Panasonic Internet Design Document

December 1999

DOCUMENT SUMMARY:
This document details the design and work plan that Interactive Media Services Group, MIS, and MECA Internet Sales Group will utilize to develop the Panasonic Internet site. It contains the high-level Objective and Scope as defined by the clients of the web site, detailed design and technical standards, and process and procedures to create and maintain content and this document.

Document Revision History:

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1. INTRODUCTION

CONTENTS

• Executive Overview
• Basic Policy
• Policy Maintenance, Review, and Revision
• Service Level
• Design Goals
1.1 Executive Overview

In the fall of 1995 MECA launched its Internet site, www.panasonic.com with Panasonic at Comdex information, Customer Support phone numbers, and software driver downloads. In the years since, the site has grown to host over 4,000 pages with information including Product Marketing, Customer Support, Company Information, and Promotions.

The Mission of the Internet site:

Panasonic’s web site will provide a simple, quick and intuitive way for customers, business partners, and the general public to:

- Find timely, useful information about Panasonic products, promotions, and services.
- Find where and how to buy Panasonic products.
- Establish a rewarding relationship with our company by easily getting help before and after the sale.
- Form a positive, clear image of Panasonic not only as producers of high-technology products that offer superior value and reliability, but also a trusted source of information and assistance.

In the fall of 1997, Mr. Kobe and the Strategic Management Council created the Interactive Media Services Group (IMSG) to manage all MECA Internet, Intranet, and Extranet activities.

IMSG was chartered with the task of evangelizing the use and benefits of web technologies throughout MECA. IMSG was given centralized authority over Infrastructure, Corporate Sales and Marketing, Strategic Planning, Research and Development, Operations, Applications, Standards, and Policy and Procedure. Development of web content was to be decentralized to the individual operating companies and MECA Divisions. Hence the Internet, Extranet, and Intranet would become a MECA “Shared Service.”

MECA Internet Sales Group (ISG), formed in April 1999, holds responsibility for the brand image, commerce, and sales company integration functions for the www.panasonic.com standards and strategic plans related to the design and overall objectives of the web site.

This document has been developed to contain the basic standards, guidelines, and policy and procedure that will be enforced for all MECA Internet activities. It also contains procedures for regular review and maintenance of the standards.
1.2 Basic Policy

1. All Internet content will be hosted on the MECA “Shared Services” infrastructure as defined in this document.

2. IMSG is responsible for the implementation, maintenance, operations, and support for the MECA “Shared Services” infrastructure. IMSG will utilize MIS wherever possible as to create synergy with other IT activities.

3. IMSG will establish the standards for hardware platforms, software (including operating systems, web servers, application servers, middleware, reporting, development tools, etc.), and security.

4. The individual operating companies and MECA divisions will own all content. They have sole responsibility to ensure that all content is accurate and timely. IMSG will review all content prior to posting to the production environment to ensure compliance to all corporate standards and policies. Where appropriate, legal review may also be required.

5. Any changes that may be required to the standards must be proposed to ISG and IMSG for review. IMSG will make every effort to utilize the existing standard wherever possible to limit the variety of hardware platforms, softwares, and tools in use at MECA.

6. All content will be integrated into the existing web site at ISG’s discretion. If special attention is required for a particular site, ISG will schedule “promotional time” on the www home page. ISG maintains the content plan for the www home page including graphic presentation and scheduling. This includes feature stories and announcements. Timely events such as product introductions, trade shows, etc. will be publicized according to agreed-upon timeframes between ISG and the respective division/department.

7. The design and functionality standards of the Internet site will be determined by ISG and communicated to sales company and corporate content owners. This includes use of site-wide graphic elements, page size guidelines, browser/screen resolution standards, copyright/legal statements, etc.

8. Panasonic must own total rights to all sites developed for Panasonic by third party developers.
1.3 Policy Maintenance, Review, and Update

1. On a quarterly basis, ISG along with participating MECA operating companies and divisions will review the standards and update them as appropriate. However, if the need arises before a quarterly review, this document will be updated as necessary. Although ISG has the ultimate decision-making responsibility for the standards, all requests from the operating companies and MECA divisions will be given consideration based on their business needs.

2. ISG will be responsible for the communication of the policy and the posting of the policy on the Intranet, for internal use, and on the Internet for outside developers (http://www.panasonic.com/standards).

1.4 Service Level

- Available 7 by 24, 365 days a year. Availability required is 99%.

- Response time (28.8 modem connection during times of average site usage) / file size guidelines
  - Home Page – a total size of 50K maximum
  - Primary navigation path pages – 30 – 40K. (As a rule, primary navigation path pages should take 25 seconds for page clarity and navigation to be presented. Complete page should be presented at 35 seconds.)

- Highly graphical or interactive pages can be utilized for specific business needs with the prior approval of ISG.
1.5 Design Goals

1.5.1 Panasonic’s web site design goals

- Follow a Structure/Design that emphasizes that the site be **simple**, **fast loading**, and **easy to use**.

- Produce a unified set of services that make the web site valuable to Panasonic customers and encourage brand loyalty.

- Enhance and reinforce a consistent brand image with coordinated use of corporate logos and slogans in accordance with company guidelines for style, font size, and color.

- By the year 2000, all content must follow the recommendations of the Center for Information Technology Accommodation, a Federal organization charged with creating standards for accessibility to the National Information Infrastructure. These are straightforward and can be found at [http://www.itpolicy.gsa.gov/cita/wwwcode.htm](http://www.itpolicy.gsa.gov/cita/wwwcode.htm).

- Create a site that is consumer goal orientated, not company-based.

- Provide effective, friendly customer service.

- Provide search functionality based on metadata and page description included in each html file.

- Use intuitive and effective navigation effectiveness – three-click target.

- Site must navigate with browser graphics turned off and be accessible by text reading browser.

1.5.2 Document file system structure

- Subsites must fall logically within the folder structure hierarchy of the product category. Directories do not map to company lines.
2. WEB TEAM ROLES (BUSINESS PARTNERS, CONTENT OWNERS, DESIGN PARTNERS, IMSG, AND ISG)

CONTENTS
• Purpose
• Web Team Roles
• Meeting Plan
2.1 Purpose

The purpose of this document is to give direction and guidance, establish a minimum standard level, and clearly articulate important policies and procedures.

This document is not intended to be a comprehensive and omniscient list of regulations. Given the speed of change in Internet technologies and business practices, this document will always be evolving, and it will always be behind the evolution and development of our companies' needs and direction.

