

Process Flows, Wire Frames

PepsiCo

3822 AMP Preference Center Project

Version 1.1

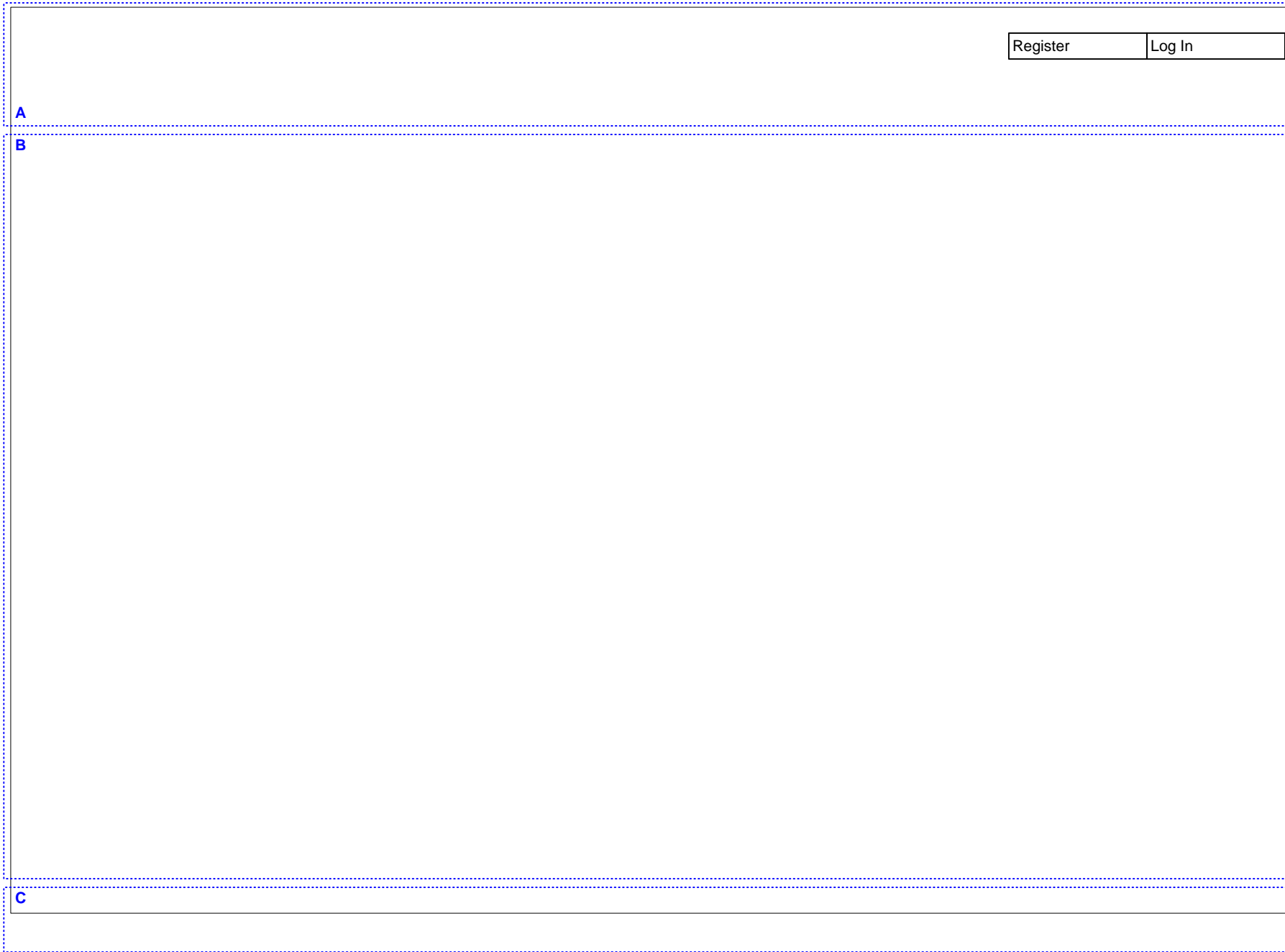
Wednesday, May 28, 2008

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Change Tracking

Version Number	Author	Date
Version 1.0 Initial document created	Sonya Witt	May 6, 2008
Version 1.1 Updated based on internal review	Sonya Witt	May 13, 2008
Version 1.2 Changes requested after initial client review	Sonya Witt	May 19, 2008



