

***Neighborhood Manager and Leader
User Manual May, 2003***



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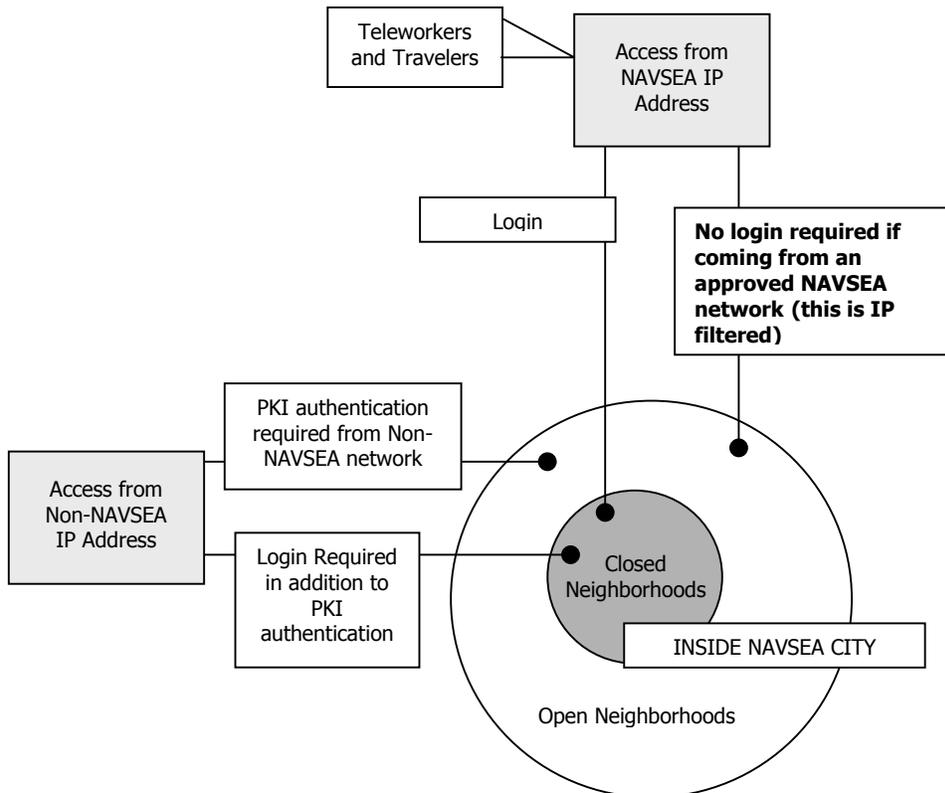


Chapter 1 Introduction and Getting Started

INSIDE NAVSEA CITY OVERVIEW

Inside NAVSEA City is a web site used by NAVSEA Directorates and Program Executive Offices (PEOs) to communicate news and high-level program information without the need to hire technical experts. This site consists of a Web Manger tool, known as the **NAVSEA City Web Manager** that allows users called Neighborhood Leaders to create and manage users and content. It also allows users called Neighborhood Managers to approve, extend, and delete content management for publication within neighborhoods. This document is intended to support you as Neighborhood Leaders and Managers in the process of creating and managing the information for your neighborhoods. It defines a neighborhood, identifies user roles, and provides step-by-step instructions on how to use Inside NAVSEA City and the NAVSEA City Web Manager tool.

Inside NAVSEA City is intended for internal use. It is available to anyone within the NAVSEA environment, including the Headquarters (HQ), PEOs, Field Activities, and Shipyards. Anyone who has access to the NAVSEA Intranet, whether within the office environment, telecommuting, or on travel may use the Intranet. Use outside of the office environment requires a government-supplied machine. Access can be provided on a limited basis to those outside the Command who need to view information. For example, personnel stationed at the Pentagon require a PKI certificate supplied by the originating organization to authenticate their access. This process is illustrated in the following diagram:



Getting Started

This section describes terms you need to understand to use Inside NAVSEA City.

What is a Neighborhood?

Inside NAVSEA City is designed for sharing information with your organization and with the Command. Neighborhoods contain web pages that allow you to publish information about your Directorates and PEOs. You may add folders and menus to neighborhoods that allow your end-users to retrieve information about your Directorate or PEO. This information is added to the neighborhood as content. There are two main neighborhood types you will use:

Open Neighborhoods

Open Neighborhoods allow you to publish information to your neighborhood that does not require restricted access. Use the Information Security definitions below as guidance for publishing information.

Closed Neighborhoods

In some cases, information needs to be restricted so that only a selected group of users may access it. As a Neighborhood Leader, you will decide when your neighborhood has a need for this feature, what information requires restriction, and what users may access it. When you determine a neighborhood requires an area to store private information, it is recommended that you create a second neighborhood to house the information, called a Closed Neighborhood. This neighborhood type allows specified groups of users to share information in an unrestricted manner within the Closed Neighborhood. Contact the **Web Manager Administrator** to create a Closed Neighborhood.

Information Security Definitions

As you review your content, keep in mind that the highest level of information security that Inside NAVSEA City supports is **For Official Use Only (FOUO)**. We expect that most of the information you'll want to publish will be unclassified, but just to make sure we've included some guidelines for determining the level of classification of the information you'd like to post, use the following information definitions as guidance:

Non-Sensitive Information

Publishing this type of information causes no effect on NAVSEA operations if data are lost or compromised, including no financial liability. You may leave this information in an Open Neighborhood.

Controlled Unclassified Information

Publishing Controlled Unclassified Information requires the application of controls and protective measures for a variety of reasons. Data compromise could result in some measure of legal and/or financial liability. Since the Intranet is maintained in a controlled environment, all NAVSEA employees and certain contractors have access to this information. You may wish to consider putting this type of information in a Closed Neighborhood.

For Official Use Only (FOUO) Information

Publishing information with this marking is applied to unclassified information that may be exempt from mandatory release to the public under the Freedom of Information Act (FOIA). This information needs to be password protected in put in a Closed Neighborhood.

Unclassified Navy Nuclear Propulsion Information (U-NNPI) and Not Releasable to Foreign Nationals (NOFORN)

Currently, foreign nationals have no access to the NAVSEA Intranet, and Inside NAVSEA City has **NOT** been accredited and authorized to process U-NNPI or NOFORN information. You will need to make other arrangements to distribute this information.

Section 508 Compliance

"Section 508 requires Federal agencies to make sure that the electronic and information technology they use is accessible for people with disabilities. Increasingly, Americans use information technology to interact with their government. They rely on thousands of government web pages to download forms, learn about Federal programs, find out where to turn for government assistance, and communicate with elected officials, such as the President. And because of Section 508, government web sites will be more accessible for millions of Americans who have disabilities.

Section 508 will also make the Federal government a better employer, as roughly 120,000 Federal employees with disabilities will have greater access to the tools they need to better perform their jobs.

This is one example of the successful public-private partnerships that are removing barriers to full community participation by Americans with disabilities.”, **George W. Bush**, The Pentagon, 19 June 2001.

For more information on Section 508 Compliance, see <http://www.section508.gov>.

Now you are ready to learn about the various user roles that are designed to help you facilitate the success of developing and managing your neighborhood.

User Roles

There are four user roles design to effectively support Inside NAVSEA City:

Administrators

This user role allows designated users to create new neighborhood areas and set-up user accounts and rights for Neighborhood Leaders. Administrators also create and remove user accounts, as needed. In addition, Administrators provide end-user support for lost passwords and inactive accounts. This user role **CANNOT** create or approve content within the neighborhood areas.

Neighborhood Leaders

This user role is responsible for creating the structure and management team for one or more neighborhoods. The management team is comprised of users who act as Content Managers and Content Providers of a neighborhood. See Content Managers and Content Providers role definitions below. Neighborhood Leaders are also responsible for determining when a neighborhood should be Open to the entire command or should be restricted to a particular user group and made into a Closed Neighborhood. Through this role, a user creates and selects content types, modules, and folder areas. This user is responsible for establishing content maintenance policies, as well as determining the level of security information needs for their neighborhood. Metrics and content status reports are available to Neighborhood Leaders to help with neighborhood supervision and management.

Neighborhood Leaders can also perform the roles of the Content Manager and the Content Provider, but to get the full benefit of the NAVSEA City Web Manager, or content management tool, it is recommended that responsibilities be distributed among the users whose job includes creating content as Content Providers.

Content Managers

This user role is primarily responsible for reviewing and editing content submitted by designated Content Providers before it is posted to the live website. This user is also able to remove outdated or inaccurate content and extend the lifespan of expired content, when necessary. In addition, the Content Manager also reviews and analyzes content usage metrics and status reports.

Content Providers

This user role is responsible for creating content, based on pre-defined types, for one or more areas of the neighborhood. The information they submit will be reviewed and approved by a Content Manager prior to posting on the live website.

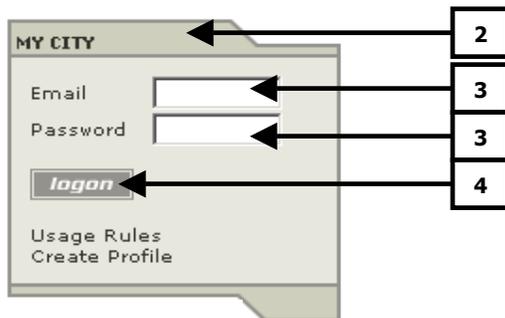
Logging Into Inside NAVSEA City

1. Open your Internet Explorer browser and type the following URL in the **Address:** field: <https://inside.navsea.navy.mil> . The Inside NAVSEA City web site appears.



2. Locate the **My City** module of the Inside NAVSEA City **Home** page.
3. Enter your full email address in the **Email** field and your assigned password that was sent to you via email from the NAVSEACITY MANAGER.
4. Click on the **Logon** *logon* button to complete the process.

NOTE: The system does not recognize the command when you press the **<Enter>** key on your keyboard after typing your email address and password. You must click on the **Logon** *logon* button only one time to successfully complete the process.



5. The Inside NAVSEA City **Home** page displays with information you may access based on your permissions. See the **Navigating Inside NAVSEA City** section below for information on the various components you will use to access NAVSEA command-wide and your Directorate or PEO information.

NOTE: When you log in for the first time, or every 90 days, you will be prompted to change your password. See **Changing Your Password** below for instructions.

Changing Your Password

When you first log into Inside NAVSEA City or every 90 days, you will automatically be prompted with the **Change Password** page to change your password:

1. Enter your current password in the **Current Password** field.
2. Enter a new password in the **New Password** field.
3. Enter your new password again in the **Verify Password** field. Click the **Logon** button once.
4. You have successfully changed your password. Remember it for future logins.

To change your password manually:

Click the **Change Password** link of the **My City** folder. The **Change Password** page appears. Follow instructions 1 through 4 above to complete the process.

NOTE: The first time you enter Inside NAVSEA City, change your password. The Inside NAVSEA City Administrators recommended that you use the **hint** option to help you remember your password for the web site.

When you incorrectly logon to the system three times consecutively, your account will become disabled. Contact your neighborhood leader to reactivate your account.

Your sessions will time-out after 15 minutes of inactivity. This is a DoD security requirement. As a Neighborhood Leader, Manager, or Content Provider, partial record could be lost, so you are encouraged to save incomplete information and submit completed records to prevent loss.

If you have any questions about the level of permissions you have been granted to Inside NAVSEA City, or the Content Types to which you have access, contact your Neighborhood Leader. For a list of help resources see **Appendix A, Administrative Resources and References**.

Navigating Inside NAVSEA City

The **Home** page includes tools and content types you may use to access published information for the command and your Directorates or PEOs:

The screenshot shows the NAVSEA City website interface with several key components labeled:

- Site Help Button**: Located in the top right corner.
- Basic Search Bar**: A search input field with a search icon.
- Advanced Search**: A link below the basic search bar.
- Main Menu Bar**: A horizontal bar containing links for HOME, EMPLOYEE INFO, DIRECTORY, NEIGHBORHOODS, COMMUNITIES, and CALENDAR.
- Feature Stories**: A section titled "NAVSEA's CFC Goal for 2002" with a sub-headline "NAVSEA Office of Public Affairs".
- Navy Personnel News**: A section titled "100 Percent TA Now a Reality" with a sub-headline "By Joy White, CNET Public Affairs".
- Menu Modules**: A central box with arrows pointing to various content sections.
- Personal Modules**: A box containing "MY NEIGHBORHOODS" and "MY LINKS" with an "Add/Modify a Neighborhood" button.
- MY CITY**: A sidebar menu with options like Logout, My Profile, My Manager Tools, My Ads, What's New, and Usage Rules.
- KNOWLEDGE BASE**: A sidebar menu with options like CDMS (Livelihood), DONCIO Glossary, NAVSEA Instructions, Specs & Standards (IHS), Suggestions, Surveys, Virtual Library, Weblinks, and Webster's Dictionary.
- ICON KEY**: A sidebar menu with icons for neighborhood types (open, closed), content folders, pages, external links, internal links, and content list items.
- MEDIA CENTER**: A sidebar menu with options for Image Gallery, Audio Gallery, and Video Gallery.
- NAVSEA NEWS**: A sidebar menu with options for All Hands Announcements, Feature Stories, Navy Personnel News, Short Bursts, News Wires, Early Bird, Navy Newsstand, and NAVSEA Classifieds.
- NAVSEA OBSERVER**: A sidebar menu with options for Feature Stories, Awards, Field News, Short Bursts, Navy Yard News, CIO Corner, and Security Watch.
- ADVERTISEMENT**: A sidebar menu with a "Turkish & Oriental Rug Sale" advertisement.

This information resides on a DOD interest computer.
 Important conditions, restrictions, and disclaimers apply.
 Please submit problems or questions to the NAVSEA webteam.

Main Menu Bar Tool



The Menu Bar is located at the top of the **Home** page. You may use it to access the following options:

Home

Click this option to return to the **Home** page.