We welcome the introduction of new ideas, new technologies and new business practices. This innovation is the source of the Internet's great strength and power. We must be sure, however, that these innovations work well in our environment, to enhance, not detract from, customer satisfaction.

Therefore, it is imperative that those who are developing web content, both internal and external (i.e. agencies and vendors), work in close partnership with ISG / IMSG.
2.2 Web Team Roles

Communication between teams is key to the successful outcome of a project. Because of this, we have developed a structure of checkpoints that must be followed. All mentioned parties must attend the following required meetings and are expected to come prepared with the information noted. Bill Chilian (phone 201-348-7748) will organize these meetings. **The project will be rejected if these requirements are not met.**

Be sure to read the Workflow Processes for New Web Development and for Web Updates (located in this document) to fully understand the workflow procedure.
2.3 Meeting Plan

2.3.1 For New Web Development and Complete Rewrites:

<table>
<thead>
<tr>
<th>Meeting 1</th>
</tr>
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<tbody>
<tr>
<td><strong>When should this meeting take place?</strong></td>
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<tr>
<td><strong>Required attendees</strong></td>
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<tr>
<td><strong>Topics that need to be addressed</strong></td>
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<td><strong>Completed documents due</strong></td>
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<td><strong>When should this meeting take place?</strong></td>
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<td><strong>Required attendees</strong></td>
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<td><strong>Topics that need to be addressed</strong></td>
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<td><strong>Completed documents due</strong></td>
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<th>Meeting 3</th>
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<td><strong>Required attendees</strong></td>
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<td><strong>Topics that need to be addressed</strong></td>
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<td><strong>Completed documents due</strong></td>
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<th>Meeting 4</th>
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<tbody>
<tr>
<td><strong>When should this meeting take place?</strong></td>
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<td><strong>Topics that need to be addressed</strong></td>
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<td><strong>Completed documents due</strong></td>
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2.3.2 For Web Updates

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<th>Task</th>
<th>Responsibility</th>
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3. WORKFLOW PROCESS – NEW WEB DEVELOPMENT

CONTENTS
• Overview
• Internal Development Process
• External Development Process
3.1 Overview

The steps below are the basic elements of Content Propagation for new Internet development. These steps are outlined and described in detail in the following pages. The objective of this process flow is to detail the partnership between IMSG / ISG and MECA business units (also referred to as content owners in this document) to ensure Panasonic web sites are an effective, timely, and professional business tool. It is the responsibility of MECA content owners to ensure compliance with this policy in those cases where outside vendors are contracted. It is also imperative to understand that deviation from the process will result in delays to content posting.

3.1.1 Definition of New Web Development

A project is considered new web development if it is a totally new web site or if it includes one or more of the following areas:
3.2 Internal Development Process

IMSG has a multi-step process flow that is followed for all projects. This includes detailed plans as well as project check-and-review points. The following stages are completed for each project:

- Envisaging
- Business Analysis
- Architecture Analysis
- Project Planning
- Technical Design
- Technical Design Walkthrough
- Development
- Code Review
- Software Acceptance Testing
- User Acceptance Testing (UAT)
- Implementation
- Post Mortem

Templates for this information are available by going to:
\sccls0w5\droot\projectdocumentation\general

3.3 External Development Process

Development being performed by an external agency is broken down into seven stages and four required meetings:

- Meeting one
  - Business Analysis
  - Project Plan / Content Plan
- Meeting two
  - First Half of Development
- Meeting three
  - Second Half of Development
  - Revision & Testing
- Meeting four
  - Implementation
3.3.1 Business Analysis

Content Owners are required to gather the information for the Business Analysis and present it to ISG and IMSG at the first required meeting.

The Business Analysis phase must outline the high-level business objectives, vision and scope, and prototypes. The information that is gathered in this phase is utilized to develop the Project Plan and subsequent documents. The following information is required:

- **Vision/Scope**: High-level objective, business & functional goals, and project scope.
- **Business Goals (purpose)**: definition of objectives that the new content supports (i.e. new sales campaign, new marketing channel, etc.)
- **Metrics for measuring success in achieving business goals and for usage / performance estimates**.
- **Target Audience**: specific definition of customer set including expected usage of the information (i.e., men age 18 and older looking for electric razor products.)
- **Security requirements for accessibility to both the application and data**.
- **Anticipated usage volume, peak usage periods, and system availability (“uptime”).**
- **Aliases that are used in marketing materials must be pre-approved by ISG prior to inclusion in advertising materials. Requests should be made in writing.**

**Suggestion:**

The following list is the minimum information that needs to be gathered before the initial proposal can be prepared:

- Attributes of content including the following:
  - Sources for information
  - Maintenance schedule
  - Lifespan
  - Aliases
  - Integration (placement and linking requirements within the site)
  - Required licenses, trademarks, copyrights, confidentiality and sensitivity of content usage restrictions
3.3.2 Project/Content Plan

After meeting with ISG and IMSG, the content owners should contact the approved outside agency and document the project plan (proposal).

It is recommended that sites developed by third parties follow a methodical development process, similar to the internal development process (which is outlined in the section titled “Internal Development”.)

Regardless of the development method utilized between MECA companies and third party developers, the content owners must provide the information outlined below to IMSG before work proceeds. This information should be in writing and discussed with ISG and IMSG during the second required meeting. The third party agency is also required to attend this meeting. Approval is required before any additional application work is performed.

- Detailed content definition proposal overview
- High-level business requirements and outline how they will be met.
- Milestone plans and schedule
- Contacts and liaisons
- Application Profile document (see addendum)
- Identify licenses, trademarks, copyrights, confidentiality and sensitivity of content, usage restrictions, liabilities (i.e., permission to distribute subscription materials via the web; use of official trademarks of other companies; rights to use advertising images) (It is strongly recommended that you check with MECA Legal at this point.)
- Schedule of tasks for development, staging, and production.
- Identify hosting requirements (e.g. search, database, applications, security, etc.)
- Lists of all client-side processes. Specialized client-side requirements all need advance notification. Include items such as:
  - Necessary plug-ins or helper applications
  - The usage of scripting languages (or other client-side programming techniques) where browser compatibility issues may occur.
- Server-Side Requirements - IMSG must receive advance notification for specialized server-side requirements such as:
3.3.3 Midpoint Review Meeting

*To fulfil the third required meeting, the content owner, third party agency, ISG, and IMSG will meet halfway through the development process.* This meeting is held to discuss development status, issues, and any changes that have or may occur.