- A. Global Navigation
- B. Content Area
- C. Footer

Client: Pepsi **IA:** S. Witt

Project: 3822 AMP Preference Center Project

New Member Registration

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam viverra metus non nisi. Integer aliquet sem at quam. Sed eu diam. Etiam gravida, nisi sed dapibus convallis, odio tellus sagittis risus, nec dictum dui magna sed elit. Sed ut nisl. Etiam nulla est, rutrum in, lobortis quis, consectetur id, augue. Nam elementum. Aliquam dignissim nunc ac ante tempor dapibus. Aenean egestas. * = Required field.

** Notice of error(s) will appear here

Date of Birth: *

Email Address: *
[\(Why we ask\)](#)

Retype Email Address: *

Submit

[Already a member? Click here to update your profile.](#)

Client: PepsiCo

IA: S. Witt

Project: 3822 AMP Preference Center Project

New Member Registration

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam viverra metus non nisi. Integer aliquet sem at quam. Sed eu diam. Etiam gravida, nisi sed dapibus convallis, odio tellus sagittis risus, nec dictum dui magna sed elit. Sed ut nisl. Etiam nulla est, rutrum in, lobortis quis, consectetur id, augue. Nam elementum. Aliquam dignissim nunc ac ante tempor dapibus. Aenean egestas. * = *Required field*.

** Notice of error(s) will appear here

Date of Birth: *

Email Address: *
[\(Why we ask\)](#)
 Error message

Retype Email Address: *
 Error message

[Already a member? Click here to update your profile.](#)

- Error message(s) should appear below the item(s) in error.
- Error example page for error messaging on all pages.

We're Sorry

You do not meet the requirements to register with AMP Energy. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam viverra metus non nisi. Integer aliquet sem at quam. Sed eu diam. Etiam gravida, nisi sed dapibus convallis, odio tellus sagittis risus, nec dictum dui magna sed elit. Sed ut nisl. Etiam nulla est, rutrum in, lobortis quis, consectetur id, augue. Nam elementum. Aliquam dignissim nunc ac ante tempor dapibus. Aenean egestas. Donec ante ipsum, hendrerit eu, consequat vitae, facilisis et, sapien.

- This message could be delivered as an error message on 1.0 Email Entry + DOB. Text should not reveal to the user that age is the reason they are not allowed to continue with AMP Energy registration.

Client: PepsiCo

IA: S. Witt

Project: 3822 AMP Preference Center Project

Your Email Address Has Already Been Registered

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam viverra metus non nisi. Integer aliquet sem at quam. Sed eu diam. Etiam gravida, nisi sed dapibus convallis, odio tellus sagittis risus, nec dictum dui magna sed elit. Sed ut nisl. Etiam nulla est, rutrum in, lobortis quis, consectetur id, augue. Nam elementum. Aliquam dignissim nunc ac ante tempor dapibus. Aenean egestas. Donec ante ipsum, hendrerit eu, consequat vitae, facilisis et, sapien.

Sign In

- Selecting the "Sign In" (wording FPO) option on this page will redirect the user to 2.0 Profile Manager Sign In.

New Member Registration

Please take a moment to provide the optional information below... Lorem ipsum dolor sit amet, consectetur adipiscing elit. * = *Required field*.

** Notice of error(s) will appear here

Birth Date: MM DD YYYY

Email Address: email@address.com

Country: * 
[\(Why we ask\)](#)

Zip Code: *
[\(Why we ask\)](#)

Password: *
[\(Why we ask\)](#)

Retype Password: *

I want to receive these newsletters:

(Check / uncheck to subscribe / unsubscribe.)

You may opt-out at anytime... Lorem ipsum dolor sit amet.