Employee Info

Click this option to retrieve Human Resources (HR) information—information related to being employed.

MY CITY

- Logout
- My Profile
- My Manager Tools
- My Ads
- What's New
- Usage Rules

EMPLOYEE INFORMATION

- Employee Info
 - Middle Management Council (MMC)
 - Community Service
 - Recreation Assoc. (CERA)
 - Chaplain
 - NJ Employee Information

MEDIA CENTER

- Image Gallery
- Audio Gallery
- Video Gallery

NAVSEA NEWS

- All Hands

Directory

Click this option to display links to the **Navy/Marine Corps White Pages** and **Washington Navy Yard Locator** directories.

MY CITY

- Logout
- My Profile
- My Manager Tools
- My Ads
- What's New
- Usage Rules

DIRECTORY

Navy/Marine Corps White Pages Directory
The authoritative source for Navy and Marine Corps communication and contact information.

Washington Navy Yard Locator
Searchable database that returns details including Name, phone, Directorate, Code, Building, Room, & Grid ID

MEDIA CENTER

- Image Gallery
- Audio Gallery
- Video Gallery

NAVSEA NEWS

Neighborhoods

Click this option to access a directory-tree (outline) format with links to the Directorates', PEOs', and Field Activities' neighborhoods you may access.

MY CITY

- Logout
- My Profile
- My Manager Tools
- My Ads
- What's New
- Usage Rules

KNOWLEDGE BASE

- CDMS (Livelihood)
- DONCIO Glossary
- NAVSEA Instructions
- Specs & Standards (IHS)
- Suggestions
- Surveys
- Virtual Library
- Weblinks
- Websters Dictionary
- Ask Jeeves

ICON KEY

- open neighborhood
- closed neighborhood
- content folder
- content name

NEIGHBORHOODS

- Neighborhoods
 - HQ Directorates
 - City Center (SEA 00/09)
 - SEA 01 - Comptroller Directorate
 - SEA 04
 - SEA 05Q - Specs & Standards
 - SEA 05R
 - SEA 10 - Corporate Business Operations Support
 - PEOs
 - PEO Carriers
 - PEO EXW
 - PEO MUW
 - PEO TSC
 - Team Submarine
 - Activities
 - E2 NH
 - Matts Neighborhood
 - NJ Neighborhood
 - SUBMEPP

MEDIA CENTER

- Image Gallery
- Audio Gallery
- Video Gallery

NAVSEA NEWS

- All Hands
- Announcements
- Feature Stories
- Field News
- News Wires
- Early Bird
- FEDweek

NAVSEA CLASSIFIEDS

- All Categories
- Lost & Found

Communities

Click this option to access various **Communities of Practice** links throughout Inside NAVSEA City.

MY CITY

- Logout
- My Profile
- My Manager Tools
- My Ads
- What's New
- Usage Rules

COMMUNITY MENU

- Ask an Expert
- Bulletin Board
- Calendar Events
- Library
- Member Directory
- Search This Community
- Weblinks

NEIGHBORHOOD LEADERS COMMUNITY

This community is established to help support the development of successful neighborhoods within Inside NAVSEA City. Educational materials, guidance and tips are provided within this community. We also encourage you to use our bulletin board and ask an expert features.

COMMUNITY LEADERS: [Kaye Walters](#), [Matthew White](#) and [Judy Oliver](#)

GENERAL INFO

- Neighborhood Leader Agreement and Access Plan
- Guidelines for Developing Neighborhoods (new)
- Neighborhood Leader/Manager Guide
- Content Provider Guide

BEST PRACTICES

PEO Carriers Neighborhood Business Rules

This document was created by PEO Carriers to establish roles, responsibilities and other business rules for maintaining their neighborhood area. [Click here to download the Word document.](#)

READ MORE

REDUCE REDUNDANCY: DECREASE DUPLICATED DESIGN DECISIONS

by Jakob Nielsen, Nielsen Norman Group

The article title above is a perfect example of its point: The title says the same thing twice. In addition to being too long, it's harder to read than a simple headline like: Do Each Thing Once. Would that it were the only example of its kind. Unfortunately, the problem is widespread.

NEWSLETTER

- July 15, 2002 Issue
- July 29, 2002 Issue
- Aug. 2, 2002 Issue
- Aug. 16, 2002 Issue
- Sept. 6, 2002 Issue

TRAINING

- OCT 24, 2002 Neighborhood Leader Workshop

SURVEY

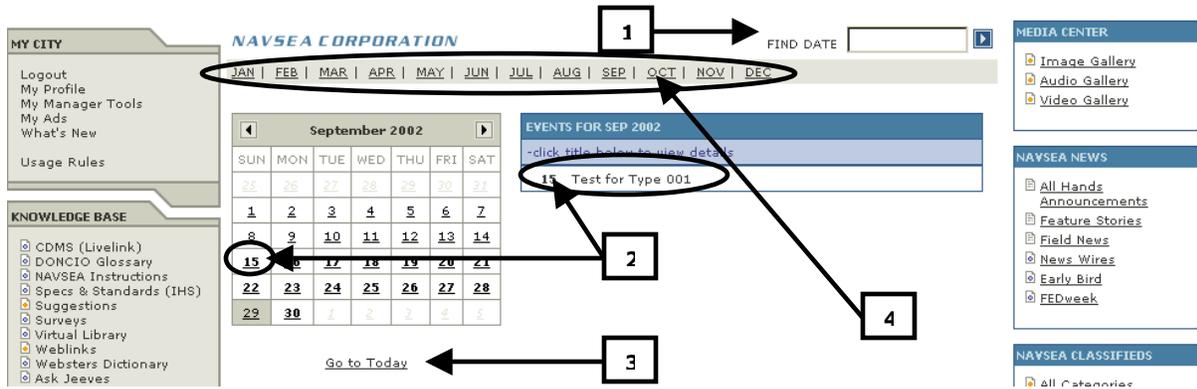
How Many Content Providers Does Your Neighborhood Have?

- 1
- 2
- 3
- 4
- 5+

Calendar

Click this option to view the current month's calendar that includes information about events happening on specific dates throughout the month. The following tools are available on this page:

1. You may use the **Event Search Bar** located at the top, right corner of this page to search the calendar for a specific event date. Simply enter the date in a MM/DD/YYYY format and click the **Next Page** button.
2. When you click on a specific day, associated events are listed under the **Events for MMM YYYY (SEP 2002)** section.
3. To see a list of events for the current day, click the **Go To Today** link beneath the calendar.
4. To select a specific month, click the abbreviation for the desired month in the banner just beneath the words **NAVSEA CORPORATION**. Associated events for the selected month are listed under the **Events for MMM YYYY** section.



Standard Site Modules

The **Home** page contains standard modules with links you may use to navigate the site's information. These modules are located on the left and right-hand sides of the home page, as well as the bottom of the home page. Some modules provide links to information specific to you, or links to other command-wide applications, keys, and publications. A description of each is provided below.

My City Module

This module contains **Logout, My Profile, My Manager Tools, My Adds, What's New, and Usage Rules** options that are relevant to your specific Inside NAVSEA City account and permissions.



To select an option, simply click the desired option's link and the associated page appears:

Logout Option

Select this option to log out of Inside NAVSEA City.

My Profile Option

Select this option to view your Inside NAVSEA City account information like the sample illustration below.

Home > [User Profile](#)

MY CITY

- Logout
- My Profile
- My Manager Tools
- My Ads
- What's New

Usage Rules

PROFILE FOR MEG LAWRENCE

First Name:

Last Name:

Email Address:

Business Number:

Old Password:

New Password:

Confirm Password:

KNOWLEDGE BASE

- CDMS (Livelinek)
- DONCIO Glossary
- NAVSEA Instructions
- Specs & Standards (IHS)
- Suggestions
- Surveys
- Virtual Library
- Weblinks
- Websters Dictionary

My Manager Tools Option

Select this option to access the **NAVSEA City Web Manager** and view lists of tools you may use to manage your account and your neighborhood. See **Chapters 2, 3, and 4** of this document for more detailed information on how to use the **NAVSEA City Web Manager** as a Content Provider or Manager and Neighborhood Leader.

M. Lawrence (Neighborhood Leader)

CHOOSE TYPE:

MY PROFILE

- Home
- Edit My Profile
- Logout

MANAGE CONTENT

- Approve Content
- Remove Content
- Extend Content
- Reports

BUILD NEIGHBORHOOD

- Neighborhood Mgmt
- Folder Mgmt
- Content Type Mgmt
- Categories
- User Mgmt
- Screen Layout

BUILD COMMUNITY

- Community Mgmt
- User Mgmt

MEDIA LIBRARY

- Media Categories
- Image Mgmt
- Video Mgmt
- Audio Mgmt

WELCOME

Choose a folder, press go button.

- Home
- SEA 04

What's New Option

Select this option to review a list of content items that have been added to the system or modified since your last login.

	WHAT'S NEW		
MY CITY	DATE	CONTENT NAME	NEIGHBORHOOD
<div style="border: 1px solid #ccc; padding: 5px;"> <p>MY CITY</p> <ul style="list-style-type: none"> Logout My Profile My Manager Tools My Ads What's New <hr/> <p>Usage Rules</p> </div> <div style="margin-top: 10px;"> <p>KNOWLEDGE BASE</p> <ul style="list-style-type: none"> CDMS (Livelinek) DONCIO Glossary NAVSEA Instructions Specs & Standards (IHS) Suggestions Surveys Virtual Library Weblinks Websters Dictionary </div> <div style="margin-top: 10px;"> <p>ICON KEY:</p> <ul style="list-style-type: none"> - open neighborhood - closed neighborhood - content folder - content page - external link </div>	11/5/2002	Organizational Chart	SEA 108 - Human Performance Branch
	11/6/2002	New Contract Change Policy	SEA 01 - Comptroller Directorate
	11/5/2002	U.S. Navy Destroyer 100th Anniversary Celebration & Symposium	NAVSEA Corporation
	11/5/2002	ALL HANDS NOTE #576: LOST AND FOUND	NAVSEA Corporation
	11/5/2002	ALL HANDS NOTE #582: EXCUSED ABSENCE FOR VOTING	NAVSEA Corporation
	11/5/2002	ALL HANDS NOTE #584: SECNAV BIRTHDAY MESSAGE TO THE UNITED STATES MARINE CORPS	NAVSEA Corporation
	11/5/2002	ALL HANDS NOTE #583: Golden Corral Military Appreciation Night	NAVSEA Corporation
	11/5/2002	ALL HANDS NOTE #581: DoD 5000: Interim Guidance Highlights, 6 NOV	NAVSEA Corporation
	11/5/2002	ALL HANDS NOTE #580: FEDERAL EMPLOYEES HEALTH BENEFITS (FEHB) OPEN SEASON	NAVSEA Corporation
	11/5/2002 NEW	ALL HANDS NOTE #579: BROWN BAG PROGRAM "FUNDING YOUR CHILD'S EDUCATION"	NAVSEA Corporation
	11/5/2002	ALL HANDS NOTE #578: Lost and Found	NAVSEA Corporation
	11/5/2002	ALL HANDS NOTE #577: UPDATE: WHY "9th" and "N" Street Gates	NAVSEA Corporation

MEDIA CENTER

- [Image Gallery](#)
- [Audio Gallery](#)
- [Video Gallery](#)

NAVSEA NEWS

- [All Hands Announcements](#)
- [Feature Stories](#)
- [Navy Personnel News](#)
- [Short Bursts](#)
- [News Wires](#)
- [Early Bird](#)
- [Navy Newsstand](#)
- [NAVSEA Classifieds](#)

NAVSEA OBSERVER

- [Feature Stories](#)
- [Awards](#)
- [Field News](#)
- [Short Bursts](#)
- [Navy Yard News](#)

Usage Rules

Select this option to review rules with which you must comply when using Inside NAVSEA City.

The screenshot shows a web interface with a sidebar on the left and a main content area on the right. The sidebar has three sections: 'MY CITY' with links like 'Logout', 'My Profile', 'My Manager Tools', 'My Ads', 'What's New', and 'Usage Rules'; 'KNOWLEDGE BASE' with links like 'CDMS (Livelink)', 'DONCIO Glossary', 'NAVSEA Instructions', 'Specs & Standards (IHS)', 'Suggestions', 'Surveys', 'Virtual Library', 'Weblinks', 'Websters Dictionary', and 'Ask Jeeves'; and 'ICON KEY' with a list of icons and their meanings. The main content area is titled 'USAGE RULES & GUIDELINES' and contains text explaining the page's purpose, a list of policies (Classified Ads Listing Policy, Suggestion Box, DoD External Link Disclaimer, Personal Opinion Disclaimer, Privacy Statement), and detailed sections for 'CLASSIFIED ADS LISTING POLICY' including 'PROPER CATEGORY LISTING', 'PROHIBITED & INFRINGING ITEMS', and 'REMEMBER THAT:'. It also includes an 'IMPORTANT NOTE' at the bottom.

MY CITY

- Logout
- My Profile
- My Manager Tools
- My Ads
- What's New
- Usage Rules

KNOWLEDGE BASE

- CDMS (Livelink)
- DONCIO Glossary
- NAVSEA Instructions
- Specs & Standards (IHS)
- Suggestions
- Surveys
- Virtual Library
- Weblinks
- Websters Dictionary
- Ask Jeeves

ICON KEY

- open neighborhood
- closed neighborhood
- content folder
- content page
- external link
- internal link
- content list item

USAGE RULES & GUIDELINES

This page contains rules and guidelines for using the following NAVSEA City systems:

- Classified Ads Listing Policy
- Suggestion Box
- DoD External Link Disclaimer
- Personal Opinion Disclaimer
- Privacy Statement

CLASSIFIED ADS LISTING POLICY

PROPER CATEGORY LISTING
Items must be listed in the appropriate category.
POLICY: Items that don't belong in a category will be moved to the appropriate category.

