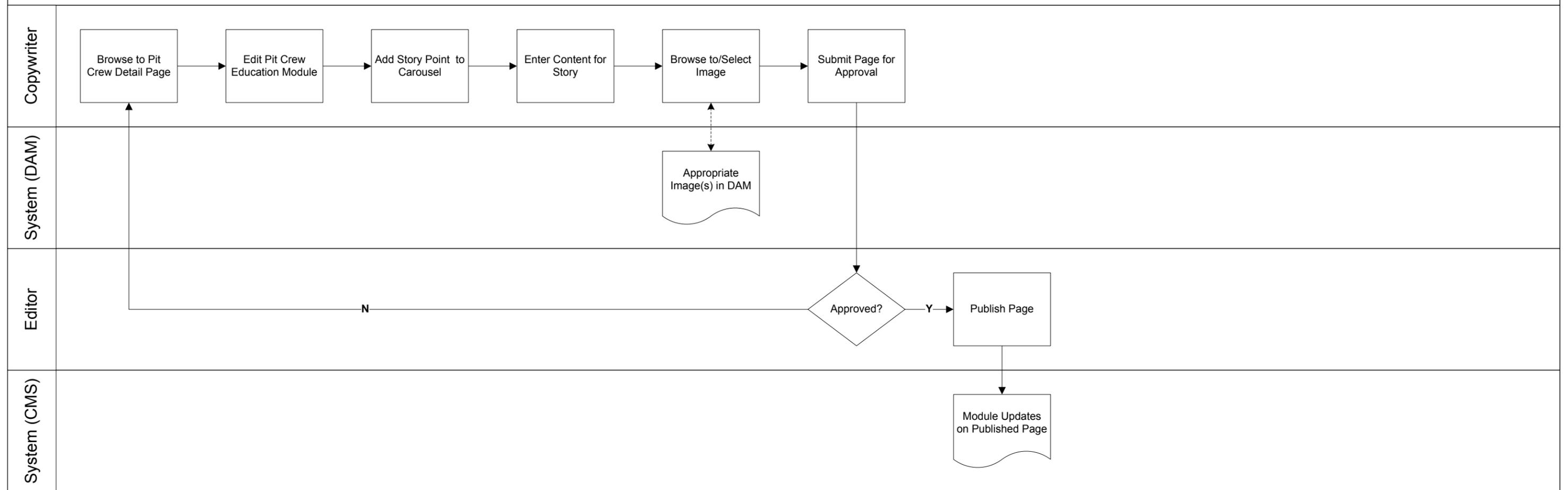
Assumptions:

1. Images already exist in DAM. To add/update images see DAM: Add/Update Image, and DAM: Bulk Image Upload flows.
2. Component is created as part of NASCAR Edu pages and is generalized

Key Decisions:

1. A Copywriter will create or update components for all Driver page modules since this information lies outside of the editorial news cycle
2. All Driver pages will be subject to editorial and brand review by an Editor

Pit Crews: Add/Update Pit Crew Education Module



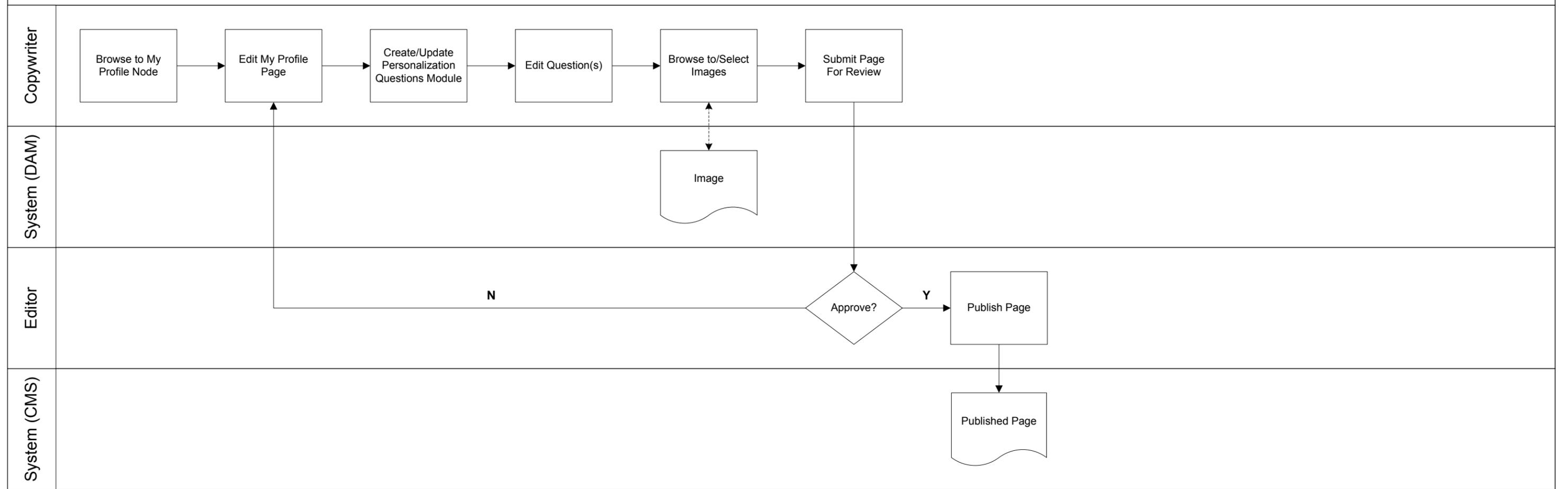
Assumptions:

1. Images already exist in DAM. To add/update images see DAM: Add/Update Image, and DAM: Bulk Image Upload flows.

Key Decisions:

1. A Copywriter will create or update components for all Pit Crew pages and modules since this information lies outside of the editorial news cycle
2. All, Pit Crew pages and module updates will be subject to editorial and brand review by an Editor

My NASCAR: Add/Update Personalization Questions Module



Notes:

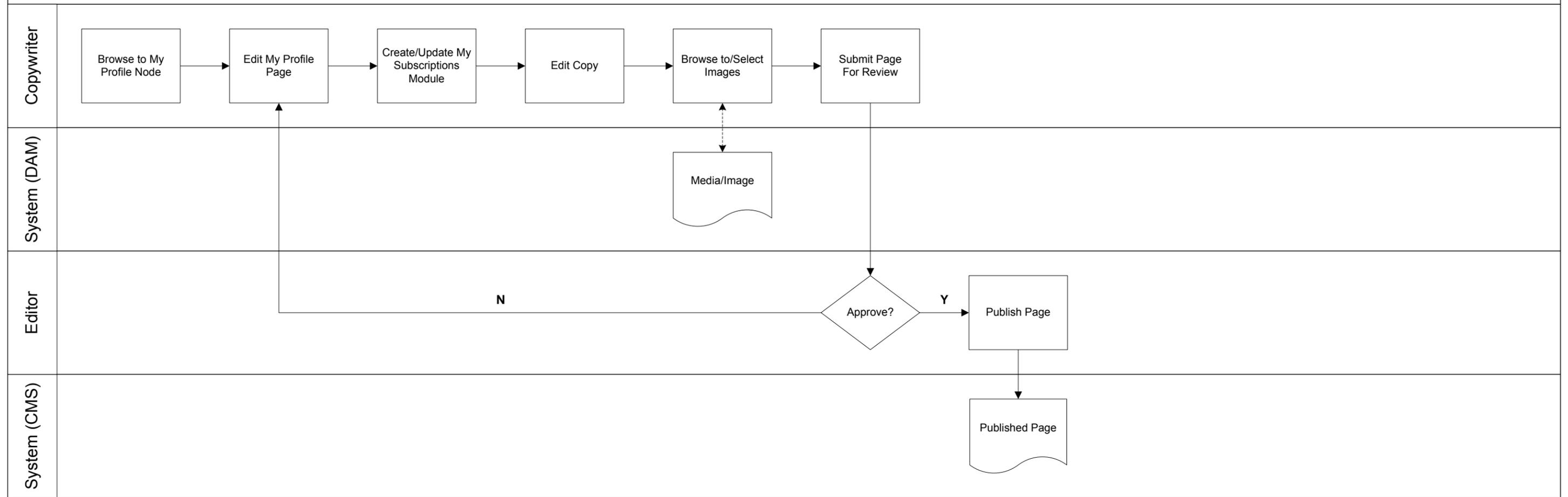
Assumptions:

1. Images already exist in DAM. To add/update images see DAM: Add/Update Image, and DAM: Bulk Image Upload flows.

Key Decisions:

1. A Copywriter will create or update components My NASCAR since this information lies outside of the editorial news cycle
2. All My NASCAR pages and module updates will be subject to editorial and brand review by an Editor

My NASCAR: Add/Update My Subscriptions Module



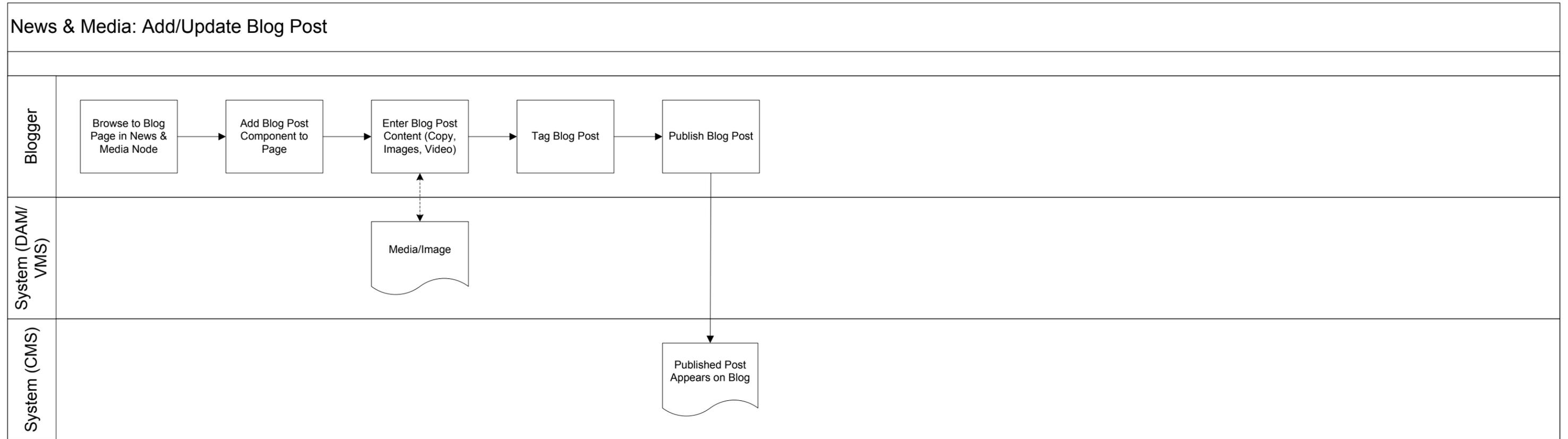
Notes:

Assumptions:

1. Images already exist in DAM. To add/update images see DAM: Add/Update Image, and DAM: Bulk Image Upload flows.

Key Decisions:

1. A Copywriter will create or update components My NASCAR since this information lies outside of the editorial news cycle
2. All My NASCAR pages and module updates will be subject to editorial and brand review by an Editor



Notes:

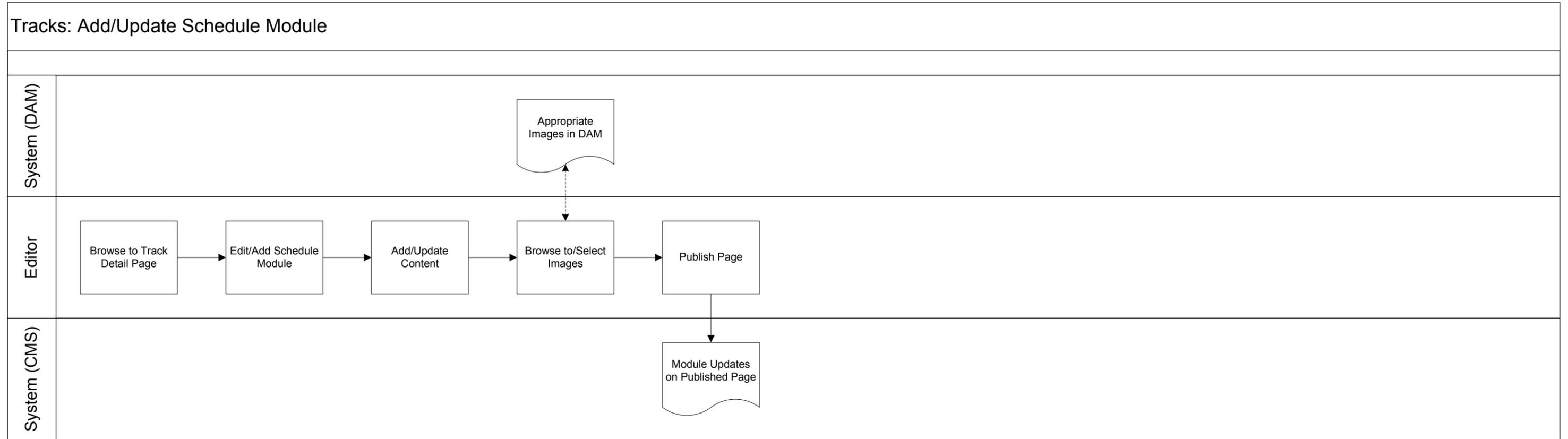
1. This process also applies to the blogs in the NASCAR Edu section of the site.
2. The Blogger role could be either a Reporter or a Copywriter, depending of where the blog resides in the site structure. In News & Media, the role would be filled by a reported. In the NASCAR Edu section, it would be a copywriter.

Assumptions:

1. Any images added to a post already exist in The DAM. To add/update images see DAM: Add/Update Image, and DAM: Bulk Image Upload flows.
2. Any videos added to a post already exist in the VMS. To add/update videos see Video: Add/Update Video.

Key Decisions:

1. No Editorial review will be required for blog posts.



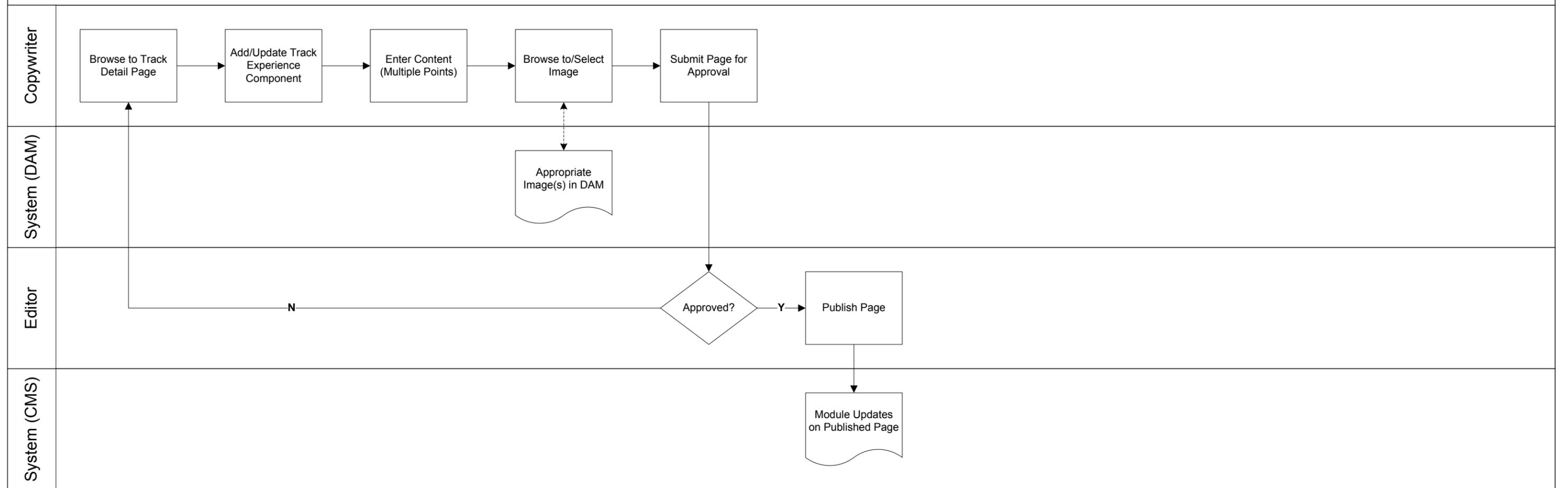
Assumptions:

1. Images already exist in DAM. To add/update images see DAM: Add/Update Image, and DAM: Bulk Image Upload flows.

Key Decisions:

1. A Copywriter will create or update components for all Driver page modules since this information lies outside of the editorial news cycle
2. All Track pages and modules will be subject to editorial and brand review by an Editor

Tracks: Add/Update Track Experience Module



Notes:

1. This module will be copied to the homepage as the race at this track approaches.

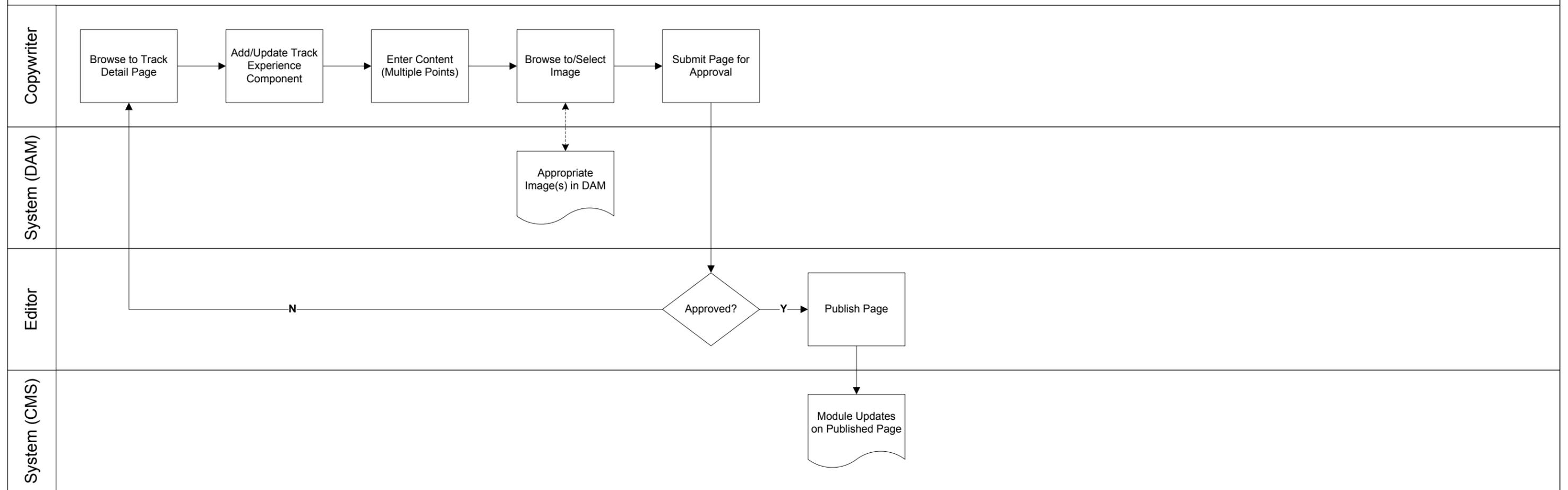
Assumptions:

1. Images already exist in DAM. To add/update images see DAM: Add/Update Image, and DAM: Bulk Image Upload flows.

Key Decisions:

1. A Copywriter will create or update components for all Track page modules since this information lies outside of the editorial news cycle
2. All Track pages will be subject to editorial and brand review by an Editor

NASCAR Edu: Add/Update Car Education Module



Notes:

1. This module will be copied to the other pages on the site as appropriate (Driver Detail pages, Pit Crew Detail pages)

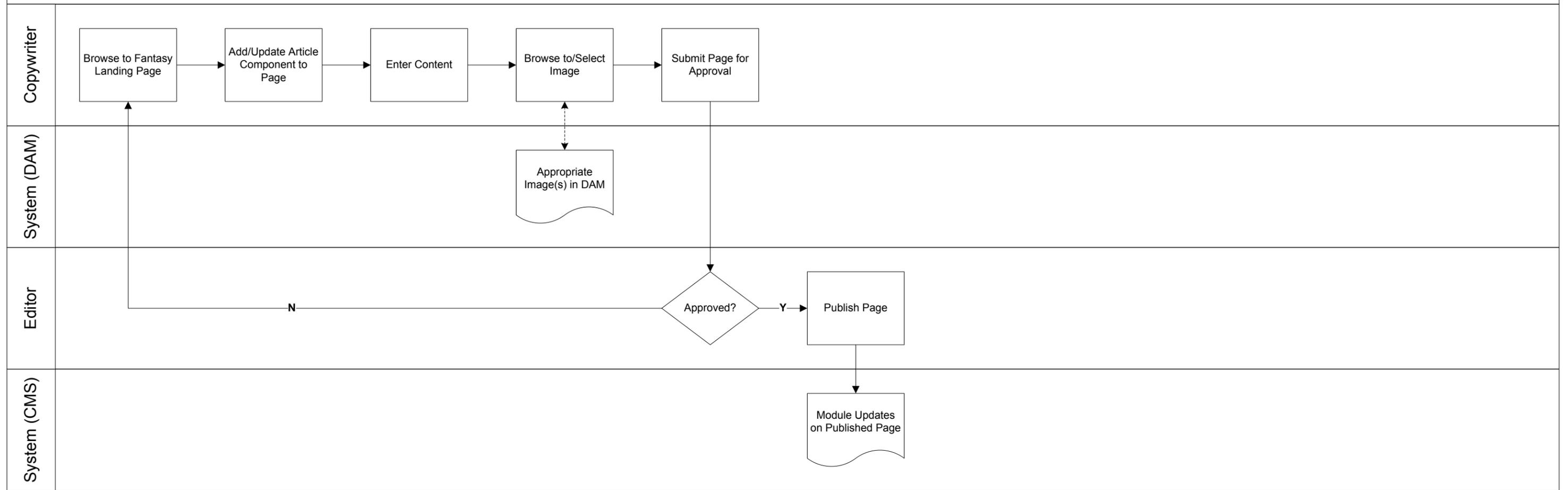
Assumptions:

1. Images already exist in DAM. To add/update images see DAM: Add/Update Image, and DAM: Bulk Image Upload flows.

Key Decisions:

1. A Copywriter will create or update components for all NASCAR Edu pages and modules since this information lies outside of the editorial news cycle
2. All NASCAR Edu pages will be subject to editorial and brand review by an Editor

Fantasy: Add/Update Fantasy Module



Notes:

1. This module provides detail and a call to action for each fantasy game on the fantasy landing page.

Assumptions:

1. Images already exist in DAM. To add/update images see DAM: Add/Update Image, and DAM: Bulk Image Upload flows.

Key Decisions:

1. A Copywriter will create or update components for all the Fantasy page and modules since this information lies outside of the editorial news cycle
2. The Fantasy Landing page and modules will be subject to editorial and brand review by an Editor

DAM: Add/Update Image



Notes:

1. For single image only.

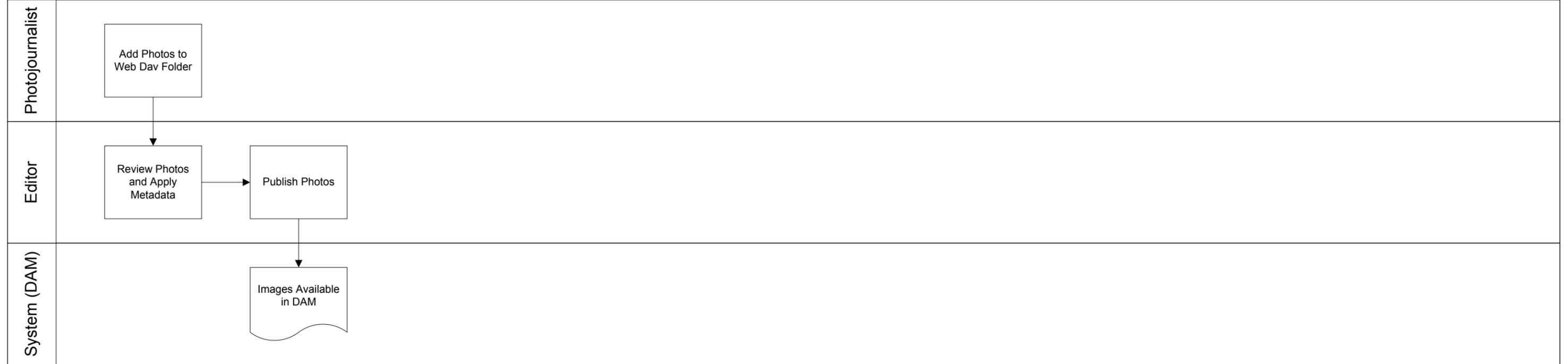
Assumptions:

1. Librarian will be available to approve in a timely fashion

Key Decisions:

1. All metadata and image information will require approval by the librarian.

DAM: Bulk Photo Upload



Notes:

Assumptions:

VMS: Add/Update Single Video



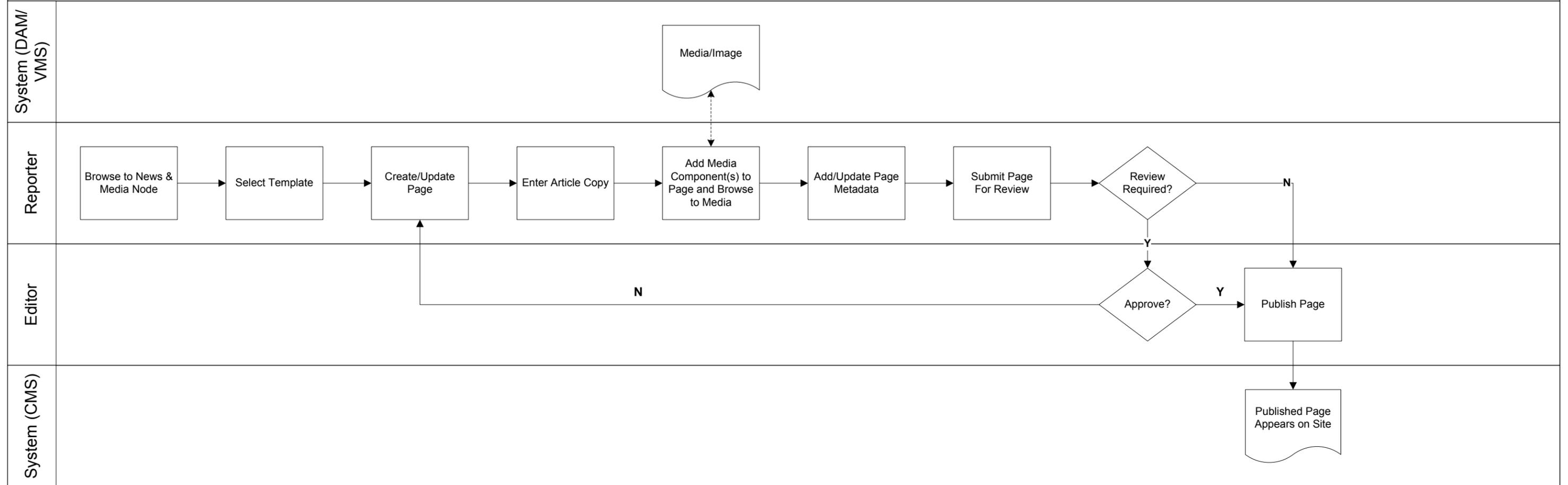
Notes:

Assumptions:

Key Decisions:

1. All metadata and video information will be provided by the producer.

News & Media: Add/Update Article Page



Notes:

1. This will be the most used flow for the system so it should be as streamlined as possible to be able to function during race day (pre, post, during). It should be as close to live updates as possible.

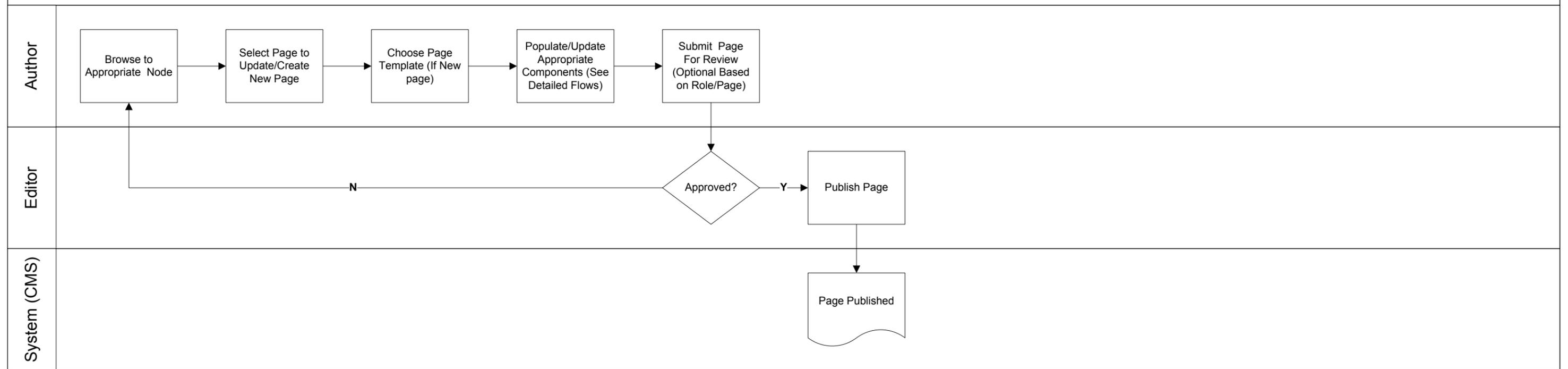
Key Decisions:

1. A Reporter will create or update editorial news articles and features
2. Editorial and Brand review will be optional and user selected by the Reporter

Assumptions:

1. Images already exist in DAM. To add/update images see DAM: Add/Update Image, and DAM: Bulk Image Upload flows.

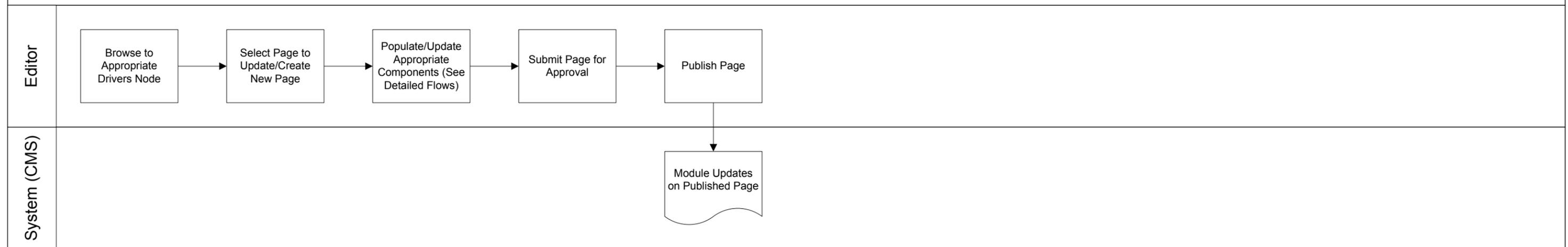
General: Add/Update Page



Notes:

Assumptions:

Drivers: Add/Update Driver Page



Notes:

1. This process also applies to adding or updating the Pit Crew Detail page.
2. The flows required for the modules for each page are detailed below.
3. For a Driver Detail page, the user would select the Detail template' for the Pit Crew page, the user would select the Pit Crew template.

Driver Detail Page Components:

- Drivers: Add/Update Driver Hero Module
- Drivers: Add/Update News & Media Module
- Drivers: Add/Update Large Promotion Module (Links to Pit Crew page)
- Drivers: Add/Update Driver Timeline
- Drivers: Add/Update Car Education Module

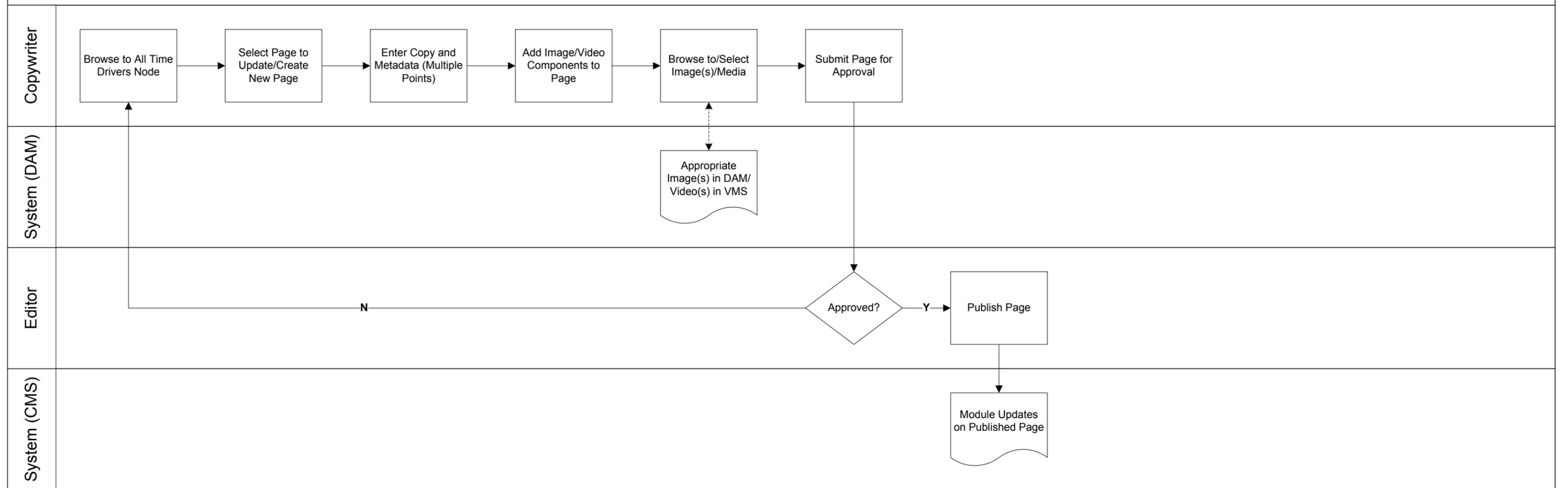
Pit Crew Detail Page Components:

- Pit Crew: Add/Update Hero Module
- Pit Crew: Add/Update Pit Crew Education Module

Key Decisions:

1. Driver pages will be built by an editor, so no brand or editorial review will be required.

Drivers: Add/Update All Time Driver Page



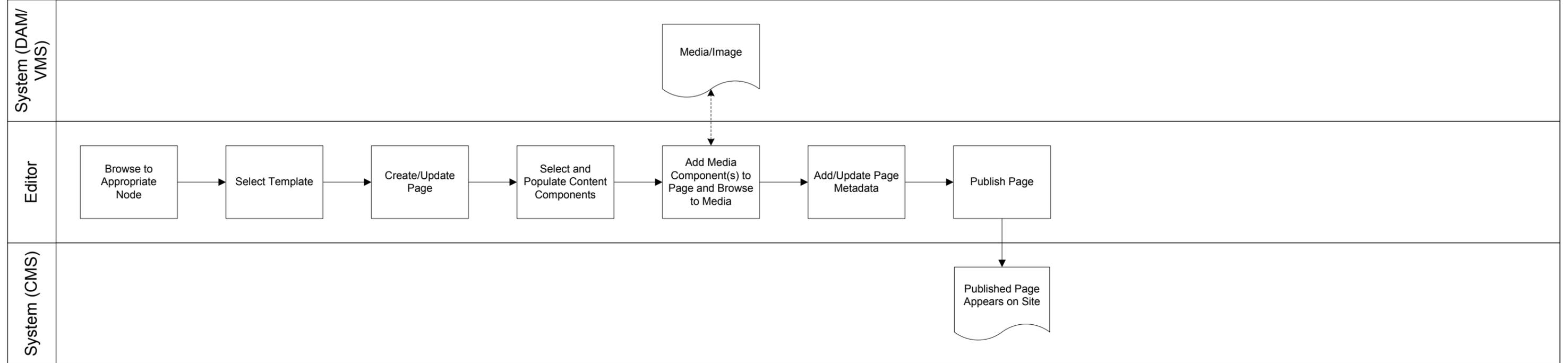
Assumptions:

1. Images and media already exist in DAM and VMS systems. To add/update images and media see VMS: Add Video, DAM: Add/Update Image, and DAM: Bulk Image Upload flows.

Key Decisions:

1. A Copywriter will create or update components for all, All-Time Driver pages and modules since this information lies outside of the editorial news cycle
2. All, All-Time Driver pages and module updates will be subject to editorial and brand review by an Editor

Tracks: Add/Update Venue Detail Page



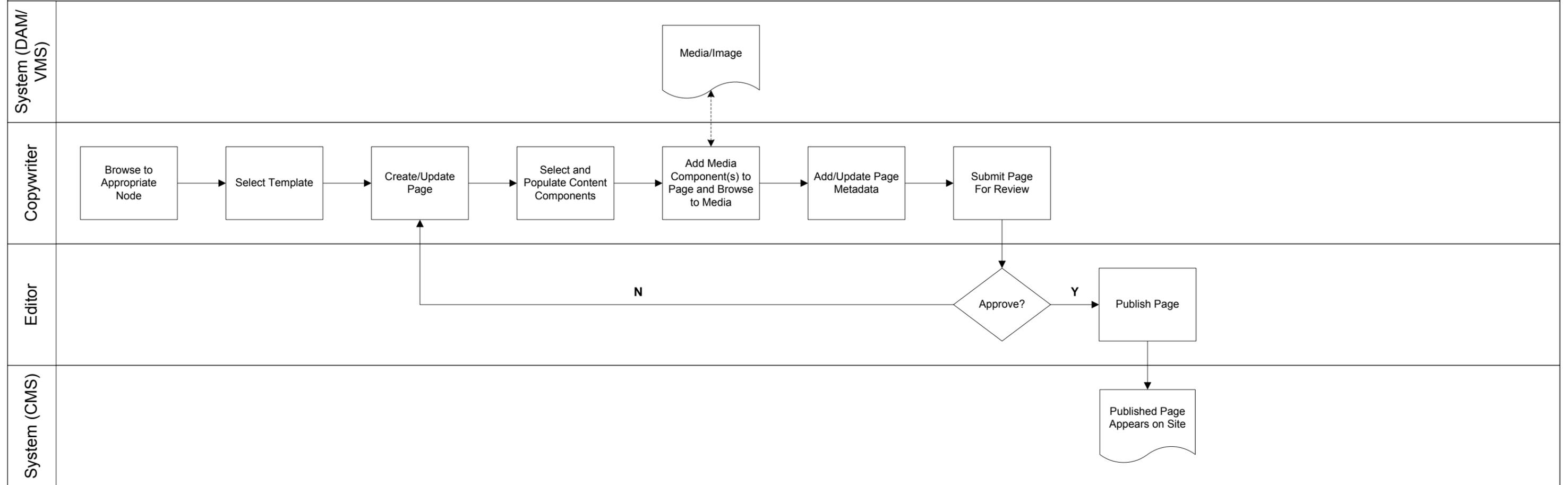
Assumptions:

1. Images already exist in DAM. To add/update images see DAM: Add/Update Image, and DAM: Bulk Image Upload flows.
1. Media already exists in VMS. To add/update video see VMS: Add/Update Video.

Key Decisions:

1. An Editor will create all track pages and populate it with the appropriate modules
2. Further Editorial and Brand review is not required

NASCAR Edu: Add/Update EDU Page



Notes:

- 1. This editorial flow would also apply to adding events content in the schedule section.

Assumptions:

- 1. Images already exist in DAM. To add/update images see DAM: Add/Update Image, and DAM: Bulk Image Upload flows.
- 1. Media already exists in VMS. To add/update video see VMS: Add/Update Video.

Key Decisions:

- 1. A Copywriter will create NASCAR Edu content
- 2. Editorial and Brand review is required