AMP Energy:

Dewsletter:

Cancel

Continue

- Provide information indicating opt-out method through promotional emails received or through profile manager.
- Error message(s) should appear below the item(s) in error in an alternate color.
- Cancel goes back to 1.0

Client: PepsiCo

IA: S. Witt

Project: 3822 AMP Preference Center Project

New Member Registration

Please take a moment to provide the optional information below... Lorem ipsum dolor sit amet, consectetur adipiscing elit. * = Required field.

Birth Date: MM DD YYYY

Email Address: email@address.com

Country: United States

Zip Code: 00000

I want to receive these newsletters:

You may opt-out at anytime... Lorem ipsum dolor sit amet.

AMP Energy: ✓

Dewslatter: ✓

Image Placeholder
(Captcha)

[What's this?](#)

Enter image text

Cancel

Continue

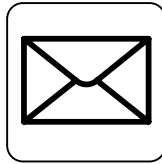
- Provide information indicating opt-out method through promotional emails received or through profile manager.
- Cancel goes back to 1.3
- Incorrect Captcha generates error message

Client: PepsiCo

IA: S. Witt

Project: 3822 AMP Preference Center Project

- Include verbiage for opt-out methods through this and future emails in addition to opting out through profile management.

	<p>SUBJECT: AMP Energy FROM: AMP Energy (noreply@ampenergy.com)</p> <p>Sent: Thu 05/09/08 10:10 AM To: useremail@emailaddress.com</p>
<p>EMAIL BODY COPY:</p> <p>Copy welcoming user to AMP Energy, thanking them for becoming a member, and telling them what they can expect in the future in terms of communications from AMP Energy (coupons, news, etc.).</p>	

Client: PepsiCo **IA:** S. Witt

Project: 3822 AMP Preference Center Project

Thank you for registering!

Please take a moment to provide the optional information below... Lorem ipsum dolor sit amet, consectetur adipiscing elit. * = *Required field*.

** Notice of error(s) will appear here

First Name:

Last Name:

Address:
[\(Why we ask\)](#)

City:
[\(Why we ask\)](#)

ST:

Gender: Male Female

Phone Number:
[\(Why we ask\)](#)

Which of these beverage brands do you drink most often?

Interests: (check all that apply)
[\(Why we ask\)](#)

NASCAR: Sweepstakes:

NHL: Coupons:

Action Sports: Video Games:

I want to receive updates via SMS on my mobile phone.

Mobile Phone Number:
[\(Why we ask\)](#)

Mobile Carrier:
[\(Why we ask\)](#)

Skip

Continue

- If Country selected is not US, State is not required.
- State drop-down will be populated with the Country Subdivision codes for the Country selected, and if country selected is US the required status will change.
- The Mobile Phone Number and Mobile Carrier fields will be hidden until SMS / Mobile Phone Opt-in is selected.
- Mobile Phone Number is required and required status should change if SMS / Mobile Phone Opt-in is selected.
- Mobile Carrier is required and required status should change if SMS / Mobile Phone Opt-in is selected.
- Provide information indicating opt-out method through promotional emails received or through profile manager.
- Skip button (FPO) returns user to AMP main page or to the next step in a promotion from which they were prompted to register.
- Error message(s) should appear below the item(s) in error.

Client: PepsiCo

IA: S. Witt

Project: 3822 AMP Preference Center Project

Please Confirm Your Information

Please confirm the optional information below... Lorem ipsum dolor sit amet, consectetur adipiscing elit. * = *Required field*.

** Notice of error(s) will appear here

First Name: First Name

Last Name: Last Name

Address: Address

City: City

ST: ST - State

Gender: Male

Phone Number: 214-555-5555

Which of these beverage brands do you drink most often?

Diet Pepsi

Interests: (check all that apply)

NASCAR: ✓ Sweepstakes: ✓

NHL: ✓ Coupons: ✓

Action Sports: ✓ Video Games: ✓

I want to receive updates via SMS on my mobile phone.