PROHIBITED & INFRINGING ITEMS
As a NAVSEA City user, you are ultimately responsible for making sure that buying or selling your item(s) is legal in the eyes of the law. These guidelines and policies are designed to help you trade safely in the NAVSEA City Classified Ads.

REMEMBER THAT:
"Prohibited" means that these items may not be listed in NAVSEA City.
"Potentially Infringing" means that items may be in violation of certain copyrights, trademarks or other rights.

For your protection, potentially infringing items here are not allowed ("prohibited"), regardless of the legality of these particular items, because they almost always violate copyright or trademark laws.

Abuse or Misuse of the NAVSEA City Classified Ads will result in immediate loss of your privileges in participating in this service.

IMPORTANT NOTE:
Even if you offer to give away for "free" (rather than sell) a prohibited, or infringing item, this will not relieve you of potential liability. This applies to both seller and buyer.

Knowledge Base Module

This module lists links to other NAVSEA web-enabled applications. You may click the links in the folder to advance to a related application.

The screenshot shows a 'KNOWLEDGE BASE' folder containing a list of links to various NAVSEA web-enabled applications.

KNOWLEDGE BASE

- CDMS (Livelink)
- DONCIO Glossary
- NAVSEA Instructions
- Specs & Standards (IHS)
- Suggestions
- Surveys
- Virtual Library
- Weblinks
- Websters Dictionary
- Ask Jeeves

Icon Key Module

This Module lists all of the Inside NAVSEA City site's icons with definitions for each. You may use this as a key to identify types of information by their associated icons.

The screenshot shows an 'ICON KEY' module listing various icons and their meanings.

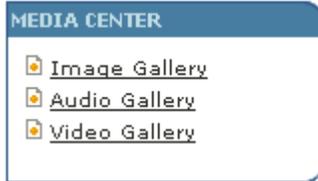
ICON KEY

- open neighborhood
- closed neighborhood
- content folder
- content page
- external link
- internal link
- content list item

For examples of web pages that relate to each type of icon, see **Appendix A, Administrative Resources and References** of this document.

Media Center Module

Select any of the image options in this module to view and retrieve associated images. (See **Chapter 2, NAVSEA City Web Manager, Creating New Content** for more information on adding images, audio, and video to contents of a neighborhood.)



NAVSEA News Module

Select options listed in this module to read related command-wide news.



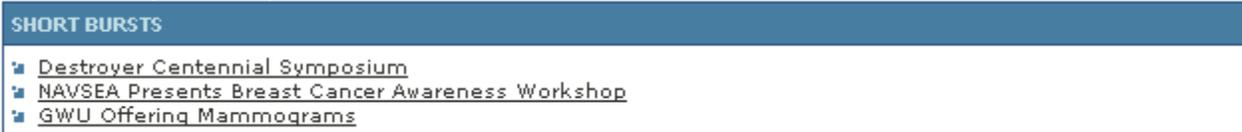
NAVSEA Observer Module

This module provides links to high-level command-wide information published in the **NAVSEA Observer** newspaper, as illustrated in the example below.



Short Bursts Module

This module provides quick access to command-wide event news.



NAVSEA Leadership Module

This module provides links to command-wide leadership information.



NAVSEA Organization Module

This module provides a link to the command organizational manual.

NAVSEA ORGANIZATION

- [Command Organization Charts](#)
- [NAVSEA HQ Organization Manual](#)
- [Organizational Instructions](#)
- [Shore Activities](#)
- [NAVSEA Fact Sheet](#)

Advertisement Module

This module includes information about high-level, command-wide advertisements, as illustrated in the example below.

ADVERTISEMENT

Turkish & Oriental Rug Sale

sponsored by the Naval Officers Wives Club

Persian, Turkish & Oriental Carpets, Kilims + Handicrafts -personally selected and imported by Roza Gornel of Izmir, Turkey

1 NOV: Friday 10 - 6
2 NOV: Saturday 10 - 6
3 NOV: Sunday 10 - 5

[READ MORE](#)

Personal Modules

The very bottom of the **Home** page includes two tabbed modules to help you keep track of neighborhoods and links you access and use.

My Neighborhoods Module

This module lists all of the neighborhoods you may access and use. When you have permissions, you may use this page to add and modify your neighborhoods. (See **Chapter 4, NAVSEA City Web Manager—Neighborhood Leader Tools** for instructions on how to develop and maintain your neighborhoods as a Neighborhood Leader.)

MY NEIGHBORHOODS | **MY LINKS**

+  Add/Modify a Neighborhood

My Links Module

This module allows you to enter Internet or NAVSEA Intranet addresses in a list for web pages to which you wish to establish easy access from your instance of Inside NAVSEA City via this module.

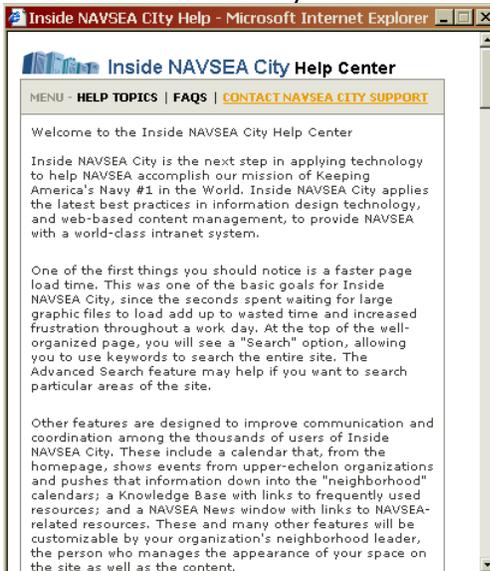
MY NEIGHBORHOODS		MY LINKS	
Enter title and URL to add your favorite link than click Submit, up to 20 links can be added. You have 0 link(s).			
Title	<input type="text"/>	URL	<input type="text"/> <input type="button" value="SUBMIT"/>
TITLE	URL	CLICK TO EDIT	DELETE?

Standard Content Sections

The **Feature Stories** and **NAVY Personnel News** sections display current, high-level NAVSEA command-wide stories and personnel news that are displayed on the **Home** page. This is very similar to the makeup of the front-page of a newspaper.

Site Help Button

Select this button, located at the very top, middle of the **Home** page, to retrieve online help information about Inside NAVSEA City.



You may click the **HELP TOPICS**, **FAQs**, or **CONTACT NAVSEA CITY SUPPORT** links located at the top of the **Inside NAVSEA City Help** window to get information about the web site.

Inside NAVSEA City Help Desk, please contact:
 The NAVSEA Help Desk at Helpdesk@NAVSEA.NAVY.MIL

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Chapter 2

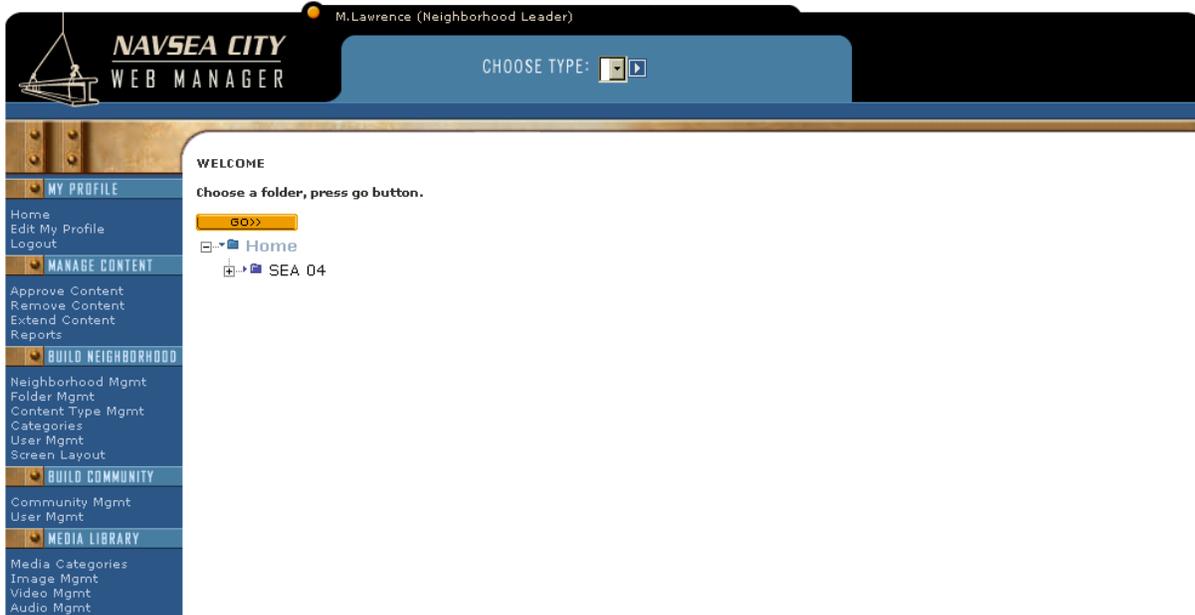
NAVSEA City Web Manager— Content Provider Tools

NAVSEA City Web Manager

The NAVSEA City Web Manager is a tool that both Neighborhood Leaders and Managers use to submit, create, approve, extend, and delete neighborhood content.

Log in to the NAVSEA City Web Manager

To open the web manager, select the **My Manager Tools** option from the **My City** module on the **Home** page. The NAVSEA City Web Manager displays:



You may select options from the **My Profile**, **Manage Content**, **Build Neighborhood**, **Build Community**, and **Media Library** modules if your Neighborhood Leader made them available to you. They are displayed in the left-hand side of the screen. These modules offer the following options:

- **My Profile**
 - The **Home** option advances you to the **Home** page of Inside NAVSEA City.
 - The **Edit My Profile** option allows you to update your user account information, including your password.
 - The **Logout** option closes your session of Inside NAVSEA City.
- **Manage Content** (See **Chapter 3, Content Manager Tools** for information on how to use the tools of this folder.)
- **Build Neighborhood** (See **Chapter 4, Neighborhood Leader Tools** for information on how to use the tools of this folder.)
- **Build Community**
 - The **Community Mgmt** option allows a user with permissions to create a community of interest.
 - The **User Mgmt** option allows you to manage users of your neighborhood. (See **Chapter 4, Neighborhood Leader Tools** for more information on managing users.)

Media Library

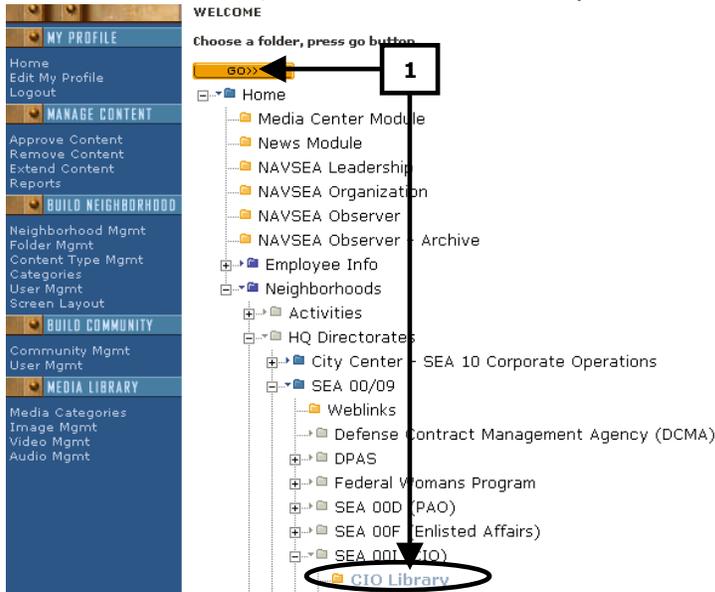
See the **Attach a File** section below for more information about this module's options.

Use the instructions in this chapter to complete the following jobs as a Content Provider:

Create Content

If you are a Content Provider, your permissions allow you to submit content to the system for Content Managers and Neighborhood Leaders to use. To create content:

- 1. Select the Neighborhood for which you are adding content and click the orange **Go** button. In most cases, Content Providers will only have access to one neighborhood.



- 2. From the **Choose Type** drop down menu at the top of the screen, select the type of content that you would like to create and click on the **Next Page** button next to the drop down menu.



3. A list of records appears for the type you selected.

The screenshot shows the NAVSEA City Web Manager interface. At the top, there is a header with the logo and 'NAVSEA CITY WEB MANAGER'. Below the header, there is a 'CHOOSE TYPE:' dropdown menu set to 'Web Policy'. The main content area is titled 'Add Web Policy' and 'Web Policy'. It contains a search box with the text 'Enter a name to search and click CONTINUE.' and a 'CONTINUE' button. Below the search box is a table with the following data:

NAME	CREATE DATE	STATUS	DELETE?
DoD Website Administration Policies and Procedures	7/30/2002	Approved	
Domain Registration in the .mil Domain	7/30/2002	Approved	
DON Policy for Publicly Accessible World Wide Web Site	7/30/2002	Approved	
Electronic and Information Technology Accessibility Standards	7/30/2002	Approved	
GILS Registration for Public Sites	7/31/2002	Approved	
NAVSEA Web Guidelines (in Livelink)	7/30/2002	Approved	
Policy Guidance for use of Mobile Code Technologies in Department of Defense (DoD) Information Systems	7/30/2002	Approved	

A box labeled '3' with an arrow points to the table.

NOTE: When the Neighborhood Leader has not added any content, this list is blank.

