

Homepage & Homepage Hero

Overview

The Homepage consists of two separate content entries:

1. The “Homepage” entry
2. The “Homepage Hero” entry, added to the Homepage via reference

It is broken into two separate parts to allow for a simple transition between the “Normal” version and the “Storm” version of the Homepage. Because storm situations often occur with little warning, we can store the “Storm” version of the Homepage Hero separately and replace it when necessary. Everything below the Hero will remain unchanged.

⚠ Take care to adhere to the character count recommendations when customizing the Homepage and Homepage Hero. Keeping the character count under the recommended limit will ensure that the content can be seen by all users on all platforms.

Homepage

The Homepage Entry is where all of the promotional links can be added to the Homepage. Similar to Related Content and Referenced Entries in Collections, much of the content that appears on the Homepage can be found in the Summary Information of the Referenced Link.

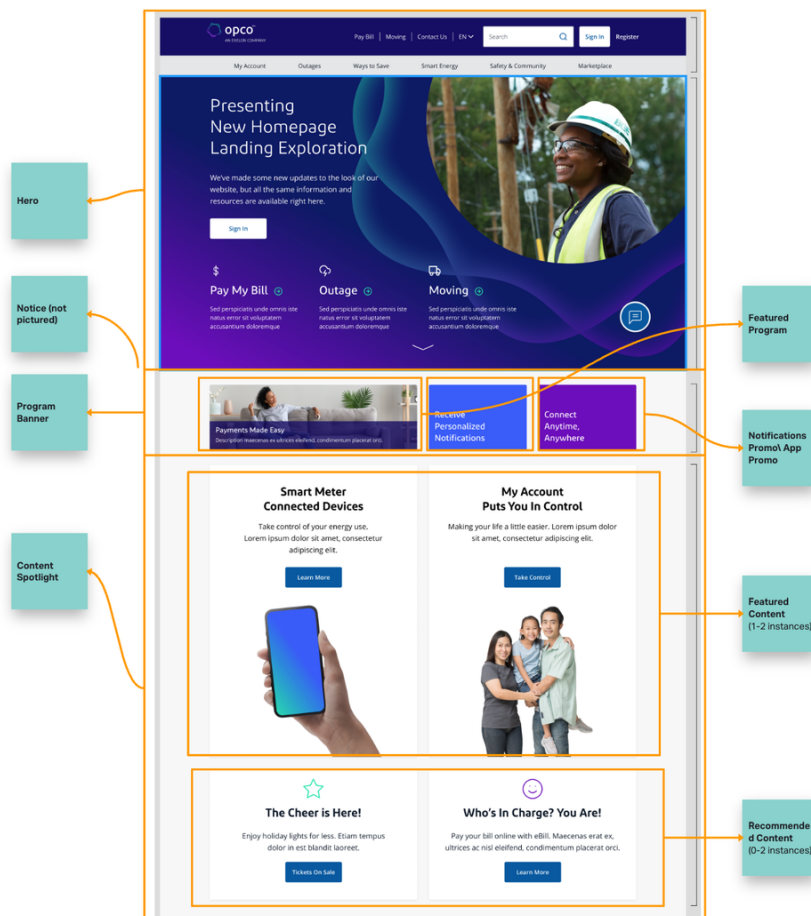


Diagram of how each field group relates to its display as of May 2023

Title

Because we get the Homepage Title text from the Hero, this isn't ever displayed. You can name the entry whatever you want!

URL

This will always be "/". Please don't change this.

Hero

A reference field to a single Entry of the "Homepage Hero" Content Type. This is where the information for the top of the Homepage as it appears on the web and mobile is contained.

Announcement

Rich text field for legal, regulatory, or otherwise extremely important information that we want to feature prominently on the Homepage.

Title (required)

Type something...

URL (required)

Type something...

Use a relative path. For example, enter "/about" for the about page.

Hero

Choose existing entry or Create new entry

Announcement

B **I** **U** ... |

The top of the "Homepage" entry editing screen as of May 2023

Program Banner and Content Spotlight Overview

The Program Banner and Content Spotlight are highly customizable fields driven by "Link" references to other customer opportunities. For each field group, you'll find a table with the following information:

Field Name	Description	Homepage Content Specs	Free?
Gives the name of the field	An overview of the field	Some tips on what to include or look out for. Some of the boxes on the homepage are small, so to make sure the users get the full effect of the content, please make sure any Referenced Summary Information Content meets the guidelines specified here, or be sure to customize the content in the available fields	<div><div>YES</div> = the front end can get this content from the Referenced Link if the key field is filled in in the Summary Information</div> <div><div>NO</div> = no such content can be found in the Link's Summary</div>


			Information. You'll need to add this content yourself.
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Program Banner

The Program Banner is a space for promoting a program and sharing links to a couple of key enrollment opportunities for users. While these fields do support the use of the Content Spotlight, because of the limited display area in this section, much of the content here may need to be manually updated on the Homepage directly.