Mobile Phone Number: 214-555-5555

Mobile Carrier: My Carrier

Back

Continue

- "Back" returns to 1.5.
- "Continue" goes to 2.0.
- All text is FPO.

Client: PepsiCo

IA: S. Witt

Project: 3822 AMP Preference Center Project

AMP Energy Profile Manager Sign In

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam viverra metus non nisi. Integer aliquet sem at quam. Sed eu diam. Etiam gravida, nisi sed dapibus convallis, odio tellus sagittis risus, nec dictum dui magna sed elit. Aliquam dignissim nunc ac ante tempor dapibus. Aenean egestas. * = Required field.

** Notice of error(s) will appear here

Email Address: *

Password: * [Forgot Password?](#)

Sign In

[Not A Member? Join Now](#)

- Error message should appear below the item(s) in error.

Client: PepsiCo

IA: S. Witt

Project: 3822 AMP Preference Center Project

Forgot Your Password?

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam viverra metus non nisi. Integer aliquet sem at quam. Sed eu diam. Etiam gravida, nisi sed dapibus convallis, odio tellus sagittis risus, nec dictum dui magna sed elit. Aliquam dignissim nunc ac ante tempor dapibus. Aenean egestas. * = Required field.

** Notice of error(s) will appear here

Email Address: *

Submit

Cancel

[Not A Member? Join Now](#)

- Error message should appear below the item(s) in error.
- Email Address should be pre-populated, if possible.

Client: PepsiCo

IA: S. Witt

Project: 3822 AMP Preference Center Project

We've Sent You An Email ...

We've sent you an email with a link to change your password. Please check your inbox. Etiam gravida, nisi sed dapibus convallis, odio tellus sagittis risus, nec dictum dui magna sed elit. Sed ut nisl. Etiam nulla est, rutrum in, lobortis quis, consectetur id, augue. Nam elementum. Aliquam dignissim nunc ac ante tempor dapibus. Aenean egestas.


Continue

- Text should include verbiage indicating:
 - an email with a link to change their email address has been sent to them
 - the email address from which the email was sent
 - Instructions to add the address to their safe list
 - if they don't find the email in their inbox, check their spam folder
 - if the email is not in their inbox or spam folder call customer service

Client: PepsiCo

IA: S. Witt

Project: 3822 AMP Preference Center Project

	<p>SUBJECT: AMP Energy - Profile Manager FROM: AMP Energy (noreply@ampenergy.com) Sent: Thu 1/03/08 10:10 AM To: useremail@emailaddress.com</p>
<p>EMAIL BODY COPY:</p> <p>Thanks for your password request.</p> <p>For security reasons, follow the link below to choose a new password.</p> <p>https://profiles.ampenergy.com/_CT/?ct=A.2000.1002.1003.281691179XX&pv=28XX9117922.e18XX1d754XXfd6185a1380876e7XX0&skn=1000&win=full</p> <p>Thank you,</p> <p>AMP Energy</p>	

- Clicking on the link in this email will take the user to page 2.4 – Forgot Password – Reset Password.

Client: PepsiCo

IA: S. Witt

Project: 3822 AMP Preference Center Project

Forgot Your Password? Reset It Here.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam viverra metus non nisi. Integer aliquet sem at quam. Sed eu diam. Etiam gravida, nisi sed dapibus convallis, odio tellus sagittis risus, nec dictum dui magna sed elit. Aliquam dignissim nunc ac ante tempor dapibus. Aenean egestas. * = Required field.

** Notice of error(s) will appear here

Password: *

Retype Password: *

Submit

- Error message should appear below the item(s) in error.

Client: PepsiCo

IA: S. Witt

Project: 3822 AMP Preference Center Project

Password Successfully Updated

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam viverra metus non nisi. Integer aliquet sem at quam. Sed eu diam. Etiam gravida, nisi sed dapibus convallis, odio tellus sagittis risus, nec dictum dui magna sed elit. Sed ut nisl. Etiam nulla est, rutrum in, lobortis quis, consectetur id, augue.

