



NBA.com | Site Map/Navigation & Template Types | 2.0

Prepared by Moment Design Inc. | Private & Confidential | June 29, 2010

Summary

The following information was put together in order to provide a high level overview of the areas of NBA.com that will be affected by the most recent phase of the redesign effort. The sections of this document include:

Site Map/Navigation

This section highlights the current top, second, and third levels of navigation. It then demonstrates the main pages that will be taken into consideration during the design phase, as well as the secondary pages that can be redesigned outside of this effort based on the new templates that will be created.

Page Type Map

This section provides a clear mapping regarding how the secondary pages match up to the main pages. It is important to keep in mind that these mappings are pre-design, and thus may change.

Template Types

The template types section shows the new high level templates that will be used to redesign the main pages, and provides a brief explanation of the intent behind each. It also includes a list of both main and secondary pages and shows which are relevant to each template.

Site Map/Navigation

Top Level

NBA	Teams	Tickets	Global	NBA D-League	WNBA	ENE-BE-A	iHoops
	Teams Atlanta Boston [All teams listed...]						

Page unchanged

—— Page removed

Site Map/Navigation

Second Level

News	Scores & Schedules	Video	Players	Standings	Statistics	Fantasy
News Archive Transactions NBA.com Personalities Blogs Referee Assignments 2010 Playoffs 2010 Draft Newsletters RSS		Highlights 2010 Draft 2010 Playoffs All-Star 2010 Top Plays Most Recent NBA TV TNT OT Inside the NBA Editor's Picks Video Rulebook	Players T-Mobile Rookie Report Coaches Team Rosters Historical Player Search International Players Player Blogs Officiating	By Division By Conference Team Record Comparison Streaks and Last 10 Ahead and Behind Margin and Statistics 2008-09 Standings 2007-08 Standings	Individual Leaders ** Sortable Individual Stats ** Team Leaders Sortable Team Stats Scores & Schedules Daily Leaders Individual Stats Team Stats +/- Stats Team-by-Team Team-by-Team Splits International Milestones 2008-09 Leaders 2009 Playoff Stats	Draft Pick 'em Drive To The Finals Pick 'n Roll ESPN NBA.com Fantasy Basketball NBA Stock Exchange Pick One Challenge News Injuries Fantasy Blogs Forum

Fan Stuff	Photos	Mobile	TV	LEAGUEPASS	STORE	
Fan Voice All Access Amazing Ringtones NBA Twitter Tweetmixx NBA on Facebook Amazing Playlist NBA Game Downloads Online Games NBA Live 10 Contests NBA Avatars NBA Kids	Photo Galleries Buy Photos	Mobile Home Page Game Time Mobile Apps Team Game Time Mobile Apps Amazing Ringtones LEAGUE PASS Mobile Wallpapers Cell Tattoos NBA2GO SMS Alerts NBA.com WAP	NBA TV National TV Schedule NBA TV Schedule TV Companion TNT Overtime International TV Schedule Canadian TV Schedule NBA LEAGUE PASS Connected TVs	LEAGUE PASS for TV LEAGUE PASS Broadband LEAGUE PASS Mobile International LEAGUE PASS Broadband LEAGUE PASS Audio	Jerseys Customized Jerseys Mens Kids NBA4HER Basketballs Auctions Buy Photos	