3.3.4 Development

Project development is done in this phase. This should be a cooperative effort between the sponsor (MECA content owner) and the developer (regardless of whether development is done by IMSG or certified agency).

At a minimum, the following steps should be conducted:

- Gather information and deliver to design team
- Create design template (basic design concept)
- Review and revise as necessary
- Update milestone plans and schedules

3.3.5 Developer Testing Requirements

Developer testing and Quality Assurance reviews of *all* sites/pages in accordance with IMSG technical, design and corporate standards (prior to delivery to IMSG for staging.) The developer should test:

- Browsers
- Conformance to technical and graphical guidelines
- Screen resolution
- Client testing

3.3.6 Implementation

*The fourth required meeting will take place between the content owner, third party agency, ISG, and IMSG two weeks prior to launch to finalize all issues.*

The implementation phase encompasses final reviews and integration of the content into the Panasonic web site. The steps in this process are:
**Delivery of Content**

IMSG must receive an e-mail (to POLpost@panasonic.com) including all site files and the Internet Change Request form (see addendum). If the files will be captured via FTP, the e-mail must indicate the FTP address.

Estimated size of package – This is important for disk capacity planning, since content and graphics can quickly add up to large amounts of disk volume for sites.

Acceptable File Formats – Content, which is delivered by either e-mail attachment or FTP, must be stored in the following formats:

- TAR file format. GNU or ZIP compression is recommended for larger packages.
- WINZIP files.

**Note:** Do not TAR or ZIP single files.

- Device driver ownership – The owner/supplier or device driver file(s) for FTP server downloading needs to be identified. The installation procedure from the client’s perspective should be fully tested prior to shipment. Drivers that are zipped must be done with a licensed zip program.
- Extraneous files and/or folders – Delivered content should adhere to the file system hierarchy of the target web site and should not include files or folders outside the realm of the subsite’s root area.

**Staging**

IMSG will set up on staging server. Although all efforts will be made to make the content available for review in a timely manner, we reserve five days for the staging of new content.

No files will be staged or moved to www after 2:00 p.m. on the last business day of the week.

**IMSG Q/A**

IMSG will coordinate Quality Assurance review including:

- Conformance to MECA policies, legal guidelines, corporate and expected professional standards
- Conformance to technical standards (based on technical requirements documents)
MECA Legal Approvals
MECA Legal must review all sites. There are no exceptions. Turnaround time for MECA Legal approvals depends on the availability of the related attorney. Unless pre-arranged, these reviews will be handled on a first-come, first-served basis.

Content Owner Review
Content owner reviews site to ensure:

- Site satisfies business requirements
- Overall quality
- Final approval via e-mail notification to IMSG

Production
New sites will be moved to production two business days after written approval.

3.3.7 Analysis
After deployment, content should be measured against business goals and metrics. This information should be used to modify existing content or for future project plans.

Any information that is obsolete or out of date (i.e., rebates that are listed after the promotion is ended; customer service information that is inaccurate) will be removed from the web site.
4. WORKFLOW PROCESS – WEB UPDATES

CONTENTS
• Overview
• Web Update Process
• Delivery and File Format Specifications
• Implementation
4.1 Overview

The following are the steps for updating existing content on Panasonic’s Internet sites. The objective of this process flow is to detail the partnership between Interactive Media Services Group (IMSG) and MECA business units (also referred to as content owners in this document) to ensure Panasonic web sites are effective, timely, and professional business tools. It is the responsibility of MECA content owners to ensure compliance with this policy in the event outside vendors are contracted. It is also imperative to understand that deviation from the process will result in delays to content posting.
4.2 Web Update Process

Web updates are broken down into a six stage process:

- E-mail notification of change to ISG
- Developer testing
- Delivery of completed update
- Staging
- Q/A
- Production

4.2.1 Notify ISG

Content owners/developers need to provide a list of expected updates for the upcoming week on each Friday. The list should be sent to polpost@panasonic.com. This e-mail should also include the following information if necessary:

**Specialized Server-Side Requirements**

IMSG requires advance notification for specialized server-sized requirements such as:

- Scripting and/or editing requirements.
- Database hosting, which would include creation, runtime access permissions, and ongoing record maintenance requirements.
- Search engine indexing exclusions, if required.
- Resource requirements affecting server parameters (e.g., virtual hosting, URL forwarding/aliases).
- Implementation of software such as bulletin board or chat services.

**Specialized Client-Side Requirements**

IMSG requires advance notification for specialized client-side requirements such as:

- Necessary plug-ins or helper applications.
- The usage of scripting languages (or other client-side programming techniques) where browser compatibility issues may occur.

4.2.2 Developer Testing Requirements

Developer testing and Quality Assurance reviews of all sites/pages in accordance with IMSG.
• Client testing

4.2.3 Delivery of File and File Format Specifications

IMSG must receive an e-mail (to POLpost@panasonic.com) including all site files and the Internet Change Request form (see addendum). If the files will be captured via FTP, the e-mail must indicate the FTP address.

Estimated size of package – This is important for disk capacity planning, since content and graphics can quickly add up to large amounts of disk volume for sites.

Acceptable File Formats – Content, which is delivered by either e-mail attachment or FTP, must be stored in the following formats:

• TAR file format. GNU or ZIP compression is recommended for larger packages.
• WINZIP files.

Note: Do not TAR or ZIP single files.

• Device driver ownership – The owner/supplier or device driver file(s) for FTP server downloading needs to be identified. The installation procedure from the client’s perspective should be fully tested prior to shipment. Drivers that are zipped must be done with a licensed zip program.

• Extraneous files and/or folders – Delivered content should adhere to the file system hierarchy of the target web site and should not include files or folders outside the realm of the subsite’s root area.
4.2.4 Staging
If files are received in acceptable format, the MECA content owner will be advised to review the content at http://sww.panasonic.com. If problems arise on the staging server, the MECA content owner will be notified and content must be resubmitted.

- Files received before 12:00 noon will be available for review by 5:00 p.m. the same day (see rule for last business day below.)
- Files received after 12:00 noon will be available for review by 12:00 noon the next business day.

No files will be staged or moved to www after 2 p.m. on the last business day of the week.
This allows enough time for adequate troubleshooting so bad files are not live over the weekend (which represents peak usage periods.) The only exception to this rule is the correction of an existing error. Build this element into your project plan.