Sign In

- Sign In redirects user to 2.0

Client: PepsiCo

IA: S. Witt

Project: 3822 AMP Preference Center Project

Update Your Profile

Please take a moment to provide the optional information below... Lorem ipsum dolor sit amet, consectetur adipiscing elit. * = Required field.

** Notice of error(s) will appear here

First Name: *

Last Name: *

Birth Date: MM DD YYYY

Email Address: *

Retype Email Address: *

Alternate Email Address:

[Change Your Password](#)

Gender: Male

Address:
[\(Why we ask\)](#)

City:

ST:

Zip Code: *
[\(Why we ask\)](#)

Country: *
[\(Why we ask\)](#)

Phone Number:
[\(Why we ask\)](#)

Subscriptions

AMP Energy Option 1 Option 1

Dewsletter Option 2 Option 2

Interests: (check all that apply)

[\(Why we ask\)](#)

NASCAR Sweepstakes

NHL Coupons

Action Sports Video Games

Which of these beverage brands do you drink most often?

[\(Why we ask\)](#)

I want to receive updates via SMS on my mobile phone.

Mobile Phone Number:
[\(Why we ask\)](#)

Mobile Carrier:
[\(Why we ask\)](#)

Continue

- All existing information should be pre-populated.
- If Country selected is not US, State is not required and required status should change.
- State drop-down will be populated with the Country Subdivision codes for the Country selected, and if country selected is US the required status will change.
- Mobile Phone Number and Mobile Carrier will be hidden until/ unless SMS / Mobile Phone Opt-in is selected.
- If SMS / Mobile Phone Opt-in is selected and user unselects, data in the Mobile Phone Number and Mobile Carrier fields will be erased.
- If SMS / Mobile Phone Opt-in is selected Mobile Phone Number is required and required status should change.
- Mobile Carrier is required and required status should change if SMS / Mobile Phone Opt-in is selected.
- Error message(s) should appear below the item(s) in error.
- When user clicks "Continue", where required information is missing, display error message if not provided.

Client: PepsiCo

IA: S. Witt

Project: 3822 AMP Preference Center Project

Confirm Changes To Your Profile

Please take a moment to provide the optional information below... Lorem ipsum dolor sit amet, consectetur adipiscing elit.

**** Notice of error(s) will appear here**

First Name: First Name
Last Name: First Name
Birth Date: MM DD YYYY
Email Address: email@address.com
Retype Email Address: email@address.com
Alternate Email Address: alternate@address.com

Gender: Male
Address: 4321 Treetts
City: Somewhere
ST: ST - State
Zip Code: 00000
Country: United States
Phone Number: 214 - 555 - 1234

Subscriptions
 AMP Energy Option 1 Option 1
 Dewsletter Option 2 Option 2

Interests: (check all that apply)
 NASCAR Sweepstakes
 NHL Coupons
 Action Sports Video Games

Which of these beverage brands do you drink most often?

Diet Pepsi

I want to receive updates via SMS on my mobile phone.

Mobile Phone Number: 972 - 555 - 1234

Mobile Carrier: My Carrier

Back

Continue

- All existing information should be pre-populated.
- If Country selected is not US, State is not required and required status should change.
- State drop-down will be populated with the Country Subdivision codes for the Country selected, and if country selected is US the required status will change.
- Mobile Phone Number and Mobile Carrier will be hidden until/ unless SMS / Mobile Phone Opt-in is selected.
- If SMS / Mobile Phone Opt-in is selected and user unselects, data in the Mobile Phone Number and Mobile Carrier fields will be erased.
- If SMS / Mobile Phone Opt-in is selected Mobile Phone Number is required and required status should change.
- Mobile Carrier is required and required status should change if SMS / Mobile Phone Opt-in is selected.
- Error message(s) should appear below the item(s) in error.
- When user selects "Back", user is returned to "Profile Manager".
- When user selects "Continue", return user to AMP home page, unless user registered with AMP through a promotion, in which case, user will be returned to the next step in the promotion.