4. To add a record, click on the **Add (Web Policy) Content Type** tab.

The screenshot shows the NAVSEA City Web Manager interface. At the top, there is a header with the logo and 'NAVSEA CITY WEB MANAGER'. Below the header, there is a 'CHOOSE TYPE:' dropdown menu set to 'Web Policy'. The main content area is titled 'Add Web Policy' and 'Web Policy'. It contains a search box with the text 'Enter a name to search and click CONTINUE.' and a 'CONTINUE' button. Below the search box is a table with the following data:

NAME	CREATE DATE	STATUS	DELETE?
DoD Website Administration Policies and Procedures	7/30/2002	Approved	
Domain Registration in the .mil Domain	7/30/2002	Approved	
DON Policy for Publicly Accessible World Wide Web Site	7/30/2002	Approved	
Electronic and Information Technology Accessibility Standards	7/30/2002	Approved	
GILS Registration for Public Sites	7/31/2002	Approved	
NAVSEA Web Guidelines (in Livelink)	7/30/2002	Approved	
Policy Guidance for use of Mobile Code Technologies in Department of Defense (DoD) Information Systems	7/30/2002	Approved	

A box labeled '4' with an arrow points to the 'Add Web Policy' tab.

5. The template created for a content type appears similar to the example below.

The screenshot shows a web interface with a left-hand navigation menu and a main content area. The navigation menu includes sections for 'MY PROFILE', 'MANAGE CONTENT', 'BUILD NEIGHBORHOOD', 'BUILD COMMUNITY', and 'MEDIA LIBRARY'. The main content area is titled 'Add Web Policy' and contains the following elements:

- A sub-tab 'Web Policy'.
- Instruction: 'Fill in all information then press SUBMIT.'
- 'Title' text input field.
- 'Summary' text area with a scroll bar.
- 'URL' text input field.
- Radio buttons for 'Save' and 'Done'.
- A 'SUBMIT' button.

 A box containing the number '5' is positioned to the right of the Summary field.

6. Fill in the required fields to populate your content type with information.

This screenshot is identical to the one above but includes annotations:

- A large right-facing curly bracket groups the 'Title', 'Summary', and 'URL' fields, with a box containing the number '6' to its right.
- A box containing the number '7' is located below the 'Save' and 'Done' radio buttons, with two arrows pointing to each of them.
- The 'SUBMIT' button is circled with a black oval.

7. You may click the **Save** radio button if you are not finished entering information for your content, or you may click the **Done** radio button if your new content is complete and click the **Submit** button. Once you have added your content, it appears on the list of the **(Web Policy) Content Type** tab. To add another record, repeat steps 4 through 6 above. If you wish to add an attachment to your new content, before you click the **Submit** button, proceed to step 8 and follow the instructions therein.

NOTE: The minimum information required for submitting new content varies for each type. You will be prompted when more information is needed. For example, when submitting a web link, the title, a summary, and the URL for the web link must be entered into the fields provided in the template. This information may be cut and pasted from other documents, or created originally for your neighborhood. We recommend that Content Providers not cut and paste entire documents from other websites, but paste a link to that information.

TIP: Whoever enters content into the NAVSEA City Web Manager becomes the owner of that content. When the content has an expiration date (determined by the neighborhood leader), the owner will be sent an email notification one(1) week in advance of its expiration prompting the owner to review that piece of content, determine if its information is currently correct and appropriate for publication, and re-submit it to the Content Manager for an extension. The content record can be updated at any time if its information changes. When the content expires, it will automatically be removed from your neighborhood, but is still available in the database via the Inside NAVSEA City Web Manager.

8. To use the **Attach a File** radio button (if it is available for the content type you selected):

o **Attach a File Option**

Select this radio button when you wish to attach a document, image, audio, or video file and click the **Submit** button. The table below illustrates the types of attachments you may use.

Adobe Acrobat (.pdf)	MS Access (.mdb)
Adobe Illustrator (.ai)	MS Excel (.xls)
Adobe Photoshop (.psd)	MS PowerPoint (.ppt/.pps)
Audio Interchange File (.aif)	MS Word Document (.doc)
Audio Interchange File Format (.aiff)	MS Word Template (.dot)
Audio Streaming File (.asf)	Post Script (.ps)
Audio Video Interleaved (.avi)	QuickTime Movie (.mov)
Batch File (.bat)	Real Audio File (.ra)
Bit Map (.bmp)	Real Video File (.rv/.ram)
Encapsulated Postscript (.eps)	Rich Text File (.rtf)
Executable File (.exe)	Tag Image File (.tif)
Graphics Interchange Format (.gif)	Tag Image File Format (.tiff)
Hypertext Markup Language (.html/.htm)	Text File (.txt)
JPEG Bitmap (.jpg)	Universal Resource Locator (.url)
JPEG Compressed Bitmap (jpeg)	Waveform Sound (.wav)
Moving Picture Expert (.mpeg/.mpe)	Windows Media Video (.wmv)
MPEG Audio Layer 3 (mp3)	Zip File (.zip)

Click the **Select Attachment** tab. **Media** and **File Type** options are available and are described below.

Select Attachment | **Add Attachment** | **Attachments**

STEP 1 OF 2: Select Attachment for Feature Story

Choose from the following option(s):

Media

Image

Image from Media Center

Audio/Video

Audio/Video from Media Center

File Type

File Attachment

Back to Content

Selecting Image or Audio/Video Options

When you select one of these options, the **Add Attachment** page appears.

Select Attachment | Add Attachment | Attachments

STEP 2 OF 2: Add Attachment for Distance Support

Fill in all information then press SUBMIT.

Low Res. Image Browse...

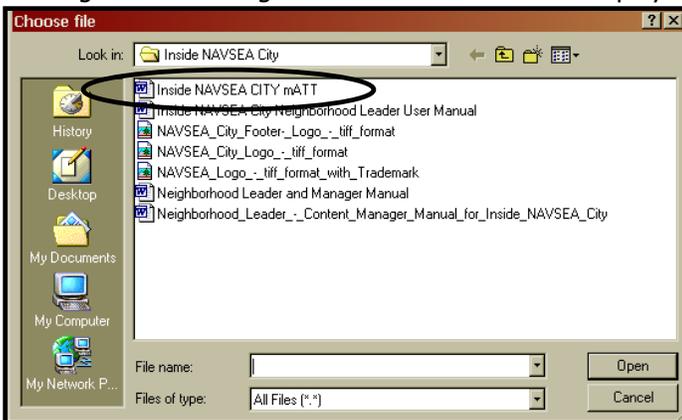
High Res. Image Browse...

Note: Please make sure that your file name does not include special characters. If special characters are used, replace them with an underscore (_).
Example:
c:\my folders\my.document 001.doc will fail
How to fix:
c:\my folders\my_document_001.doc

Title

SUBMIT

You may click the **Browse** buttons to select an image file from your computer to place in the **Low Res. Image** or **High Res. Image** field. Choose the filename by double-clicking its name using the **Choose File** window displayed below.



Second, enter the **Title** field value and click the **Submit** button.

NOTE: The values you enter in these fields allow the image to be found in a system-wide search according to the file's name you entered in the **Title** field. Therefore, be sure to provide information that includes common keywords users will use in search criteria when entering information in these fields.

If you choose to attach an image that is not already in the Media Library, you will have the opportunity to add a low-resolution and a high-resolution version. For best results, when uploading images, a minimum size of 144 x 192 pixels or 2 x 2.667 inches is recommended. Low-resolution images (required) should have no greater than 72 DPI. High-resolution images are optional and are intended for print ready graphics greater than 72 DPI.

Selecting Media: Image from Media Center Option

First, select this option.

The screenshot shows a web interface for selecting an image. At the top, there are two tabs: 'Add Image' and 'Image Gallery'. The 'Image Gallery' tab is active, displaying a grid of 10 image thumbnails. Each thumbnail has a 'Select' checkbox below it. The second checkbox in the first row is checked. A callout box with a black border contains the text 'Click the **Select** checkbox and click **Continue**.' Below the grid is a 'CONTINUE' button and a page indicator 'Page 1 Of 1'.

Click to place a checkmark in the **Select** checkbox beneath the image you desire. Then, click the **Continue** **CONTINUE** button.

Audio/Video Option

When you select this option, the following page appears.

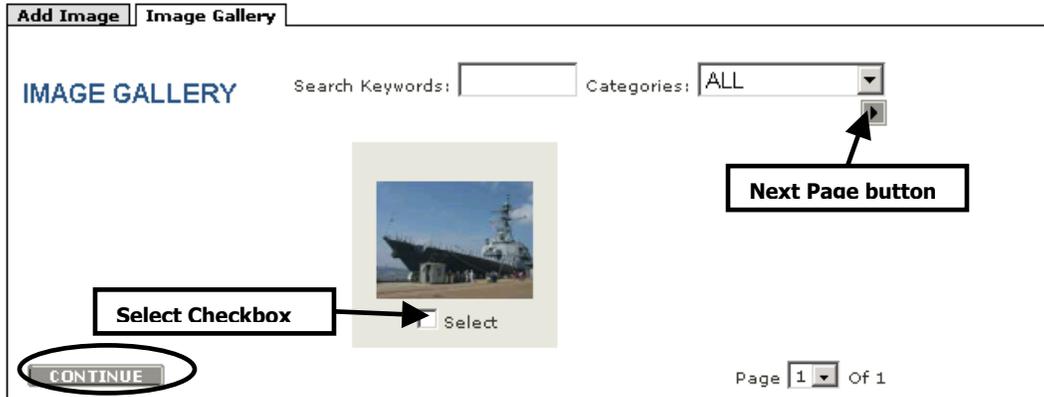
The screenshot shows a web form for adding an attachment. At the top, there are three tabs: 'Select Attachment', 'Add Attachment', and 'Attachments'. The 'Add Attachment' tab is active. The form is titled 'STEP 2 OF 2: Add Attachment for Distance Support'. Below the title, it says 'Fill in all information then press SUBMIT.' There is a text input field for 'Audio/Video' with a 'Browse...' button next to it. Below this, there is a note: 'Note: Please make sure that your file name does not include special characters. If special characters are used, replace them with an underscore (_). Example: c:\my folders\my.document 001.doc will fail How to fix: c:\my folders\my_document_001.doc'. There is a text input field for 'Title' and a 'SUBMIT' button at the bottom left.

Click the **Browse** **Browse...** button and select the audio/video file from your computer using the **Choose File** window (see **Selecting Image or Audio/Video Options** above).

Selecting Audio/Video from Media Center Option

Adding Video from the Media Center

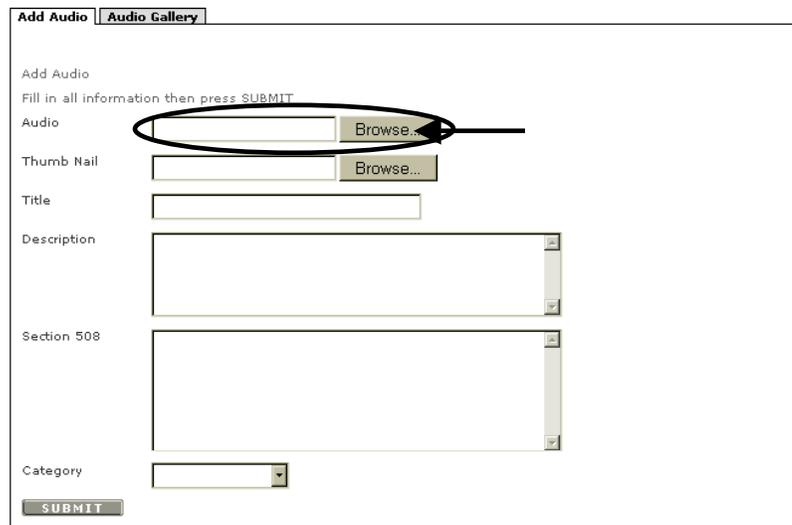
When you want to attach an image file that already exists in the Inside NAVSEA City Media Center, select the **Audio/Video from Media Center** option. The **Image Gallery** page displays.



You may click the **Next Page** button to view more images. You may also enter keywords by which the image is associated in the **Search Keywords** field to locate a specific image and click the **Next Page** button. When you see the image you want, click the **Select** checkbox beneath the image. Then, click the **Continue** button. A message displays confirming the number of attachments you have selected. Click the **Continue** button to acknowledge the message. The **Select Attachment** page is redisplayed.

Adding Audio from the Media Center

When you want to audio from the Inside NAVEA City Media Center, select the **Audio/Video from Media Center** option. Then, select the **Add Audio** tab. The **Add Audio** page displays.



Click the **Browse** button and select an audio file from your computer using the **Choose File** window (see **Selecting Image or Audio/Video Options** above).

NOTE: Please limit Media Center content to a maximum file size of 30 Megabytes.

Adding Section 508 Compliance to your Media

Lastly, provide a Section 508 description of the image, transcript of the audio, or transcript and descriptor of the video to ensure compliance with the Americans with Disabilities Act. The text you enter in this field will provide data for the reader software used by individuals with vision impairments or allow users with hearing impairments to read the dialog of a video. Alternately,

you can include contact information for the individual that can provide an accessible version of the attachment. Please visit <http://www.section508.gov/> for more information on Section 508 accessibility guidelines.

When you have completed the required fields, select the **Submit** button. The **Audio Gallery** page displays with your attachment(s). When you are satisfied with your audio attachment, select the **Select** checkbox beneath the desired attachment and click the **Continue** button. A message displays with the total number of attachments you added. Click the **Continue** button to acknowledge this message. The **Select Attachment** page

Select Attachment | Add Attachment | Attachments

[Return to Options](#)

THUMB NAIL	NAME	DESCRIPTION	DELETE?
			1

is redisplayed. Click the **Attachments** tab to view a list of attachments you have added to your content.

Select Attachment | Add Attachment | Attachments

[Return to Options](#)

THUMB NAIL	NAME	DESCRIPTION	DELETE?
	Keeping America's Navy #1 In The World	Keeping America's Navy #1 In The World	
<input type="checkbox"/>	Beck	Beck	
<input type="checkbox"/>	Beck	Beck	

1

You may click the **Return to Options** link to return to the **Select Attachment** page. To add more attachments return to the **Select Attachment** page and follow instructions above the correspond with the option you wish to select. Do this for each additional attachment. To add a simple file attachment follow the instructions below.