4.2.5 Q/A
IMSG will coordinate Quality Assurance review including:

- Conformance to MECA policies, legal guidelines, corporate and expected professional standards
- Conformance to technical standards (based on technical requirements documents)
- Package integration within the specified hosting environment.
- Conformance with current Application Profile Document

Content that fails Quality Assurance is returned to MECA liaison and deployment schedule must be updated. IMSG does not edit files developed by outside agencies.

MECA Legal Approvals
MECA Legal must review all sites. There are no exceptions. Turnaround time for MECA Legal
**Content Owner Review**
Content owner reviews site to ensure:

- Site satisfies business requirements
- Overall quality
- Final approval via e-mail notification to IMSG

### 4.2.6 Production
Upon receiving necessary approvals, content will be moved from Staging to Production servers. Content with fixed life span will be removed on date specified unless IMSG is notified otherwise. **Pre-arranged postings will take priority.** In all other cases, packages will be prioritized on a first-come, first-serve basis.

The following service levels will be followed when the files pass all Q/A testing and install cleanly. Turnaround schedules are also dependent on the availability of the respective MECA content owner to review staged materials in a timely manner. When content fails Q/A or business review, the file(s) must be resent and the service level is revised.

- Operations notifies IMSG upon completion of the move to production
- IMSG notifies the content owner
- These updates will be added one business day after approval.

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*No files will be staged or moved to www after 2 p.m. on the last business day of the week.*
This allows enough time for adequate troubleshooting so bad files are not live over the weekend (which represents peak usage periods.) The only exception to this rule is the correction of an existing error. Build this element into your project plan.

*Note:* When legal approvals are needed, turnaround time depends on availability of the related attorney. Unless pre-arranged, these reviews will be handled on a first-come,
5. STANDARD PAGE ELEMENTS & CONTENT

CONTENTS
- Standard Page Banner
- Copyright Information and Privacy Statement
- Standard Page Type Overviews
- Content Standards
5.1 Standard Page Banner

Purpose:

- To provide a strong sense of structure to the site
- To provide a unifying Panasonic brand presence
- To provide quick access to Search, Customer Support, and Our Company

Use for 640 x 480 sites only

Banner image must be sourced from the images folder at the root level of the server. Under no circumstances should it be hard coded or be copied into sub-directories.

- [href=/images/banner_white.htm] – image map
- [href=/images/banner_black.htm] – image map
- [href=/images/banner_black.gif] – image

Use for 800 x 600 sites only
# Elements of the Banner

| **Search** | POL-wide or category-specific search page. Integration with product searches via the product catalog.  
  - For search with POL-supplied navigation: “/host/search/search_nav.html”  
  - For search without POL-supplied navigation: “/host/search/search.html” |
| **Customer Support** | All help for any customer question or problem, driver downloads, and parts & service in one place. Multiple ways to contact us tied to product category, customer type, and nature of problem/question. E-mail, phone #s, fax #s, mailing addresses for call centers, tech support, sales, and service are required. |
| **Our Company** | Info about MECA and all MECA divisions, subsidiaries and affiliated companies provided by CCD. Corporate citizenship activities at MECA and division level (KWN, etc.). Press releases, job postings. |
5.2 Copyright Information / Privacy Statement

Purpose:

- To protect Matsushita’s ownership of all content on our web site.
- To respond to customer sensitivity issues.
- To provide consistent copyright information site wide.

Copyright Information / Privacy Statement

www.panasonic.com/pol_docs/copyright-prv.html – document
Copyright image must be referenced from the images folder at the root level of the server. It should not be copied into sub-directories.

www.panasonic.com/images/copyright-prv-wht.gif – white image
www.panasonic.com/images/copyright-prv-blk.gif – black image

White image:

Copyright ©1999 Matsushita Electric Corporation of America. All rights reserved.

*** See Privacy Statement ***

Black image:
### 5.3 Standard Page Type Overviews

<table>
<thead>
<tr>
<th>Page Type</th>
<th>Description</th>
<th>Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Home Page</strong></td>
<td>Top-level page of site. Promotes Brand Image and includes “promotional” area. No scrolling. This page should be a total size of 50 K maximum.</td>
<td>ISG (Design/ Layout/ Content)</td>
</tr>
<tr>
<td><strong>Navigation Pages</strong></td>
<td>E.g. Product Catalog Business Area Pages &amp; Product Catalog Pages. Simple, fast, clear, mainly text or drop-down lists. No scrolling. Primary navigation path pages: 30 – 40K. (As a rule, primary navigation path pages should take 25 seconds for page clarity and navigation to be presented. Complete page should be presented at 35 seconds.)</td>
<td>ISG (Design/ Layout) &amp; Sales Companies (Design/Layout/ Content)</td>
</tr>
<tr>
<td><strong>Product Pages</strong></td>
<td>Includes where/how to buy &amp; get support, pricing where appropriate. Product image on top, then MSRP, features. Any category navigation in upper left area of page, (e.g., promotions, drill-downs to specs, category “home page” link, links to related accessories &amp; consumables, etc.) Minimum scrolling.</td>
<td>Sales Companies (Design/Layout/ Content)</td>
</tr>
<tr>
<td><strong>Detailed Specification Pages</strong></td>
<td>Category promotions, technology white papers, etc.</td>
<td>Sales Companies (Design/Layout/ Content)</td>
</tr>
<tr>
<td><strong>Company Information Pages</strong></td>
<td>Company information.</td>
<td>ISG (Layout/Design)</td>
</tr>
<tr>
<td><strong>Customer Support Pages</strong></td>
<td>Category-specific e-mail links, phone #s, service locator, FAQ, accessories, search. Dealer/Rep/Distributor/Reseller locator, Online commerce info.</td>
<td>ISG (Layout/Design)</td>
</tr>
</tbody>
</table>
5.4 Content Standards

5.4.1 Browser Platforms
- IE 4.0 and above
- Netscape 4.0 and above
- AOL 4 and above

5.4.2 Screen Resolution
- 800 by 600

5.4.3 Graphic & Navigation Standards

Site Wide Standards
- Standard POL Banner is required without modifications. Banner image must be sourced from the images folder at the root level of the server. Under no circumstances should it be hard coded or be copied into sub-directories.
- Horizontal navigation elements cannot be placed directly below POL banner.
- New content produced after 1/1/99 must follow U.S. government guidelines for accessibility. See the following URL: http://www.itpolicy.gsa.gov/cita/wwwcode.htm.
- Clear professional appearance.
- Graphics should be minimally used and serve a clearly defined business purpose.
- Animations, including gifs, java script, plug-ins, etc., should be minimally used and serve a clearly defined business purpose.
- Pages cannot scroll horizontally.
- Content viewable only with plug-ins or advanced browsers can only be utilized for specific business needs with the prior approval of IMSG/ISG.
- Linked to the standard copyright notice/privacy statement
• Key information and links should be viewable without scrolling. Links must load prior to graphical elements.