Client: PepsiCo

IA: S. Witt

Project: 3822 AMP Preference Center Project

Profile Successfully Updated

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam viverra metus non nisi. Integer aliquet sem at quam. Sed eu diam. Etiam gravida, nisi sed dapibus convallis, odio tellus sagittis risus, nec dictum dui magna sed elit. Sed ut nisl. Etiam nulla est, rutrum in, lobortis quis, consectetur id, augue.

AMP Home

Manage My Profile

- All text is FPO.

Change Your Password

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam viverra metus non nisi. Integer aliquet sem at quam. Sed eu diam. Etiam gravida, nisi sed dapibus convallis, odio tellus sagittis risus, nec dictum dui magna sed elit. Aliquam dignissim nunc ac ante tempor dapibus. Aenean egestas. * = Required field.

** Notice of error(s) will appear here

Old Password: *

New Password: *

Retype New Password: *

Submit

- Error message should appear below the item(s) in error.

Client: PepsiCo

IA: S. Witt

Project: 3822 AMP Preference Center Project

Password Successfully Changed!

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam viverra metus non nisi. Integer aliquet sem at quam. Sed eu diam. Etiam gravida, nisi sed dapibus convallis, odio tellus sagittis risus, nec dictum dui magna sed elit. Sed ut nisl. Etiam nulla est, rutrum in, lobortis quis, consectetur id, augue.

AMP Home

Manage My Profile

AMP Energy Terms and Conditions

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse libero. Nullam commodo nulla sed mauris. Vivamus tincidunt sapien sed lacus. Praesent congue diam ac turpis. Vestibulum feugiat fringilla turpis. Vivamus non ligula eget justo luctus mollis. Donec tempus auctor eros. Pellentesque sed turpis at sem semper varius. Sed quis justo interdum leo pharetra iaculis. Vestibulum rutrum egestas erat. Cras ultrices fringilla dui. Proin molestie dui suscipit lacus.

Sed tempor. Nullam feugiat. Morbi eget erat. Suspendisse ac est. Curabitur sodales aliquet erat. Aliquam eu nisl vitae diam adipiscing varius. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Suspendisse potenti. In pharetra turpis sit amet nibh. Cras suscipit, neque non fringilla viverra, augue ante lacinia metus, non ullamcorper neque arcu fermentum lectus. Pellentesque consectetur, nulla vitae consequat vulputate, leo dui gravida est, sit amet tempus urna ante ac neque. Nulla mauris risus, ullamcorper quis, viverra vitae, malesuada eu, tellus.

Back

- "Back" returns to originating page. Alternately, if opened on top of the current page, action would be "Close".

Client: PepsiCo

IA: S. Witt

Project: 3822 AMP Preference Center Project

AMP Energy Privacy Policy

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse libero. Nullam commodo nulla sed mauris. Vivamus tincidunt sapien sed lacus. Praesent congue diam ac turpis. Vestibulum feugiat fringilla turpis. Vivamus non ligula eget justo luctus mollis. Donec tempus auctor eros. Pellentesque sed turpis at sem semper varius. Sed quis justo interdum leo pharetra iaculis. Vestibulum rutrum egestas erat. Cras ultrices fringilla dui. Proin molestie dui suscipit lacus.

Sed tempor. Nullam feugiat. Morbi eget erat. Suspendisse ac est. Curabitur sodales aliquet erat. Aliquam eu nisl vitae diam adipiscing varius. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Suspendisse potenti. In pharetra turpis sit amet nibh. Cras suscipit, neque non fringilla viverra, augue ante lacinia metus, non ullamcorper neque arcu fermentum lectus. Pellentesque consectetur, nulla vitae consequat vulputate, leo dui gravida est, sit amet tempus urna ante ac neque. Nulla mauris risus, ullamcorper quis, viverra vitae, malesuada eu, tellus.

Back

- “Back” returns to originating page. Alternately, if opened on top of the current page, action would be “Close”.

Client: PepsiCo

IA: S. Witt

Project: 3822 AMP Preference Center Project

Profile Manager

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam viverra metus non nisi. Integer aliquet sem at quam. Sed eu diam. Etiam gravida, nisi sed dapibus convallis, odio tellus sagittis risus, nec.