Selecting File Attachment Option

This option allows you to attach a file from your computer to your content. Simply click the **File Attachment** radio button on the **Select Attachment** page. The **Add Attachment** page is displayed.

Select Attachment | Add Attachment | Attachments

STEP 2 OF 2: Add Attachment for Feature Story

Fill in all information then press SUBMIT.

Attachment

Title

Description

Section 508

NOTE: File attachments include MS Word, MS PowerPoint, MS Excel, Adobe PDF's and Text files.

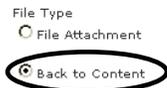
As with an image or audio/video attachment (described above), you will browse your computer to locate the file and double-click its name in the **Choose File** window to attach the file. Next, give your attachment a **Title** and **Description**. Then, follow the instructions under **Adding Section 508 Compliance to your Media** above for your file and click the **Submit**  button

The **Attachments** page displays. If you decide you would like to delete an attachment, select the **Trashcan**  icon across from the attachment's name in the **Delete** column of this page.

You may click the **Return to Options** link to return to the **Select Attachment** page. To add more attachments, return to the **Select Attachment** page and follow instructions above that correspond with the option you wish to select. Do this for each additional attachment you desire to add to your content record.

Selecting Back to Content Option

You may select the **Back to Content** radio button from the **Select Attachment** page to return to your content record.



The first page of your content record is redisplayed. You may click the **Save** radio button if you are not finished entering information for your content, or you may click the **Done** radio button if your new content is complete and click the **Submit**  button.

Follow the instructions below to submit your content for approval, which is the next step in the process to get your content published.

Submitting Content for Approval

When you are done entering content and adding attachments, select the **Back to Content** radio button and select the **Submit** button. The status of this content in the list view will display **Pending**. The NAVSEA City Web Manager automatically generates and sends an email message to the Content Manager notifying them that new content is available for their review and approval. When you modify a content record, it must be approved before it may be displayed in your neighborhood. If, for some reason, the Content Manager disapproves a record you created, the Content Manager may enter an explanation why they disapproved the content with instructions on how to change the record to receive approval. To edit content that exists in the database, see the **Modify Existing Content** section below.

Add Cap. Planning & Perf. Measures		Capital Planning & Performance Measures		
Type a name to search and click CONTINUE.				
<input type="text"/>	<input type="button" value="CONTINUE"/>			
NAME	CREATE DATE	STATUS	DELETE?	
FY03 IT Portfolio Plan Data Call	6/11/2002	Approved	<input type="button" value="X"/>	
IT Performance Measures Training	6/11/2002	Approved	<input type="button" value="X"/>	
Lessons Learned in IT Portfolio Management (Download)	6/12/2002	Approved	<input type="button" value="X"/>	
NAVSEA Guide for IT Portfolio Plans	7/9/2002	Approved	<input type="button" value="X"/>	
Performance Measures Presentation	7/9/2002	Approved	<input type="button" value="X"/>	
Test Content	11/6/2002	Approved	<input type="button" value="X"/>	
				1

Saving Incomplete Content

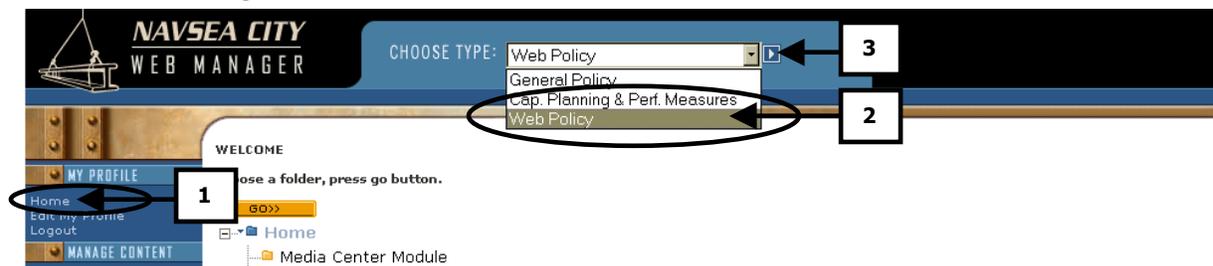
Choose this option from your content record page when you must leave the NAVSEA City Web Manager before you are finished creating a content record, or when you do not have all of the information needed to complete it. The record will not be forwarded to the Content Manager, but will acquire an **In-Process** status until you return to complete it.

NOTE: The Inside NAVSEA City Administrators recommended you take advantage of this feature when leaving your workstation for any reason. Because, your Web Manager session will time-out after 15 minutes of non-activity, and any content you were entering that has not been saved will be lost.

Modify Existing Content

If you are a Content Provider, you only have the ability to modify the content you create. To accomplish this:

1. First, select the neighborhood in which you added content by clicking the **Home** option in the **My Profile** folder of the Web Manager.
2. Then, select the type of content you want to modify from the **Choose Type** drop-down menu at the top of the page.
3. Click the **Next Page** button.



4. Locate the record by browsing the list or search for it by specifying a keyword in the **Search** field and clicking the **Continue**  button.



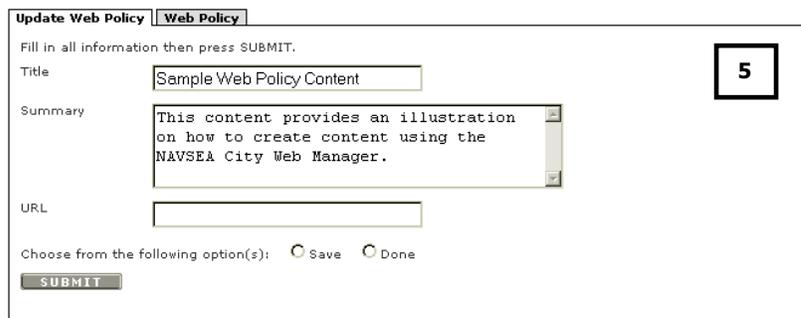
Add Web Policy | **Web Policy**

Enter a name to search and click CONTINUE.



NAME	CREATE DATE	STATUS	DELETE?
DoD Website Administration Policies and Procedures	7/30/2002	Approved	
Domain Registration in the .mil Domain	7/30/2002	Approved	
DON Policy for Publicly Accessible World Wide Web Site	7/30/2002	Approved	
Electronic and Information Technology Accessibility Standards	7/30/2002	Approved	
GILS Registration for Public Sites	7/31/2002	Approved	
NAVSEA Web Guidelines (in Livelink)	7/30/2002	Approved	
Policy Guidance for use of Mobile Code Technologies in Department of Defense (DoD) Information Systems	7/30/2002	Approved	

5. When you see the title of the record you desire to modify, click on its name and make any desired changes or updates to the content fields.



Update Web Policy | **Web Policy**

Fill in all information then press SUBMIT.

Title:

Summary:

URL:

Choose from the following option(s): Save Done



6. To add an attachment to an existing record, follow the same process as adding an attachment under the **Create Content** section of this chapter above.
7. When you need to delete an attachment, click the **Trashcan**  icon on the **Attachments** page across from the file's name under the **Delete** column. Select the **Return to Content** link and **Back to Content** radio button when you are done modifying attachments and information of your content record.
8. Select the **Submit**  button to complete the process and submit your modified content record to the Content Manager for approval.

Content Expiration

To ensure content housed in your neighborhood is kept current, a content expiration feature is provided. The Neighborhood Leader must select **YES** for the **Will Expire?** option when creating content types for this feature to be active. The default expiration date is 90 days from the date it is entered into the Web Manager (this time-frame may be adjusted by your Neighborhood Leader). Seven(7) days, or one(1) week, prior to a record's expiration, the Web Manager sends an email notification to the Content Provider, listing the name of the content record that is expiring. It is up to the Content Provider to review the content, determine if is still relevant, make necessary modifications, and re-submit the record to the Content Manager for an extension approval. When the content record expires, it will no longer be visible in your neighborhood, but it is available via the Web Manager for future editing or simply to reference as an archived content record.



Chapter 3 NAVSEA City Web Manager— Content Manager Tools

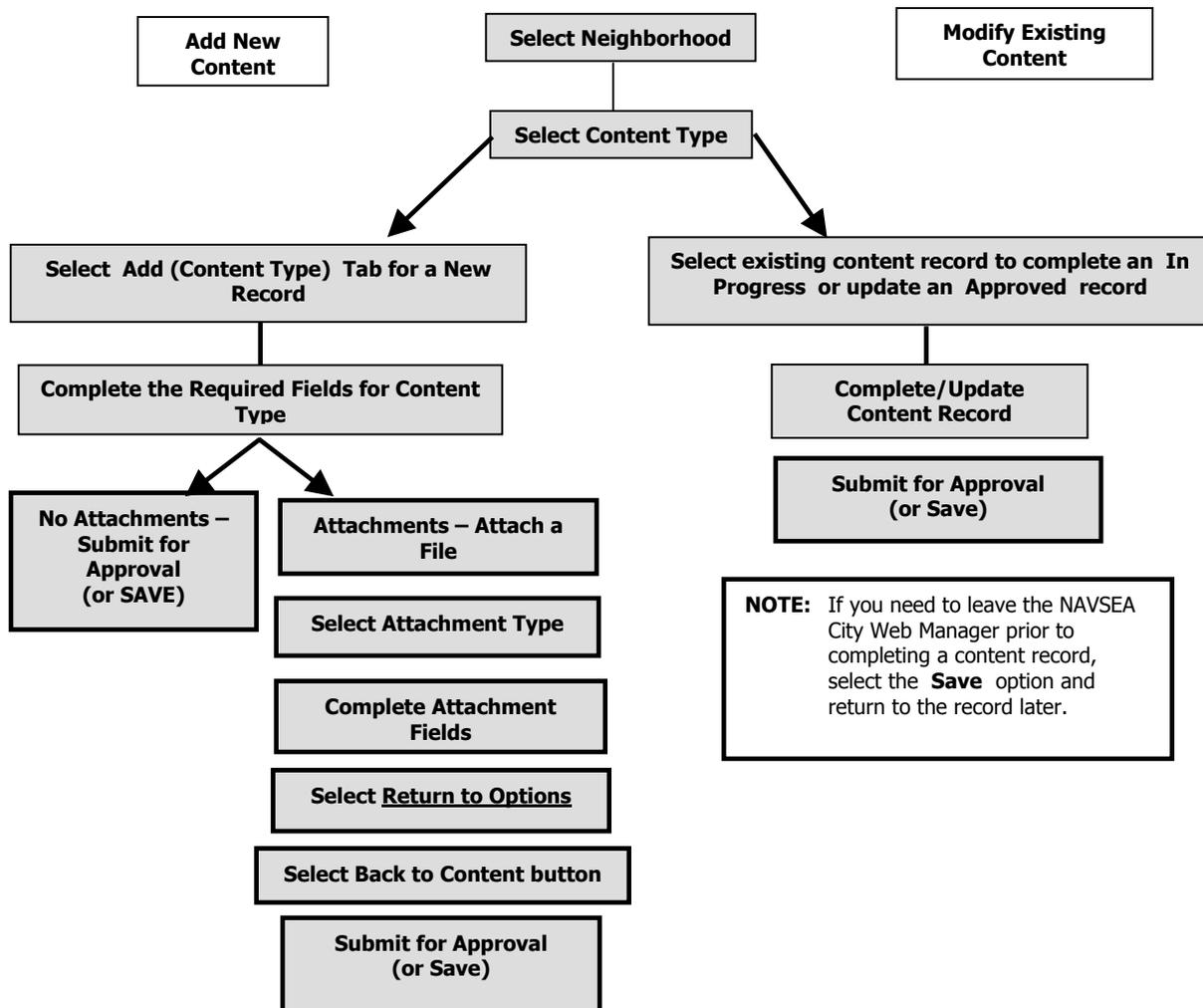
Inside NAVSEA City Web Manager

To log in to the **NAVSEA City Web Manager**, see **Chapter 2 NAVSEA City Web Manager—Content Provider Tools, Log in to the NAVSEA City Web Manager**. In addition to the content creation and modification capabilities of Content Providers, Content Managers have access to the four tools that make up the **Manage Content** module, located in the left-hand frame of the NAVSEA City Web Manager:



First, let's look at the illustration below which explains the life cycle of a content record:

Content Flow Chart



Approve Content

When a Content Provider creates a content record, it is submitted to you for approval as shown in the illustration above. To approve content:

1. Select the neighborhood for which you are managing content and click the orange **Go**  button.



2. Select the **Approve Content** from the **Manage Content** module to view a list of content records pending your approval. (In the illustration below, no records are shown because, the user preparing this manual did not have proper permissions. However, you will see records listed that are ready for your approval as an actual Neighborhood Manager.)
3. To review a content record, click on its title. The content record is displayed. From this screen, you can review, edit, and choose to approve or not approve the record. There is also a **Remarks** field available that you may use to provide feedback or guidance to the Content Provider. The information you include in this field will automatically be sent to the Content Provider for that record in an email notification generated by the NAVSEA City Web Manager.



TIP: You can sort the list of content records by **NAME** or **CREATE DATE** by clicking on one of these headers.

4. Click the **Submit**  button to complete the process.

Remove Content

One of the advantages to the NAVSEA City Web Manager is Content Managers and Neighborhood Leaders have the capability to add or remove a content record at any time without having to go through the System Administrators. To accomplish this:

1. Select the neighborhood in which you want to work. Then, select the **Remove Content** option from the **Manage Content** module. A list of all approved content records appears.
2. You may search this list by keyword to locate a specific record, or you can sort the list by content type by selecting values from the drop-down list and clicking the **Continue**  button.
3. When you have identified the record you want to remove, click on the **Trashcan**  icon in the **Delete** column located on the same row as your record's name. This changes the status of the content record to **Removed** and hides the content record from the neighborhood's users.