Featured Program

Intent: drive enrollment in (or traffic to) a program.

Field Name	Description	Content Recommendations	Free?
Title	The name of the program	46 characters or fewer	YES
Description	A brief description of the program	56 characters or fewer	YES
Image	An image that represents the program	See: 	YES
Link	Reference to the destination entry		

Promo Links

Intent: drive enrollment in key initiatives that improve the user experience. There are two of these (Promo Link 1 & Promo Link 2)

Field Name	Description	Content Recommendations	Free?
Promo Text	Text to entice the user to click into the promotion	42 characters or fewer	NO
Link	Reference to the destination entry		

Program Banner

Featured Program

Title

Type something...

Description

Type something...

Image

Choose a file

or

Upload a new file

Link

Choose existing entry

or

Create new entry

Promo Link 1

Promo Text

Type something...

Link

Choose existing entry

or

Create new entry

Promo Link 2

Promo Text

Type something...

Link

Choose existing entry

or

Create new entry

The “Program Banner” field group as of May 2023

Content Spotlight

The Content Spotlight is the primary panel for featuring promotional material. Once a “Link” reference is added, the front end will be able to pull all of the necessary content from the Link’s “Summary Information” to display on the front end. However, because of the promotional nature of the space, almost all of the content is customizable inline as well, and can be overridden using the supplied fields if necessary. Though it’s recommended to keep this content in sync whenever possible.

Content Spotlight

Featured Content

This group is empty. [Add a group entry.](#)

Recommended Content

This group is empty. [Add a group entry.](#)

The “Content Spotlight” entry editing screen as of May 2023

Featured Content

Intent: prominently feature important content pieces for marketing and/or promotional campaigns (limit two instances of two items each).

Field Name	Description	Content Recommendations	Free?
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Title	The name of the content piece	46 characters or fewer	YES
Description	A brief description of the content piece	56 characters or fewer	YES
Image	An image that represents the content piece	See: Home Guidance	YES
Call to Action	Text that appears on the button	15 Characters or fewer	YES
Link	Reference to the destination entry		

Instance 1 ^

Featured Content 1 ^

Title

Type something...

Description

Type something...

Image

Choose a file or Upload a new file

Call to Action

Type something...


Link

Choose existing entry or Create new entry

The “Featured Content” entry editing screen as of May 2023

Recommended Content

Intent: recommend helpful content pieces for users (limit two instances of two items each).

Field Name	Description	Content Recommendations	Free?
Title	The name of the content piece	46 characters or fewer	YES
Description	A brief description of the content piece	56 characters or fewer	YES
Icon	An icon that represents the content piece	See: 	YES
Call to Action	Text that appears on the button	15 Characters or fewer	YES
Link	Reference to the destination entry		

The “Recommended Content” entry editing screen as of May 2023

Homepage Hero

The Homepage Hero Entry is where all the of the primary user actions are contained on the Homepage. Multiple versions of the Homepage Hero can be stored independently, so that we deploy a “Storm Version” of the Hero when necessary.

- ⓘ While there is room for customizability in the text and imagery surrounding the actions featured on the Hero, the actions themselves were established through thorough user testing should remain consistent across OpCos.