[Update Your Personal Information](#)

[Change Your Password](#)

[Change Your Subscriptions](#)

Sign Out

Client: PepsiCo

IA: S. Witt

Project: 3822 AMP Preference Center Project

Update Your Personal Information

Please take a moment to provide the optional information below... Lorem ipsum dolor sit amet, consectetur adipiscing elit. * = Required field.

** Notice of error(s) will appear here

First Name: *

Email Address: *

Last Name: *

Retype Email Address: *

Address:
[\(Why we ask\)](#)

Alternate Email Address:

City:

Phone Number:
[\(Why we ask\)](#)

ST:

Gender: Male Female

Zip Code: *
[\(Why we ask\)](#)

Which of these beverage brands do you drink most often?

Country: *
[\(Why we ask\)](#)

Back

Continue

- All existing information should be pre-populated.
- If Country selected is not US, State is not required and required status should change.
- State drop-down will be populated with the Country Subdivision codes for the Country selected, and if country selected is US the required status will change.
- If SMS / Mobile Phone Opt-in is checked Mobile Phone Number is required and required status should change.
- Mobile Carrier is required and required status should change if SMS / Mobile Phone Opt-in is checked.
- Error message(s) should appear below the item(s) in error.
- When user clicks "Continue", where required information is missing, display error message if not provided.
- "Back" returns user to 2.6

Client: PepsiCo

IA: S. Witt

Project: 3822 AMP Preference Center Project

Confirm Your Personal Information

Please take a moment to provide the optional information below... Lorem ipsum dolor sit amet, consectetur adipiscing elit. * = *Required field*.

** Notice of error(s) will appear here

First Name: * First Name

Email Address: * email@address.com

Last Name: * Last Name

Address: Address
[\(Why we ask\)](#)

Alternate Email Address: alternate.email@address.com

City: City

Phone Number: 214-555-5555
[\(Why we ask\)](#)

ST: ST - State

Gender: Male

Zip Code: * 00000
[\(Why we ask\)](#)

Which of these beverage brands do you drink most often? Diet Pepsi

Country: * United States
[\(Why we ask\)](#)

Back

Continue

- All information is display only for confirmation.
- When user clicks "Continue" information is submitted and user presented with page 2.9
- "Back" returns user to 2.7

Client: PepsiCo

IA: S. Witt

Project: 3822 AMP Preference Center Project

Update Your Subscriptions

Update your current subscriptions and add new subscriptions. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam viverra metus non nisi. Integer aliquet sem at quam. Sed eu diam. Etiam gravida, nisi sed dapibus

Current subscriptions ... Lorem ipsum dolor sit amet, consectetur adipiscing elit.

AMP Energy

Dewletter

I want to receive updates via SMS on my mobile phone.

Mobile Phone Number:

[\(Why we ask\)](#)

Mobile Carrier:

[\(Why we ask\)](#)

Interests:

(check all that apply)

NASCAR Sweepstakes

NHL Coupons

Action Sports Video Games

Additional subscriptions available ... Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Option 1

Option 4

Option 2

Option 5

Option 3

Option 6

Cancel

Continue

- Include verbiage informing user they can opt-out of any selected opt-in both here and from the subscribed email.
- "Cancel" returns to 2.6.
- "Continue" presents 2.13.