Extend Content

To ensure the content in your neighborhood is kept current, content records entered into the NAVSEA City Web Manager have an expiration date when they are created. The default expiration date is 90 days from the date they are entered into the system (this can be adjusted by the Neighborhood Leader). Seven(7) days, or one(1) week, prior to a record's expiration, the system sends an email notification to a Content's Provider (an individual who creates content records) listing the content record that is expiring. It is up to the Content Provider to review the content, determine if is still relevant and, make modifications to it and re-submit the record for an extension approval to you. If the content expires, it is no longer visible to your neighborhood users.

Content Managers and Neighborhood Leaders have the ability to review content records that are within seven(7) days of expiration or that have expires. To accomplish this:

1. Select the **Extend Content** option from the **Manage Content** module. The content record is displayed.
2. From this screen, you can view the record's content, decide if you want it modified or deleted, and enter a new extension date on which the record will expire.

Reports

When you select this option from the **Manage Content** module, a list of reports is displayed that you may generate and view.

To Generate a Report

1. Click the **Double-Down Arrows** button located to the right of the report's name that you wish to generate.

The screenshot shows a list of reports with the following details:

- APPROVAL TIME**
This report shows you the average approval time for each content type. [Double-Down Arrow]
- HITS PER CONTENT TYPE**
This is report shows the number of hits for each content type in your Neighborhoods. [Double-Down Arrow]
- CONTENT STATUS**
This report show you the content type and their status [Double-Down Arrow]
- CONTENT EXPIRATION AND STATUS**
This report will show you the status and expiration date of your content - Sorted by the expiration date. [Double-Down Arrow]
- ATTACHMENT DOWNLOAD COUNT**
This report will show you the counts for each attachment. [Double-Down Arrow]

A box containing the number '1' has an arrow pointing to the first double-down arrow.

- The report's name and any parameters you may select are displayed, similar to the illustration example below. Click the radio buttons for the parameters you desire.
- Click the **Display Report** link.

APPROVAL TIME ^
This report shows you the average approval time for each content type

REPORT RANGE

All Dates
 Current Month ← [2]
 Last Month
 Last 3 Months
 Last 6 Months
 Custom Date

CHART OPTIONS

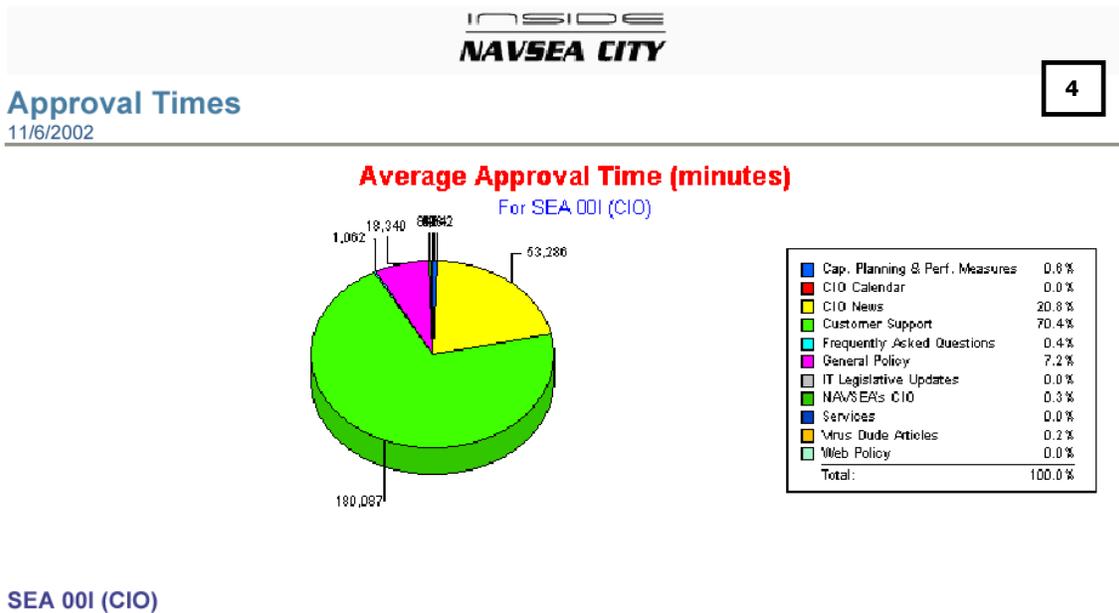
Pie Chart
 Bar Chart
 No Chart

REPORT FORMAT

HTML
 PDF
 Microsoft Excel
 Microsoft Word

[3] → [Display Report](#)

- Your report is displayed, similar to the example illustrated below.





Chapter 4

NAVSEA City Web Manager— Neighborhood Leader Tools

Neighborhood Management

To log in to the **NAVSEA City Web Manager**, see **Chapter 2 NAVSEA City Web Manager—Content Provider Tools, Log in to the NAVSEA City Web Manager**.

As a Neighborhood Leader, you have access to every tool available in your neighborhood. You can create, modify, approve, remove and extend content of any type. You can also use your neighborhood reporting features. You have access to the tools needed to manipulate the design and presentation of your neighborhood's content records, and you may determine who your Content Providers and Content Managers are. These tools are located in the **Build Neighborhood** module located in the left-hand side of the NAVSEA City Web Manager.



Neighborhood Management

As a neighborhood leader, you have the ability to add sub-neighborhoods that reflect the structure of your organization and your information. To create a sub-neighborhood:

Create a Sub-Neighborhood

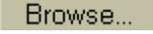
1. Select the **Neighborhood Management** option from the **Build Neighborhood** module. A list of neighborhoods of which you are the Neighborhood Leader appears.

Choose a Neighborhood Group and/or enter a name to search and click CONTINUE.

ALL

NAME	LOCATION	DELETE?
SEA 04	HQ Directorates	
SEA 04I	SEA 04	
SEA 04L	SEA 04	
SEA 04M	SEA 04	
SEA 04X	SEA 04	
E Ships	SEA 04X	
NR Ship Donation Inspection Program (SDIP)	SEA 04X	
FECA	SEA 04X	
Waterfront Projects	SEA 04X	
Special Projects	SEA 04X	

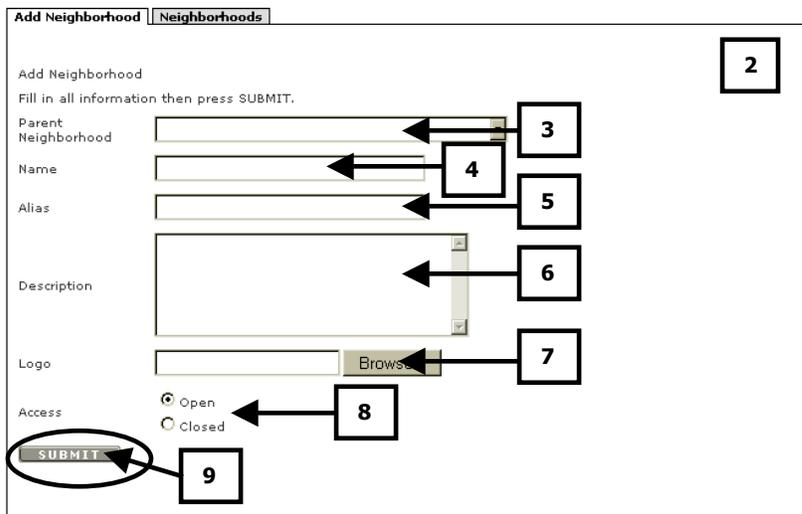
1 2

2. Select the **Add Neighborhood** tab. The **Add Neighborhood** page displays.
3. Using the pull-down menu on the **Parent Neighborhood** field, select the name of the parent neighborhood under which your sub-neighborhood will exist.
4. Enter a name for your sub-neighborhood in the **Name** field.
5. You may enter key words by which the sub-neighborhood is known in the **Alias** field. Your neighborhood users may use these words in the **Search** bar to locate the sub-neighborhood.
6. Enter a description for you sub-neighborhood in the **Description** field.
7. If you have a logo or image you would like to associate with this neighborhood, click the **Browse**  button to add the logo file from your computer using the **Choose File** window. Locate your file on your computer and double-click its name to select it. The path and filename from your computer are placed in the **Logo** field.



8. Next, considering the audience of your neighborhood, decide if your sub-neighborhood will be Open or Closed. See **Chapter 1, Introduction, What is a Neighborhood?** for definitions of Open and Closed neighborhoods and information on using these neighborhoods in concert with information security guidelines. Click the **Open** or **Closed** radio button on the **Access** field.

NOTE: When you create a Closed Neighborhood, you must give each user of the closed neighborhood's permission. Open neighborhoods are viewable by anyone within the Command, including on-site contractors and any foreign nationals that work for NAVSEA.
9. Click the **Submit**  button to complete the process.



Neighborhood Containers

There are two(2) types of containers you may use to organize and present your neighborhood's information:

Create a Folder Container

Folders allow you to contain specific types of content in one container (For example, a News folder) within your neighborhood. To create a folder:

1. Select **Folder Mgmt** from the **Build Neighborhood** module and click the **Add Folder** tab. The **Add Folder** page displays.

The screenshot shows the 'Add Folder' form with the following fields and callouts:

- 1**: Points to the 'Add Folder' tab.
- 2**: Points to the 'Neighborhood' drop-down menu.
- 3**: Points to the 'New Sub Folder Name' text input field.
- 4**: Points to the 'Description' text input field.
- 5**: Points to the 'Active?' drop-down menu, which currently shows 'NO'.
- 6**: Points to the 'SUBMIT' button.

2. Select the name of the neighborhood to which you are adding the folder from the drop-down menu on the **Neighborhood** field.
3. Enter the name of your folder in the **New Sub-Folder Name** field.
4. Enter a description for the new folder in the **Description** field.
5. Select **YES** from the drop-down menu in the **Active?** field to display the folder as a folder object in your neighborhood menu.
6. Click the **Submit** button to complete the process.

Create a Menu Module Container

Menus allow you to display external and internal neighborhood links to information, and are discussed in greater detail later in this manual.

1. To create this type of container, follow steps **1** through **4** under **Create a Folder Container** above.
2. Select **NO** from the drop-down menu in the **Active?** field to display the folder as a menu module in your neighborhood home page. These menu modules may be displayed using the **Screen Layout** option. See the **Screen Layout** section of this chapter.
3. Click the **Submit** button to complete the process.

Update a Folder Container

To update folders in your neighborhood:

1. Select the **Folder Mgmt** option from the **Neighborhood Mgmt** module. A list of folders that reside in your neighborhood appears.

Add Folder | Folder Mgmt

Choose a Folder Group and/or enter a name to search and click CONTINUE.

Awards

NAME	LOCATION	DELETE?
Inside NAVSEA City Folder	Awards	

1

2. Click the name of the folder you are updating. The **Update Folder** page appears.
3. You may move the folder to another sub-neighborhood by selecting a different value from the **Neighborhood** field's drop-down menu.
4. You may change the name of the folder in the **New Sub Folder Name** field.
5. You may change the description of the folder in the **Description** field.
6. You may decide to make the folder act and display as a menu object in your neighborhood by selecting the **No** option from the drop-down menu of the **Active?** field.
7. When you are finished modifying your folder, click the **Submit** button.

Update Folder | Folder Mgmt

Modify Sub Folder

Fill in all information then press SUBMIT.

Neighborhood: Awards

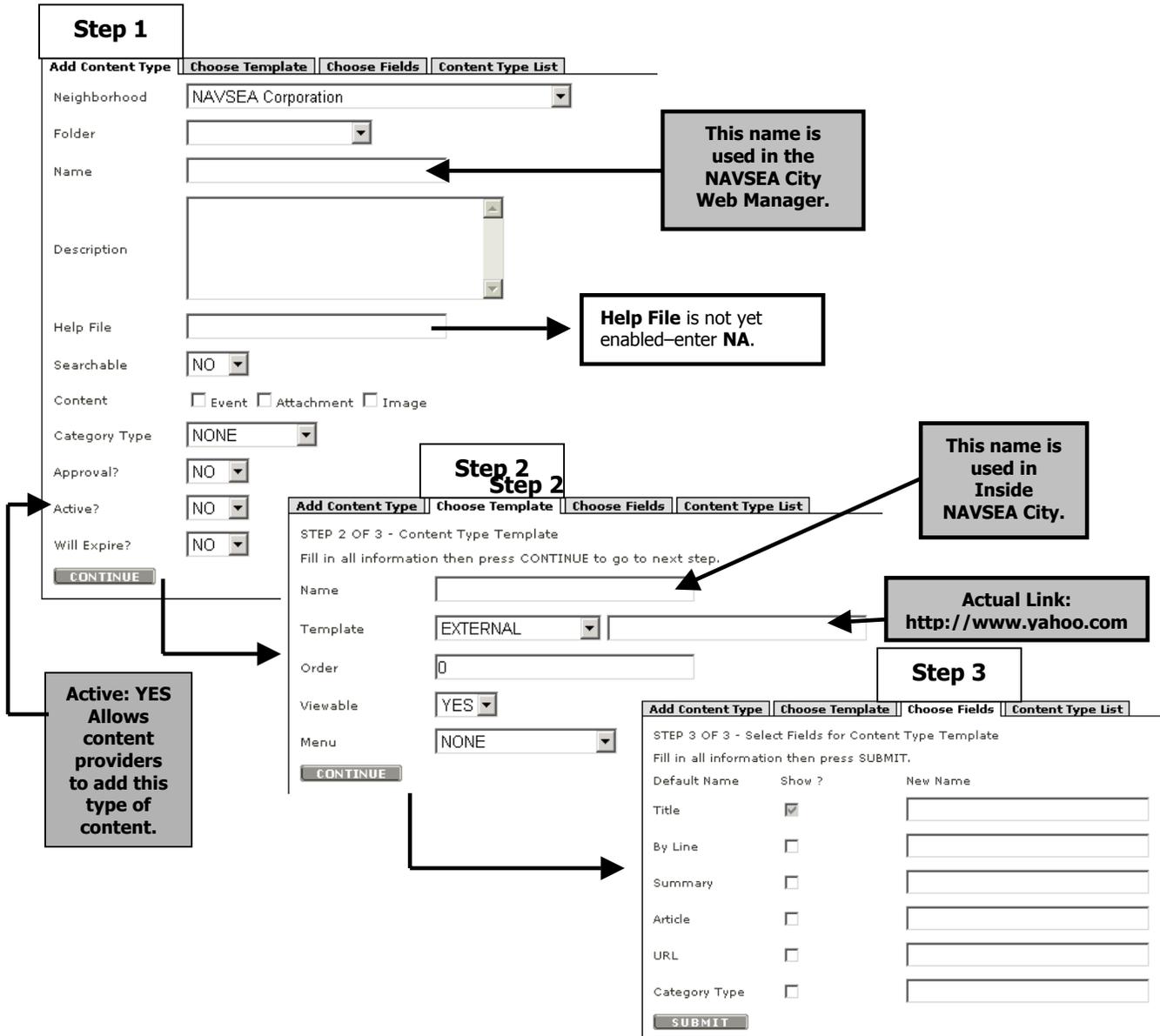
New Sub Folder Name: Inside NAVSEA City Folder

Description: This folder contains awards relative to Inside NAVSEA City.