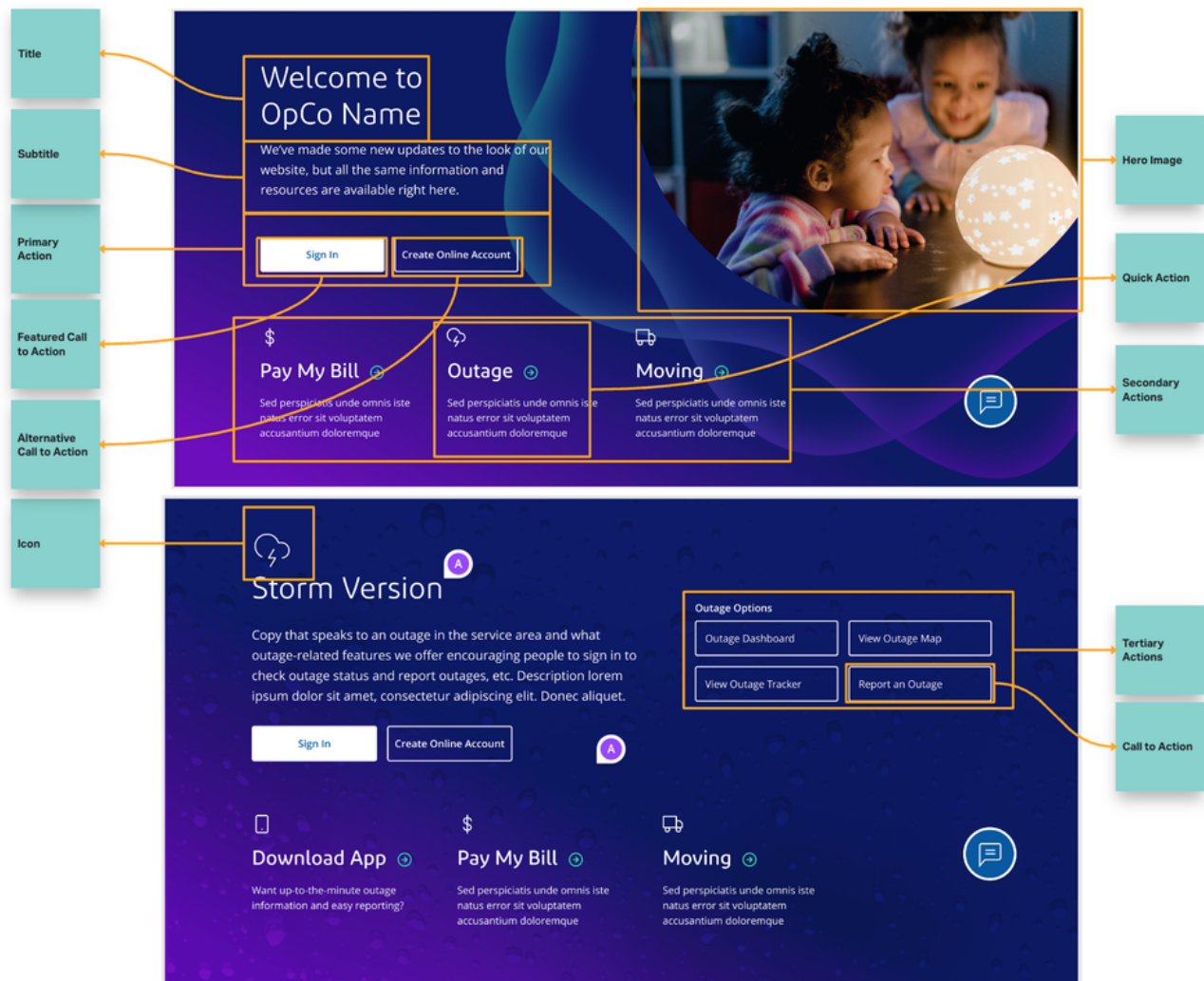


Diagram of how each field group relates to its display as of May 2023

Field Name	Description	Content Recommendations	Free?
Title	The name of the content piece	While this is the <i>can</i> serve as the default title, you can name this anything you want and then use the "Display Title" Field to control what the customer see.	
Display Title	The title or headline that appears in the Homepage Hero	46 characters or fewer	
Subtitle	An icon that represents the content piece	237 characters or fewer	
Short Subtitle	Text that appears on the button	TBD	
Hero Image	An image to capture the feeling or theme of the Homepage	Do not include an Icon <i>and</i> a Hero Image	
Icon	An Icon to capture the feeling or theme of the Homepage	Do not include an Icon <i>and</i> a Hero Image	

Title (required)

Type something...

Display Title

Type something...

Subtitle

Type something...

Short Subtitle

Type something...

Hero Image

Choose a file

 or

Upload a new file

Icon

Choose existing entry

Primary Action


Intent: the two primary actions in the Homepage hero. These are prompts to do the things that will be most helpful to our customers at all times.


Featured Call To Action

Field Name	Description	Content Recommendations	Free?
Call To Action Text	A brief description of the content piece	15 Characters or fewer	YES
Reference	Reference to the destination entry	This should be a reference to an Entry that initiates the "Sign in" user flow	

Alternative Call To Action


Field Name	Description	Content Recommendations	Free?
Call To Action Text	Text that appears on the button	15 Characters or fewer	YES
Reference	Reference to the destination entry	This should be a reference to an Entry that initiates the "Create a new account" user flow	


Primary Action
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Featured Call to Action
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Call to Action Text

Reference


Alternative Call to Action
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Call to Action Text


Reference

Secondary Actions

Intent: a group of Quick Actions that gives users easy access to the most common tasks (limit three instances).


 Default titles for the quick actions are data-driven and should not be changed except in collaboration with the NextGen team.

Field/Group Name	Description	Content Recommendations	Free?
Section Title	The name of the Section	TBD	
Quick Action			
Title	The name of the Action	17 characters or fewer	YES
Description	A brief description of the action	142 characters or fewer	YES
Icon	An Icon to capture the feeling or theme of the Action		YES
Reference	Reference to the destination entry		


Secondary Actions
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✕

Section Title

Type something...


Quick Action
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Instance 1
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Title

Type something...

Description

Type something...

Icon

Choose existing entry

Reference

Choose existing entry

Tertiary Actions

Intent: a group of simple Calls to Action that gives users easy access to the most common tasks during storms (limit four instances).

Field/Group Name	Description	Content Recommendations	Free?
Section Title	The name of the Section	TBD	
Call to Action			
Call to Action Text	Text that appears on the button	15 Characters or fewer	YES
Reference	Reference to the destination entry		



Tertiary Actions ^



Section Title

Type something...

Call to Action ^

Instance 1 ^

Call to Action Text

Type something...

Reference

Choose existing entry