• Text Standards (exceptions will be made for specific business reasons)
  ▪ Font – Arial, Times New Roman, or Tahoma
  ▪ Pitch – 10 to 14

• Response time (28.8 modem connection during times of average site usage)
  ▪ Home Page – a total size of 50K maximum
  ▪ Primary navigation path pages – 30 – 40K. (As a rule, primary navigation path pages should take 25 seconds for page clarity and navigation to be presented. Complete page should be presented at 35 seconds.)
  ▪ Highly graphical or interactive pages can be utilized for specific business needs with the prior approval of ISG. These pages must be completely presented in under 45 seconds.

• Use of company names, logos, etc. is prohibited except in the Our Company area.

• Only white or black backgrounds may be used. (Text must be clearly visible on a black background and a “printable” version is required.) Additional colors may be available for use in the near future.

• No links to external sites or servers are permitted without IMSG authorization.

• Descriptive page titles, meta tags, and keywords are required. (See Document Titling Standards.) The search engine will not work effectively without such coding.

• PDFs are recommended for manuals, spec sheets, or instructional documents.

• All product categories should be integrated with the Customer Support area. Customer Support information should be made available by phone or e-mail.

Home Page / Navigation Pages
• No vertical scrolling with default browser toolbars displayed.
Product Pages

- Product image, model number, description, and key marketing information must be viewable without scrolling.

- In-category navigation must be at the left of the page.

- No more than two screens of vertical scrolling – a link to a detailed specification page should be used. (Detailed Specification pages should be used for extensive or lengthy text information, highly graphical information, animations, or advanced uses of technology.)

Information Pages

- Key marketing information must be viewable without scrolling.

- Can be an end point page.

- Detailed Specification pages can be used for extensive or lengthy text information, highly graphical information, animations, or advanced uses of technology.
Document Titling Standard


All pages submitted for posting to Panasonic Online must include both the <TITLE> (document titling) and <META> tags (keywords and summary). This is to allow predictable, consistent, and useful searching in Panasonic Online. In some cases these tags have been used, but there are several areas that need improvement.

Documents that are targeted for a potential search list must include both the <TITLE> and <META> tags available within HTML. This should be a regular part of the page development process, and should be given as much thought as how the page looks. We must make every page on the site as "search aware" as possible. Content owners (MECA division companies) must produce this copy just as they produce the copy that appears on every page, and make sure that these are included in the finished pages. Review all of your existing pages, make any necessary changes or additions, and re-submit them for posting.

Here's an example:

```
<TITLE>Panasonic Notebook Computers</TITLE>
<META name="description" content="Product summary page: Panasonic Notebook Computers for Mobile Professionals. »
<META name="keywords" content="Panasonic, computers, mobile, notebooks, laptops»
```

The title should give brief information about what is contained on the page, NOT a unit company acronym.

The META tag "description" should further explain what's in the title to invite the searcher to click through to the page.

The META tag "keywords" should list all the keywords that you want the page to be associated with. This will increase the likelihood that a page is found, particularly by an outside search engine.
6. CONTACTS

- If you are planning a site, wish to promote an activity/project on the home page, want to sell product on line, need to update an existing site, or wish to activate a URL alias, contact Bill Chilian at 201-348-7748 or e-mail chilianw@panasonic.com.

- If you are sending content for staging and have technical questions or if you have an update contact Cliff Lovas at 201-348-7895 or e-mail lovasc@panasonic.com.

- All content (files) should be sent via e-mail to polpost@panasonic.com.
7. ADDENDUM

CONTENTS

A. **Internet Change Request Form** – Form must be filled out and e-mailed to polpost@panasonic.com along with any files for hosting.

B. **IMSG System Hosting Standards** – A reference document that identifies the existing server software and hardware architectures.

C. **IMSG Application Profile Document** – A form to be completed after concluding the “Architecture Design” phase, which will identify the requirements for hosting the proposed application.

D. **IMSG Development Standards Document** – Technical standards outlining Microsoft development pertaining to Active Server Pages, includes files and data access methods.

E. **Database Design** – Naming conventions for all databases that will be called from a www.panasonic.com site.
A. Internet Change Request

The following information must be provided with each request for updates, or changes to Internet files being hosted on the Panasonic Internet Site. Please attach file to all files forwarded to POLPOST.

<table>
<thead>
<tr>
<th>Name of MECA Content Owner</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of MECA Company Site</td>
<td></td>
</tr>
<tr>
<td>Description of Update</td>
<td></td>
</tr>
<tr>
<td>New alias required? Y/N</td>
<td></td>
</tr>
<tr>
<td>If Yes What?</td>
<td></td>
</tr>
<tr>
<td>Are any Device drivers being added or updated? Are any to be deleted?</td>
<td></td>
</tr>
<tr>
<td>What is the required posting date?</td>
<td></td>
</tr>
<tr>
<td>Does this site tie to a release or event?</td>
<td></td>
</tr>
<tr>
<td>If the file is being delivered via FTP list FTP address.</td>
<td></td>
</tr>
<tr>
<td>Does the content have an expiration date?</td>
<td></td>
</tr>
</tbody>
</table>

If the update is not a complete folder refresh (i.e., all files in the folder have been modified, please indicate the following:

List of files to be added:

<p>| |</p>
<table>
<thead>
<tr>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>

List of files to be replaced:

<p>| |</p>
<table>
<thead>
<tr>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>
Internet Change Request (page 2)

List of files to be deleted:

<table>
<thead>
<tr>
<th>File Name</th>
<th>Permissions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Please list all scripts included along with proper permissions:

<table>
<thead>
<tr>
<th>Script Name</th>
<th>Permissions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## B. IMSG SYSTEMS HOSTING STANDARDS