Active?: YES Choose No to be a "Menu Module"

Content Type Management

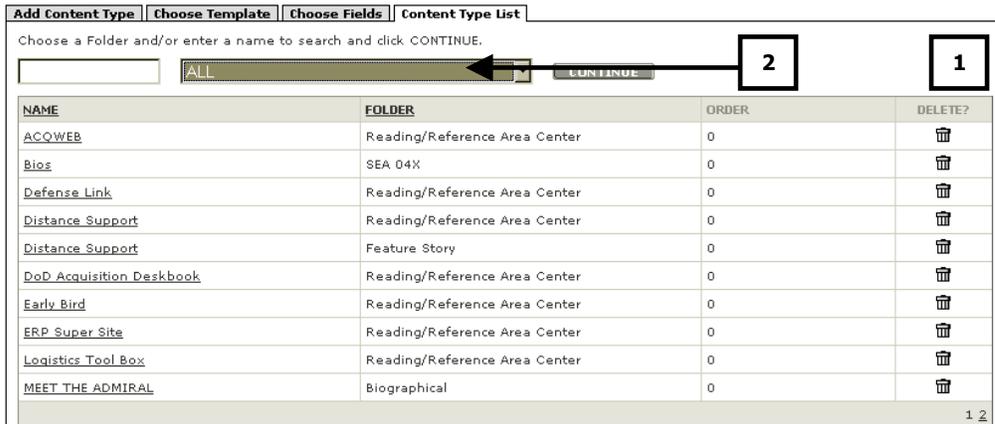
The content of your folders and menus are organized by Content Types. Content Types are used as customized templates by your Content Providers when creating content records. They are also used to create links within your menus. See the diagram below, which illustrates this process:



Step 1: Create a Content Type
Add Content Type (Step 1 in the illustration above)

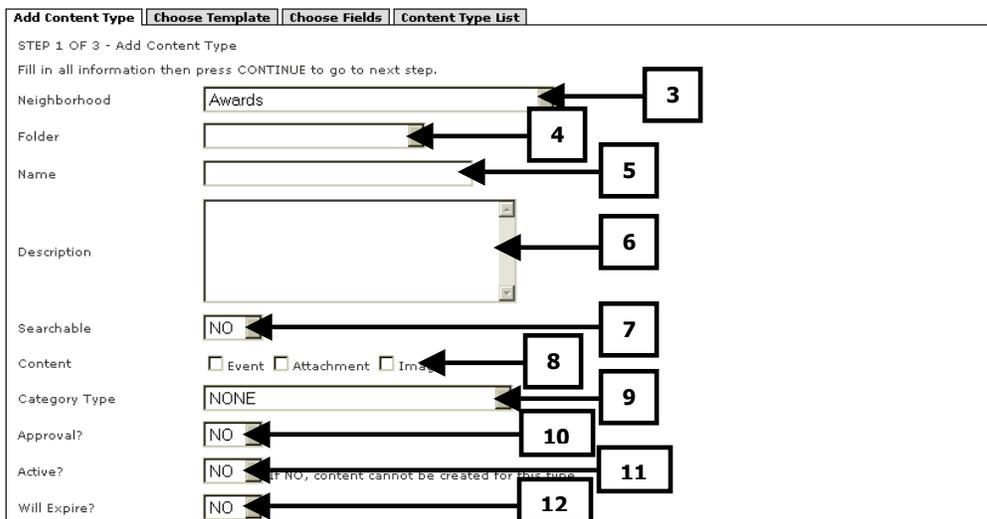
To create a content type:

1. Select the **Content Type Mgmt** option from the **Build Neighborhood** module. The **Content Type List** page appears for your selected neighborhood.
2. Select the sub-neighborhood to which you are adding the content type from drop down menu at the



top of the page and click the **Continue** button.

3. Select the **Add Content Type** tab. The **Add Content Type** page appears.
4. If the content type is to be applied to a specific folder within the sub-neighborhood, select the folder's name from the drop-down list on the **Folder** field.
5. Enter the name of the new content type in the **Name** field (the name provided here will be the one that appears in the **Choose Content Type** drop down menu in the Web Manager).
6. Enter a description that defines the information you want to capture under this content type in the **Description** field.
7. If you would like this content to be searchable, using the search feature on Inside NAVSEA City, select **YES** from the drop-down list on the **Searchable** field. If you do not want the content type to be searchable, select **NO** from the drop-down list on the **Searchable** field.



8. Click to place a checkmark in the checkbox options on the **Content** field as follows:
 - o If you always want this type of content to be associated with your neighborhood's calendar (if it will always have dates associated with it—such as a staff meeting, or a conference) check the **Event** checkbox.

- If you ever want this type of content to have file attachments (such as documents or spreadsheets) check the **Attachments** checkbox.
 - If you want this type of content to have images associated with it, check the **Image** checkbox.
Note: By checking the **Attachments** or **Image** checkboxes, your Content Providers will have the option to add attachments or images. However, they will not be required. If you select the **Event** box, your content providers **WILL** be prompted to enter event dates. It is recommended that you create a content type dedicated to your organization's events.
9. See **Categories** below for guidance on categories and how they apply to content types. Leave the **Categories Type** field blank for now. Categories are generally needed for special content types, such as a suggestion box. You can add categories at a later date, if necessary.
 10. When you would like to use the approval mechanism that was built for this system for content of this new type that is submitted by your Content Providers, select **YES** from the drop-down list on the **Approval?** field. If you want your Content Providers to load content directly to the site without prior approval by a Content Manager or yourself, select **NO** from the drop-down list on the **Approval?** field.
 11. When this new content type should be available in your **Choose Content Type** drop-down menu in the Web Manager, select **YES** from the drop-down list on the **Active?** field. This will allow content records of this type to be added through the Web Manager. Select **NO** when developing special content types such as a discussion board or external web links.
 12. When you would like your content records to initially expire after 90 days of publication, with the option to be extended beyond the 90-day period, select **YES** from the drop-down list on the **Will Expire?** field.
NOTE: Seven(7) days prior to a record's expiration, an email will be sent to the Content Provider informing them that the content is expiring. The Content Provider has the option to expire the content or to resubmit the content for an extension approval. Content Managers can use the content status reports to track expired content and extend content when needed. When content expires, it is not is no longer visible to your neighborhood users and will automatically be assigned a status of **Expired**.

Step 2: Choose Template (Step 2 in illustration above)

When you wish to apply a template of an existing content type to your new content type, select the **Choose Template** tab. The **Choose Template** page appears. To apply a template:

1. The name you enter in the **Name** field of the **Add Content Type** page is automatically used in the **Name** field of the **Choose Template** page. This field indicates the title of your new content type that appears in your neighborhood menu and screen layout. You may leave it as the default, or you may change it to be more descriptive to your neighborhood users.

The screenshot shows the 'Choose Template' page with the following fields and callouts:

- 1:** Points to the 'Name' text input field containing 'Web Development'.
- 2:** Points to the 'Template' dropdown menu, which is currently set to 'Summary_Att.aspx'.
- 3:** Points to the 'Order' text input field containing '0'.
- 4:** Points to the 'Viewable' dropdown menu, which is currently set to 'YES'.
- 5:** Points to the 'CONTINUE' button at the bottom left of the form.

At the top of the form, there are four tabs: 'Add Content Type', 'Choose Template', 'Choose Fields', and 'Content Type List'. Below the tabs, the text reads: 'STEP 2 OF 3 - Content Type Template' and 'Fill in all information then press CONTINUE to go to next step.'

2. Select one of the following options from the drop-down list on the **Template** field:
 - **External:** This option allows you to enter any web address. These address can be linked to other websites or custom templates inside NAVSEA City.
 - **Summary.aspx:** This option allows content records without attachments or images to be displayed.
 - **Summary_att.aspx:** This option allows content records with attachments, images, video or audio to be displayed.
 - **Weblinks.aspx:** This option allows you to add web links to the highest level in the Inside NAVSEA City web site. This option **CANNOT** be used to display web links in your neighborhood.
 - **Weblinks_be.aspx:** This option allows content records to directly link to another website from within your neighborhood using the content record's record title in the URL to create a direct link.
 - **Listing_tmp.aspx:** This option allows a full listing of one content type to be displayed. Most often, it is used for content types listed in a menu.
 - **Gallery.aspx:** This option displays the Inside NAVSEA City media center. This option **CANNOT** be used to display neighborhood-media content.
3. Use the **Order** field to order content types within a neighborhood menu. A value of Zero(0) represents the top of the list. If you do not specify the order, the content types will be displayed alphabetically.
4. When you would like your content type to be viewable from your neighborhood menu, select **YES** from the drop-down list on the **Viewable?** field. Inside NAVSEA City system administrators recommend you make all of your content types viewable until you have completed your screen layout. When you complete your screen layout and finish placing your content types on your neighborhood homepage, return to **Content Type Mgmt** and change the viewable option to **NO**.
5. Click the **Continue** button.

Step 3: Choose Fields (Step 3 in illustration above)

When you select the **Choose Fields** tab, the **Choose Fields** page appears. To add fields to your content type your Content Providers will use to create content records:

1. You may leave the default field names valid (as seen on the left-hand side of this page) or you can rename the fields to better suit your particular content. For example, your title field could be renamed **Document Number**, prompting Content Providers to enter more specific information in that field. Every content record (and attachment) automatically requires a title.
2. Use the checkboxes next to the other fields to allow these fields to appear when the Content Provider adds a content record enter a value. System Administrators recommend you make the **Summary** field available for content records and attachments to aid users who search for content records.
3. Click the **Submit** button to complete the process.

The screenshot shows a web form titled "STEP 3 OF 3 - Select Fields for Content Type Template". At the top, there are four tabs: "Add Content Type", "Choose Template", "Choose Fields" (which is selected), and "Content Type List". Below the tabs, the text reads "Fill in all information then press SUBMIT." The form is organized into three columns: "Default Name", "Show?", and "New Name".

Default Name	Show ?	New Name
Title	<input checked="" type="checkbox"/>	<input type="text"/>
By Line	<input type="checkbox"/>	<input type="text"/>
Summary	<input type="checkbox"/>	<input type="text"/>
Article	<input type="checkbox"/>	<input type="text"/>
URL	<input type="checkbox"/>	<input type="text"/>
Category Type	<input checked="" type="checkbox"/>	<input type="text"/>
Event Template	<input type="checkbox"/>	<input type="text"/>
Start Date	<input type="checkbox"/>	<input type="text"/>
End Date	<input type="checkbox"/>	<input type="text"/>

At the bottom left of the form is a "SUBMIT" button. Annotations are present: a box labeled "1" with a bracket pointing to the "New Name" column; a box labeled "2" with arrows pointing to the "Show?" checkboxes for "Title", "Summary", and "Category Type"; and a box labeled "3" with an arrow pointing to the "SUBMIT" button.

NOTE: When you make changes to your content type after its initial creation, you must use the **Continue** and **Submit** buttons at the bottom of each page to ensure your changes are effective.

Create Categories

Categories are most often used for special content types such as Suggestions. Use this option on the **Add Content Type** page to categorize content types. System Administrators recommended you create your categories **BEFORE** you create your content types so they are available from the drop-down list on the **Categories** field of the **Add Content Type** page. You can also go back and create categories for existing content types. To add categories:

1. Select **Categories** from the **Build Neighborhood** folder. The **Categories** page appears displaying a list of all the categories available to your neighborhood.
2. Select the **Add Category** tab.

The screenshot shows the 'Add Category' page with the 'Categories' tab selected. A dropdown menu is set to 'ALL'. Below is a table of existing categories:

TYPE	NAME	DELETE?
CIO Suggestion	General Facilities	
CIO Question	About Your Workstation or Network	
Matt	Air Force	
gallery	Aircraft	
gallery	Aircraft Carriers	
Related Links	Airforce Links	
EVENTS	All Hands Meetings	
EVENTS	All Hands Social	
Matt	Army	
Related Links	Army Links	

At the bottom right of the table, there are pagination links: 1 2 3 4 5 6 7 8 9 10 ...

3. The **Add Category** page appears.
4. Enter the name of your new category group in the **Category Type** field. This field allows you to specify a name under which you may group categories.

NOTE: Be sure to specify the category type using the same exact name for each category type value for each individual category you would like to group together under this category group in the future. For Example, if you are developing categories for your News content type, you may decide the **Category Type** field value should be **News Categories**.