Client: PepsiCo

IA: S. Witt

Project: 3822 AMP Preference Center Project

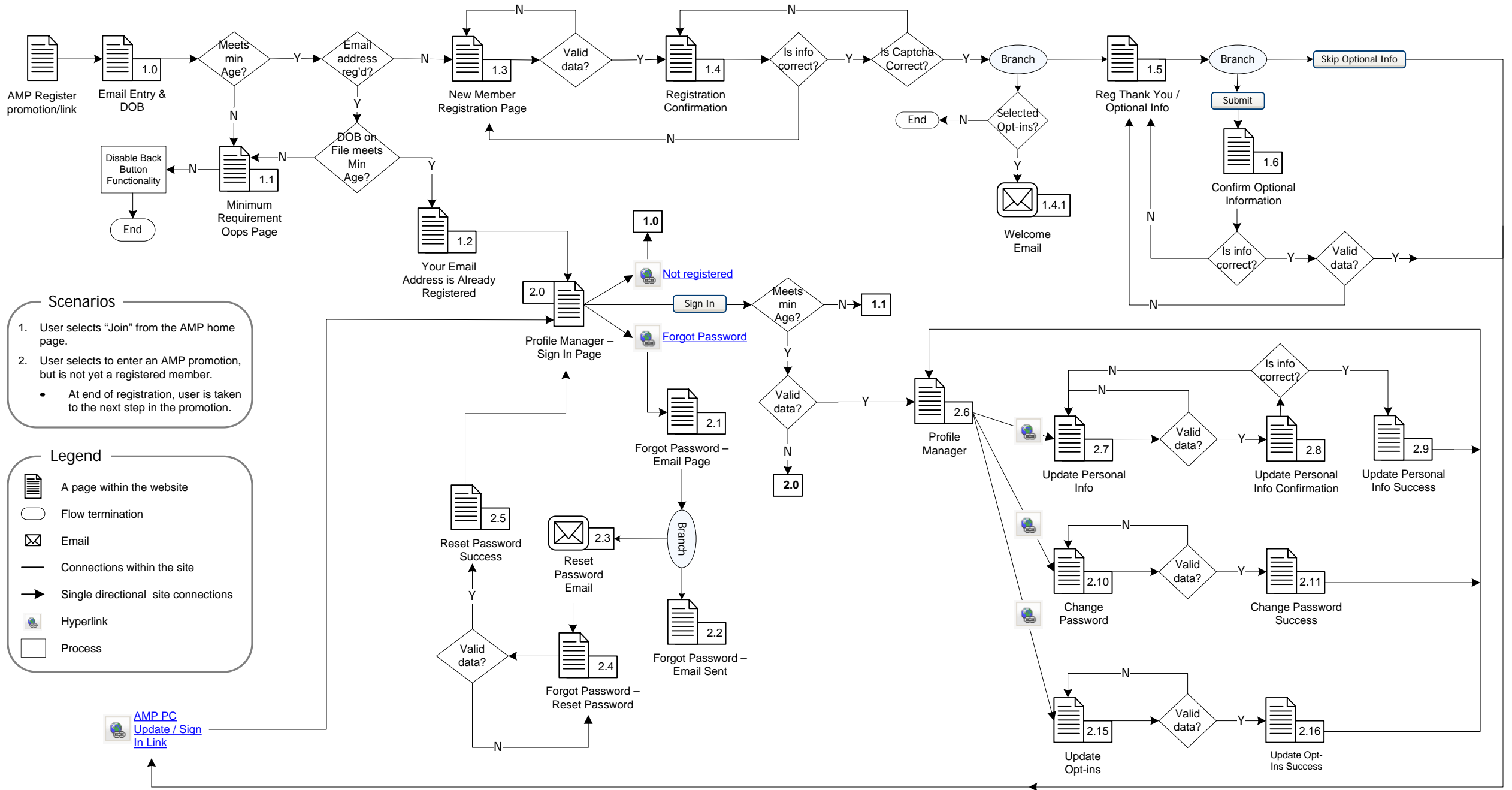
Subscriptions Successfully Updated!

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam viverra metus non nisi. Integer aliquet sem at quam. Sed eu diam. Etiam gravida, nisi sed dapibus convallis, odio tellus sagittis risus, nec dictum dui magna sed elit. Sed ut nisl. Etiam nulla est, rutrum in, lobortis quis, consectetur id, augue.

AMP Home

Manage My Profile

Process Flow



Scenarios

1. User selects "Join" from the AMP home page.
2. User selects to enter an AMP promotion, but is not yet a registered member.
 - At end of registration, user is taken to the next step in the promotion.

Legend

- A page within the website
- Flow termination
- Email
- Connections within the site
- Single directional site connections
- Hyperlink
- Process