**Objective:** To identify both hardware and software hosting standards for MECA-wide, web-based systems.

### Software Architecture Standards

<table>
<thead>
<tr>
<th>Operating System Platforms:</th>
<th>Win NT 4.0, SP5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Webserver Software:</td>
<td>Msoft IIS 4.0 w/ASP extensions</td>
</tr>
<tr>
<td>Application Server Environment:</td>
<td>Microsoft SiteServer 3.0 Commerce, SP1 +post fix</td>
</tr>
<tr>
<td></td>
<td>IBM Web Sphere JAS 2.03</td>
</tr>
<tr>
<td>Database Platform:</td>
<td>Oracle 7.3</td>
</tr>
<tr>
<td></td>
<td>MS SQLServer 6.5, SP5a</td>
</tr>
<tr>
<td>Database Connectivity:</td>
<td>MDAC 2.1 (ODBC)</td>
</tr>
<tr>
<td></td>
<td>SQLNet (Oracle)</td>
</tr>
<tr>
<td>System-to-System Interfaces:</td>
<td>HTTP/HTTPS</td>
</tr>
<tr>
<td></td>
<td>EDI</td>
</tr>
<tr>
<td></td>
<td>SMTP</td>
</tr>
<tr>
<td></td>
<td>FTP</td>
</tr>
<tr>
<td>Search Engine:</td>
<td>Infoseek Ultraseek (Inter/Extranets)</td>
</tr>
<tr>
<td></td>
<td>Excite (Intranet)</td>
</tr>
<tr>
<td>Bulletin Board (moderated BBS):</td>
<td>Radiation HyperThread</td>
</tr>
<tr>
<td>Desktop Productivity Tools:</td>
<td>Msoft Visual Interdev 6.x</td>
</tr>
<tr>
<td></td>
<td>IBM VisualAge for Java</td>
</tr>
<tr>
<td>Language environments:</td>
<td>HTML 3.2/4.0</td>
</tr>
<tr>
<td>Client-side:</td>
<td>.javascript/Vbscript</td>
</tr>
</tbody>
</table>
Hardware Architecture Standards (IMSG)

<table>
<thead>
<tr>
<th>Windows NT Servers:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Vendor:</strong> IBM</td>
</tr>
<tr>
<td><strong>Model:</strong> NetFinity 5500/7000’s (or most current)</td>
</tr>
<tr>
<td><strong>CPU:</strong> 2/4 x 450 MHz Xenon (or most current)</td>
</tr>
<tr>
<td><strong>Memory (Total RAM):</strong> 1-2 GB</td>
</tr>
<tr>
<td><strong>HDD:</strong> 30-50 GB (RAID 5)</td>
</tr>
</tbody>
</table>

**Notes:**
- Configurations may vary depending upon the machine’s utility
- Webservers (entrypoints) will be lower-capacity machines
- Application/Database/Middleware servers will be medium to higher-capacity
C. MECA Web Application Profile

<table>
<thead>
<tr>
<th>Application Name:</th>
<th>Development Start Date:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Unit/Sponsor:</td>
<td>Production Date:</td>
</tr>
<tr>
<td>Business Analyst:</td>
<td>SR #:</td>
</tr>
<tr>
<td>IT Project Manager:</td>
<td>Today’s Date:</td>
</tr>
</tbody>
</table>
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### Application Description and Usage

**Application Description:** Briefly describe the goals of the application, and how it fits into the organization’s overall strategy:

**Usage Requirements** (Estimated values)

<table>
<thead>
<tr>
<th>Time Period</th>
<th># Concurrent Users</th>
<th>Total # Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Within 1 Year</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Beyond 1 Year</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Frequency of Use**

<table>
<thead>
<tr>
<th></th>
<th>Daily:</th>
<th>Weekly:</th>
<th>Random:</th>
</tr>
</thead>
</table>

**User Community**

- Extranet:  
- Intranet:  
- Internet:  

*Indicate all that apply*
Application Security

Describe the security requirements for protecting both the application and data (e.g., authentication/authorization, encryption):

Application Information Flow

High Level Process Flow

Please Sketch Information flow with procedure descriptions: (If available attach diagram)
Application Interfaces

Please describe the data flows into and out of the application in the table below:

<table>
<thead>
<tr>
<th>External System</th>
<th>Name of the external application and system that is the source or target of the data</th>
</tr>
</thead>
<tbody>
<tr>
<td>CRUD</td>
<td>Create, Read, Update or Delete This application’s data</td>
</tr>
<tr>
<td>Type</td>
<td>Type of Interface (EDI, FTP, Disk, Tape, sockets, Message Queue, or Specify)</td>
</tr>
<tr>
<td>Vol</td>
<td>Volume of data, in MB</td>
</tr>
<tr>
<td>Freq</td>
<td>Frequency of Transfer – daily, weekly, real-time, etc.</td>
</tr>
<tr>
<td>Comments</td>
<td>Additional Comments</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>External System</th>
<th>CRUD</th>
<th>Type</th>
<th>Vol</th>
<th>Freq</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Hosted Architecture

What environment(s) are required to host the runtime application?

<table>
<thead>
<tr>
<th>Tier</th>
<th>Requirement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Client (e.g., Browser versions)</td>
<td></td>
</tr>
<tr>
<td>Application (Deployment requirements on server-side: e.g., JRUN, IIS/ASP, Search engine)</td>
<td></td>
</tr>
<tr>
<td>Database (RDBMS, e.g. Oracle)</td>
<td></td>
</tr>
</tbody>
</table>
### SLA’s and Other System Information

<table>
<thead>
<tr>
<th><strong>Time(s) of User Availability</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>(e.g., 6 x 18, Mon – Sat)</td>
<td></td>
</tr>
<tr>
<td><strong>Maximum Allowable Scheduled Downtime</strong></td>
<td></td>
</tr>
<tr>
<td>(e.g., 2 Hrs on Sundays)</td>
<td></td>
</tr>
<tr>
<td><strong>Advance Notification Requirements for Scheduled Downtime</strong></td>
<td></td>
</tr>
<tr>
<td>(e.g. 1 day minimum)</td>
<td></td>
</tr>
<tr>
<td>If known, indicate the URL entrypoint for the application</td>
<td></td>
</tr>
<tr>
<td>If a new DNS entry is required, specify the <em>host.domain</em> name(s)</td>
<td></td>
</tr>
<tr>
<td><strong>Site Reporting Requirements (URL Reports)</strong></td>
<td></td>
</tr>
<tr>
<td># Top Page Access</td>
<td></td>
</tr>
<tr>
<td><strong>Frequency Report</strong> (weekly/monthly/yearly)</td>
<td></td>
</tr>
<tr>
<td><strong>Links to Other Outside Sites? (y/n)</strong></td>
<td></td>
</tr>
<tr>
<td>If Yes Indicate URL’s</td>
<td></td>
</tr>
</tbody>
</table>