Main page - i.e. wireframe to be provided

Page unchanged

Secondary page - template will map to a main page

Page removed

** - New nav item

Page Type Map

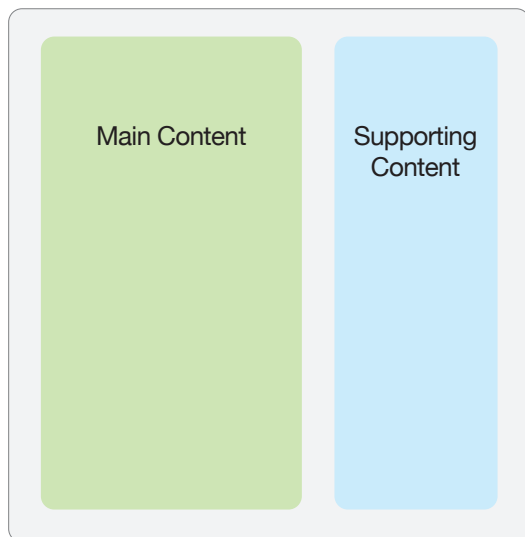
Main Page	Associated Secondary Pages
News Main	TV
News Story	Transactions
News Package	Blogs Officiating
Players	Coaches
Individual Player Page	Individual Coach Page
Photos	
Individual Gallery	
Standings	Referee Assignments
Statistics Sortable (Individual & Team)	
Statistics Leaders (Individual and Team)	
News Archives	Historical Player Search National TV Schedule International TV Schedule Canadian TV Schedule NBA.com Personalities Archives

Main page - i.e. wireframe to be provided

Secondary page - template will map to a main page

Template Types

2 Column - main left

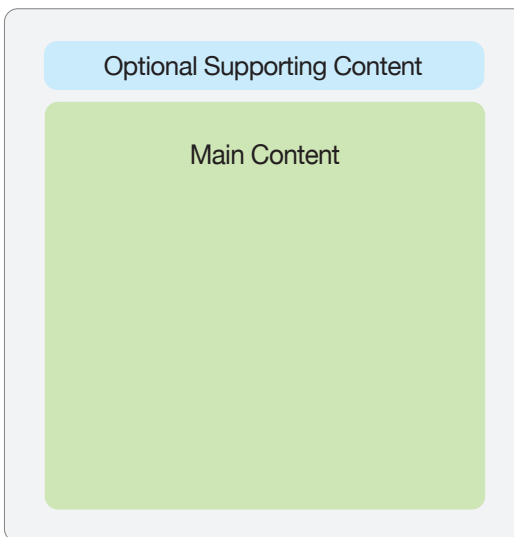


The majority of pages on NBA.com will use this basic template, although the modules inside the sections may differ. This template is intended to highlight main content as well as provide relevant and appropriate supporting content.

Relevant Pages

- News Main
- News Story
- News Package
- Players
- Individual Player Page
- Photos
- Individual Gallery
- TV
- Transactions
- Blogs
- Coaches
- Individual Coach Page
- Officiating

Full Width

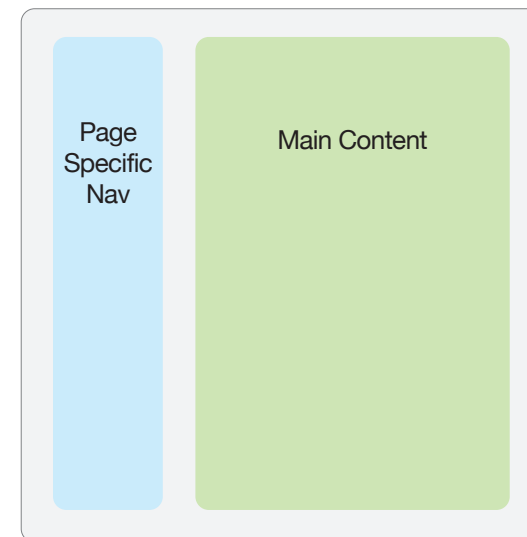


The full width template is intended to allow large amounts of content to sit cleanly within the page. Most of the time, it will be used by pages that have large horizontal tables, however, it can be applied to other types of content pages that have a large amount of side by side content.

Relevant Pages

- Standings
- Statistics Sortable
- Statistics Leaders
- Referee Assignments

2 Column - main right



This template is used with pages that have large amounts of content that needs to be sifted through quickly and easily. Although other implementations may arise, the left hand module is intended to serve as a page specific navigation for the content that is presented on the right.

Relevant Pages

- News Archives
- Historical Player Search
- National TV Schedule
- International TV Schedule
- Canadian TV Schedule
- NBA.com Personalities Archives