### Application Package Information (External)

<table>
<thead>
<tr>
<th><strong>Package Name and Current Version</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Vendor</strong> (Dept. name if internal)</td>
<td></td>
</tr>
<tr>
<td><strong>Contacts</strong></td>
<td></td>
</tr>
</tbody>
</table>
Additional Package Comments (strengths, weaknesses)
# D. IMSG Development Standards Document

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Naming Conventions

Variables

Variables are named after the Microsoft standard. All variables are named after their appropriate data type. Names will contain a prefix of 1-4 characters, and some will contain a suffix. Variables will be mixed case with no spaces and each word will have a capital letter. Variables MUST NOT contain underscore or hyphens in their names. Variables will be named according to what they describe. If you are using a counter, call it intCounter, not intX. And all variables, no matter how small or insignificant they seem, will follow suit. There will be no variables named x, y, i, or the like. There is no limit to the length of the name, within reason.

The goal is that another developer should be able to look simply at the variable name and determine what type it is and what data it holds.

<table>
<thead>
<tr>
<th>Data Type</th>
<th>Prefix</th>
<th>Suffix</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>String</td>
<td>str</td>
<td>strFirstName, strStreetAddress1</td>
<td></td>
</tr>
<tr>
<td>Integer</td>
<td>int</td>
<td>intIndex, intCounter, intX</td>
<td></td>
</tr>
<tr>
<td>Double</td>
<td>dbl</td>
<td>dblTotal, dblAmountReceived</td>
<td></td>
</tr>
<tr>
<td>Long</td>
<td>lng</td>
<td>lngModelID, lngUserID</td>
<td></td>
</tr>
<tr>
<td>Character</td>
<td>chr</td>
<td>chrX, chrMyChar</td>
<td></td>
</tr>
<tr>
<td>Flag</td>
<td>flg</td>
<td>flgOrderExists, flgAdmin</td>
<td></td>
</tr>
<tr>
<td>Boolean</td>
<td>bool</td>
<td>boolExists, boolMoreRecords</td>
<td></td>
</tr>
<tr>
<td>Object</td>
<td>o</td>
<td>oModel, oPage, oOrderForm</td>
<td></td>
</tr>
<tr>
<td>Recordset</td>
<td>o</td>
<td>RS oModelRS, oAttributeRS</td>
<td></td>
</tr>
</tbody>
</table>

Form Elements

Form Elements will also be named after the Microsoft standard. All elements are named after their appropriate element type. Names will contain a prefix of 1-4 characters. Elements will be mixed case with no spaces and each word will have a capital letter. Elements MUST NOT contain underscore or hyphens in their names. Elements will be named according to what data they hold or describe. If it is a text box that holds a user’s first name, call it txtFirstName. Do not name form elements after database fields. They should be readable. There is no limit to the length of the name, within reason.
## Functions and Subroutines

All Functions and Subroutines, whether client-side or server-side will follow a very specific naming convention. All functions will be named after the task they perform. Functions will be mixed case with no spaces and each word will have a capital letter. Functions MUST NOT contain underscore or hyphens in their names. Functions should be clearly and concisely named and readable. There is no limit to the length of the name, within reason.

The goal is that another developer should be able to look simply at the function name and determine what function is performs.

Examples: PerformSearch(), IsValidElement(), Cancel(), GetFormElements()

## Database Elements

Database elements are not free from standards either. It is very important that you adhere to the standards listed below for database elements, because it will allow future developers and DAs and DBAs to easily pick up where you left off.

Tables are to be named according to the Panasonic standards set out by the DB group. These are very specific. They include the underscore character and abbreviated terms.

Stored Procedure names are a little more flexible. Stored procedures should correspond to a COM object that calls them. If not, they correspond to a specific group of functions or a specific piece of functionality. They also should be named clearly and concisely.
Files

All files, whether they be ASP Scripts, images, or otherwise, will follow a distinct naming convention. Files will be named after the screen, action, or picture they describe. Names will be mixed case with no spaces and each word will have a capital letter. Files MUST NOT contain underscore or hyphens in their names. There is no limit to the length of the name, within reason.

For ASP Scripts, the files should be a strong representative of either what the screen does or what the script does (if the ASP has no front-end associated with it).

For images, the files will have a prefix depending upon what type of image it is. Types include titles, buttons, etc.

The goal is that another developer should be able to look simply at the file name and determine what the screen or script does.

<table>
<thead>
<tr>
<th>File Type</th>
<th>Prefix</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASP Screen</td>
<td></td>
<td>UserSearch.asp, UserSearchResults.asp, ViewBasket.asp</td>
</tr>
<tr>
<td>ASP Script</td>
<td></td>
<td>SaveUser.asp, DeleteUser.asp, UpdateBasket.asp</td>
</tr>
<tr>
<td>Image – Title</td>
<td>T</td>
<td>TUserAdministration.gif</td>
</tr>
<tr>
<td>Image – Button</td>
<td>B</td>
<td>BCancel.gif</td>
</tr>
<tr>
<td>Image – Other</td>
<td></td>
<td>ImageName.gif</td>
</tr>
</tbody>
</table>
Comments and Documentation

All files, whether ASP, HTML, COM, or otherwise will strictly adhere to commenting and documentation standards. Every file will include a commented out piece of documentation at the very top of the page that includes the following information: File Name, Author, Date Created, Description and Revision History.

**Example of Code Header:**

```<%  '*******************************************************************  
| FileName     MyFileName.asp  | Author    Author's Full Name  |
| DateCreated  8/1/1999        | Description This screen will capture search criteria for a user and execute a |
|              '               | script that will search the database for users. |
| Revision     8/3/99 Joe Doe modified the script to validate the search fields |
|              '             |                                                                                     |
%>```

All code should contain proper in-line comments. The standard is that every logical block of code gets its own line of comment that describes the action that is taking place. In most cases, this will be EACH INDIVIDUAL line of code. Comment AS YOU GO, not afterwards. Remember, the point of this is so that the next developer can pick up your code will have no issues with trying to figure out what you’re doing.

In addition to single line commenting, any pieces of code that you feel were difficult to write or contain strange or abnormal logic or behavior should receive extra attention with commenting. Devote an entire block of comments to it describing what you’re doing and why.

**Examples of Commenting:**

Declare all local variables

Dim intIndex, intCategoryID, strURL, strCondition, strSKU, strDescription, fltPrice
Set oPage = Server.CreateObject("Commerce.Page")

'Get information from Request object
intCategoryID = oPage.RequestNumber("txtCategoryID",0)
strCondition = oPage.RequestString("Condition","Okay")
strSKU = oPage.RequestString("SKU","")
strDescription = oPage.RequestString("Description","")

'Get parent category object
Set oShop = Server.CreateObject("Shop.Component")
Set oCategoryRS = oShop.CategoryRetrieve(oAppSettings.ConnectionString,
intCategoryID)

'Get list of categories (DSN, CategoryID, RoleID, WithRules)
'Passing 1 in for WithRules will return all children categories that are buyable and
viewable
Set oCategoryListRS = oShop.GetChildren(oAppSettings.ConnectionString,
intCategoryID, intRoleID, 1)

'Check to see if there are no categories for this parent. If so, call the ListModels page.
If intRowCount = 0 Then
    strURL = "~/EmployeePurchase/Scripts/SearchByCategory/ListModels.asp?"
    Response.Redirect(strURL)
End If

'Init counter
intIndex = 0

**Indentation**

All code will conform to indentation standards as well. All indentation is done with the
TAB. Scripting code in VBScript and Javascript as well as HTML will be indented.

**ASP Example:**

<% 'All code is indented at least one tab. NO CODE sits directly on the MARGIN except the 'tags
    ‘Constructs example
%>

**Javascript Example:**

//comments go before function to describe function
function GetFormElements()
{
    //Code is immediately indented and does not sit at the { level
    for (intIndex =0; intIndex < 10; intIndex++)
    {
        if (intIndex == 8)
        {
            //Code goes here, always indented with TAB
        }
    }
}

**HTML Example:**

<BODY>
<TABLE>
<TR>
<TD>
   <FONT>
   Text goes here
   </FONT>
</TD>
</TR>
</TABLE>
</BODY>
Include Files

There is an entire library of include files that have been written that contain Subroutines and Functions both in VBScript for use on the server-side and Javascript for use on the client-side. Some of these files are there as a reference in case you are looking for a function that is already written. Others are MANDATORY in their use.

<table>
<thead>
<tr>
<th>File Name</th>
<th>Mandatory</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Header.asp</td>
<td>Yes</td>
<td>Used for security. Checks Session(&quot;Active&quot;) property to see if you have a Session. Session(&quot;Active&quot;) property is set only when user has properly been authenticated</td>
</tr>
<tr>
<td>AppSettings.asp</td>
<td>Yes</td>
<td>Contains a dictionary object called AppSettings that contains a host of properties that are application-wide. Includes things such as ConnectionString, system paths, etc.</td>
</tr>
<tr>
<td>CommonServer.asp</td>
<td>No</td>
<td>Contains a bunch of VB functions that perform tasks you would normally find yourself writing</td>
</tr>
<tr>
<td>UIObjects.asp</td>
<td>Yes</td>
<td>Contains a series of dictionary objects that represent a User Interface with properties that are maintained once and used throughout. Examples include an AppSpace object, which maintains screen width, background color etc. and Label object which is used for table cells which represent labels for data fields.</td>
</tr>
<tr>
<td>CommonClient</td>
<td>No</td>
<td>Contains a bunch of Javascript functions that perform tasks you would normally find yourself writing</td>
</tr>
<tr>
<td>FormValidation</td>
<td>Yes</td>
<td>Contains a method IsValidElement and all the logic behind (Javascript routines) to properly validate any form element type on the client-side</td>
</tr>
</tbody>
</table>

Placement and Organization

How you organize your code and the placement of routines must conform to a specific standard. All ASP files must contain a comment header and an OPTION EXPLICIT tag. All variables are to be declared in the first part of the ASP VBScript code. Variables
<!--#include files for all server-side functions go here -->
<!--#such as Header.asp, AppSettings, CommonServer, and UIObjects -->
<%
'Comment Header: includes name of file, author, etc.
%

<% OPTION EXPLICIT %>

<!--include files for all server-side functions go here -->
<!--such as Header.asp, AppSettings, CommonServer, and UIObjects -->
<%
'Declare all variables
'WeCreate objects
'Get elements from Request object
'Perform all needed data operations or what not
%

<HTML>
.
.
.
<BODY>
  HTML tags go here with imbedded ASP tags to write out data, etc.
</BODY>
</HTML>

<SCRIPT>
    //Javascript functions go here
</SCRIPT>

<!--include files for all client-side functions go here -->
<!--such as CommonClient.asp and FormValidation.asp -->

</HTML>

<%
Other Practices

The following additional practices or guidelines must also be adhered to:

- Developers should follow best coding practices.
  - Be efficient; think about how to perform your tasks the fastest way possible
  - Be neat; remember that somebody WILL pick up your code after you
  - Do not declare variables you do not use
  - Do not duplicate something that somebody else has already done

- Follow the Technical Specification. If something is unclear, get in touch with the designers to find out the answers to your questions BEFORE you do the work.

- All Data Access to SQL Server WILL be done using calls to Stored Procedures. There will be NO embedded SQL anywhere throughout any ASP code or COM code (except on an exception basis – with reason).

- All code will go through a review process with the designers. Your code will be reviewed at a granular level, and your work must hold up to the standards listed in this document.
E. Database Design

If outside developers are creating databases as part of their site development, this task must be done in conjunction with the MIS Database Group to conform with standards and DB software versions.

A Data Architect will create a data diagram based on the Business Requirements provided by the development team. A Database Architect will then create the physical database model/structure. It will be the responsibility of the developer to populate the database according to the approved DB structure.

The following is a required naming structure for outside developers to follow when creating a database.

- Company Acronym – 4 characters
- Descriptive name – 4 characters
- Web platform (internet or intranet) – 1 character
- Version (test or production) – 1 character

For example: A PHCC site with a recipe database for www on test server would be called:

PHCCRCPEWT

PHCC – company acronym
RCPE – descriptive name
W – web platform WWW
T – Server version

For example: A PHCC site with a recipe database for www on the production server would be called:

PHCCRCPEWP

PHCC – company acronym
RCPE – descriptive name
W – web platform WWW
P – Production version