The screenshot shows the 'Add Category' page with the 'Categories' tab selected. The form contains the following elements:

- A box labeled '3' points to the 'Add Category' tab.
- The text 'Add Category' and 'Fill in all information then press SUBMIT.' is displayed.
- The 'Category Type' field is highlighted with a box labeled '4'.
- The 'Name' field is highlighted with a box labeled '5'.
- The 'SUBMIT' button is highlighted with a box labeled '6'.

- Enter the name of the individual category you are creating for your content types in the **Name** field.
NOTE: In the example of the NOTE: above, the category type is News Categories. In this field, you might decide to enter **From the Leadership** under the **News Categories** category type. In the future, you might create an **Announcements** category under the **News Categories** category type.
- Click the **Submit** button to complete the process.

User Management

To see a list view of the users in your neighborhood, add more users, and assign or change their roles:

Creating a User Account

- Select **User Management** from the **Build Neighborhood** folder. The **Users** page appears.
- Select the **Add User** tab. The **Add User** page appears.

Users

Choose a User to edit or enter a name to search and click CONTINUE.

ALL

FIRST NAME	LAST NAME	ROLE	DELETE?
Bucky	Buchanan	Neighborhood Leader	
CDR Frank	Vaccarino	Neighborhood Leader	
Gene	Long	Neighborhood Leader	
Meq	Lawrence	Neighborhood Leader	

1

- Select a value from the drop-down list on the **Role** field to identify your user's role in your neighborhood. Available values are Content Provider, Content Manager, and Neighborhood Leader. See **Chapter 1, Introduction, User Roles** for more information about each role.
- Enter the first name of your user in the **First Name** field.
- Enter the last name of your user in the **Last Name** field.
- Enter the correct email address of your user in the **Email Address** field.
- Enter the correct telephone number of your user in the **Business Number** field in a 999-999-9999 format.

Add User | Choose Folder | Assign Role | Users

Add STEP 1 OF 3 User

Fill in all information then press SUBMIT.

Role 3

First Name 4

Last Name 5

Email Address 6

Business Number 7

Password 8

Confirm Password 9

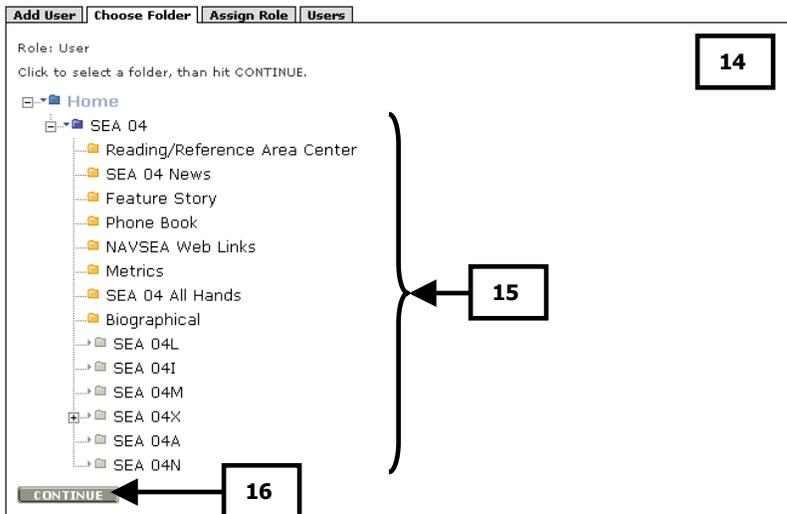
Hint 10

Text Reader? NO 11

Active? NO 12

13

8. Assign a password for your user in the **Password** field.
9. Re-enter the password in the **Confirm Password** field.
10. Enter a hint about the password in the **Hint** field.
11. Select **YES** from the **Text Reader?** field to identify the user as..., and select **NO** from the **Text Reader?** field to...
12. Select **YES** from the **Active?** field to make your user's account active.
13. Click the **Continue** **CONTINUE** button.
NOTE: Be sure that you have selected **YES** on the **Active?** field to activate your new user's account and that your cursor is not positioned on the drop-down list of this field before clicking the **Continue** **CONTINUE** button to successfully complete the process.
14. The **Choose Folder** page appears.
15. Navigate the directory-tree view of your neighborhood, using the **+** button(s), to locate the area in which the user will participate and single click on that folder (it should turn dark blue). You can give your Content Providers and Managers access to your entire neighborhood, or just select areas within your neighborhood you want them to access.
16. Click on the orange **Go** **GO>>** button at the top of the screen if one is displayed, or select the folder you want the user to access and click the **Continue** **CONTINUE** button.



17. The **Assign Role** page appears for that area. Choose from the permissions displayed at the bottom of the page. Content Providers are typically assigned the Add and Modify permissions and Content Managers are assigned the Delete and Approve permissions. These options are determined by the role you selected for this user on the **Add User** page.
18. Click the **Submit** **SUBMIT** button to complete the process.



The NAVSEA City Web Manager automatically generates an email and sends it to the user. This email informs the user that their account is active and it includes their assigned password.

NOTE: Neighborhood Leaders, Content Managers, and Content Providers may belong to several neighborhoods, as long as they retain the same role for each neighborhood. For example, the Neighborhood Leader for the SEA00I may also be the Neighborhood Leader for the Federal Woman's Program neighborhood, but cannot be a Content Provider for the Recreation Association neighborhood.

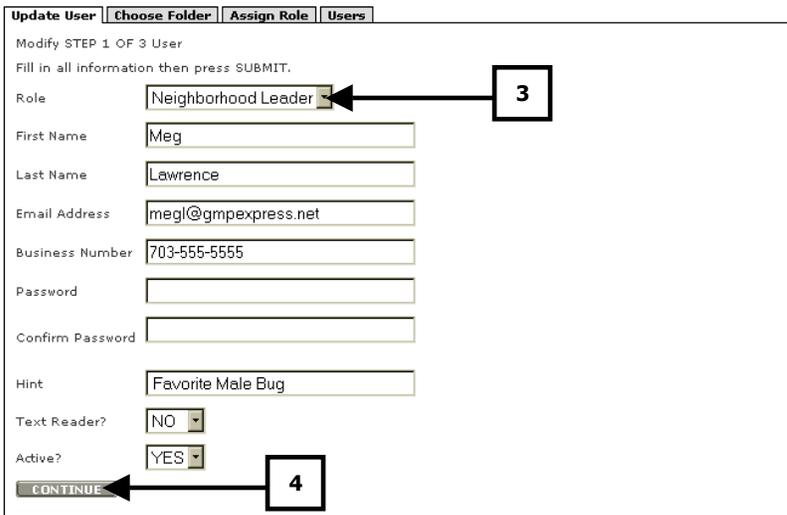
Modifying a User Account

To modify an existing user account (change their permissions):

1. Select **User Mgmt** from the **Neighborhood Mgmt** folder. The **Users** page appears.
2. Select the user's account you wish to modify by clicking on their **First Name** or **Last Name**. The user's account profile appears.



3. You may change their role by selecting a different value from the drop-down list on the **Role** field. You may also update any of the other field values.
4. Click the **Continue** **CONTINUE** button to change their permissions within their current role. The **Choose Folder** and **Assign Role** pages appear. See steps 13 through 18 above under the **Create a User Account** section of this chapter to complete the process.



Deleting a User Account

To delete a user from your neighborhood:

1. Select **User Mgmt** from the **Neighborhood Mgmt** folder. The **Users** page appears.
2. Click the **Trashcan** icon displayed under the **Delete** column on the same row as the user's name.

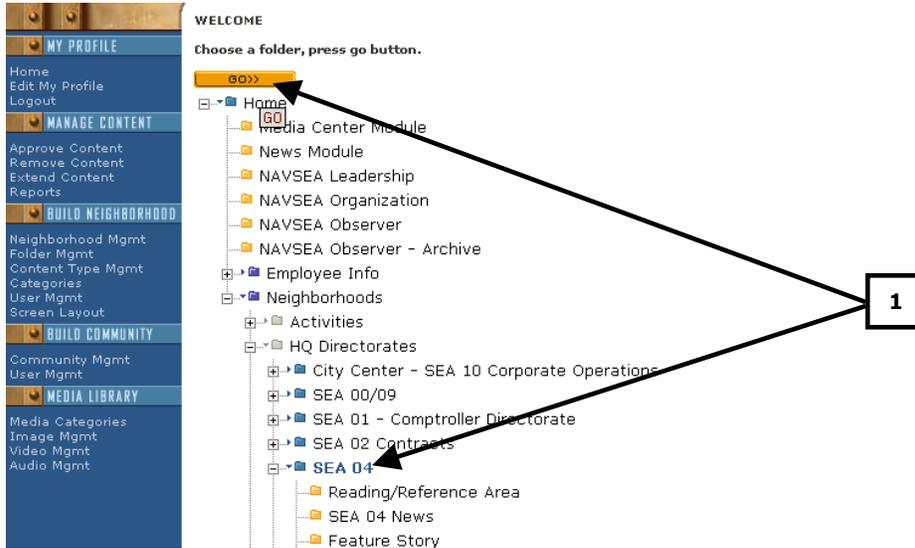


3. Their user account is deleted from your neighborhood.

Screen Layout

Screen layout provides you control over the way content is presented on your neighborhood's homepage. To use this feature:

1. Select the Neighborhood for which you are creating a screen layout. Click the **Plus +** sign next to **Neighborhoods**. Select the neighborhood's name and click the orange **Go** **GO>>** button. The neighborhood will be highlighted in dark blue when selected.



2. Select **Screen Layout** from the **Neighborhood Mgmt** folder. The **Screen Layout** page appears.
3. Select a content type from the **Content Type** list of values located at the far left side of the screen. Menu Modules are listed by an **Up Arrow**  icon that appears in front of their name in the **Content Type** list of values and other content types are listed without any arrow icon. You may select either by which to model your layout.
4. Select the content type's or menu modules position from the **Position** field. This value represents the place where you would like the content type or folder to appear on your homepage:
 - o **Middle** (sprawls the object across the entire middle section of your homepage – good for records with long titles)
 - o **Right** (makes the object a smaller module with rounded edges and is displayed on the right-hand side of your homepage)
 - o **Middle Left** or **Middle Right** selecting one of these options allows you to place two modules across the center portion of your homepage (an alternate to Middle, and is better used with shorter titles).

NOTE: The global navigation at the top of the screen and left-hand frame in your neighborhood are static. The left-hand frame will consistently display the **My City, My Neighborhood, Knowledge Base, and Icon Key** folders.
5. Decide how you want the selected content displayed by choosing a type of presentation from the **Presentation** field. Menu Modules default to the **List** value. You may select:
 - o **Headline** – This option allows the title, summary, and image of a content record to be displayed and it will allow users reading content to link to the rest of the information in the record through a **read more** option.
 - o **List**– This option creates a list of content record titles (without summaries) for the content type you selected
 - o **Quotes** – This option allows quotes to be displayed, the summary (or quote) is presented first, and the title (by line or source of quote) is presented second.

- When you would like to change the name of the module, type its new name in the **Module Name** field. Otherwise, it will default to the selected content type's or menu module's name.
- Click the **Continue** button to complete the process.

- The content type you just set up is displayed under the column you selected.
- To move modules up or down, or from left to right, the set of black **Double Arrows** buttons next to the module's name under **Middle Column**.

- To choose records from each content type for display on your homepage, click the module's name in the **Current View** area.

- The **Module Layout** screen appears for the selected menu module.
- To order links within a menu module, use the **Double Arrows**  buttons under the **Order** column.
- The orange **Remove Content**  icons represent records of a specific type that you have selected for display. If you click the icon, the content will not be displayed on your homepage and the icon changes to a blue **Include Content**  icon to represent this.

MODULE LAYOUT
Neighborhood: SEA 04
SCREEN LAYOUT

Icon Key

-  - include content in module
-  - remove content from module
-  - move a row up
-  - move a row down

Change the Module Name and/or Presentation

Module Name	Feature Story	Presentation	<input type="checkbox"/> Headline <input type="checkbox"/> List <input type="checkbox"/> Quote	<input type="button" value="SUBMIT"/>
-------------	---------------	--------------	---	---------------------------------------

INCLUDE	ORDER	NAME
	 	"Sunset of Legacy Systems Starts with USS Cole
	 	Click here to move this item down xt Generation

- You may also access the **Content Type Mgmt** area of the **Build Neighborhood** menu module to effect a change of links of a selected neighborhood menu module.

Inside Screen Layout—Headline Ticker and Mini Calendar Options

Within the Screen Layout option is the capability to display your neighborhood’s own headline ticker and mini calendar. The presentation of both of these modules is predetermined. If you choose to display these modules on your homepage, they will always present in the same way. The Headline ticker is displayed in the center of the screen beneath your neighborhood logo and description, and the mini calendar is displayed beneath your neighborhood menu on the left side of the screen.

- If you would like to use the headline ticker, select that option from screen layout by clicking on the check box with your mouse and click on the link that reads **Show Neighborhood Ticker**. You will see a **Choose Ticker Information** link.

SCREEN LAYOUT
Neighborhood: SEA 04
Icon Key

-  - remove a row
-  - switch items in a row
-  - move a row up
-  - move a row down

Content Type	Position	Presentation	Module Name
<input type="checkbox"/> Biographical <input type="checkbox"/> Feature Story <input type="checkbox"/> Internal Web Links <input type="checkbox"/> Metrics (SPAWAR Slides) <input type="checkbox"/> Phone Book	<input type="checkbox"/> Middle <input type="checkbox"/> Right <input type="checkbox"/> (Middle Left) <input type="checkbox"/> (Middle Right)	<input type="checkbox"/> Headline <input type="checkbox"/> List <input type="checkbox"/> Quote	<input type="text" value=""/>

CURRENT VIEW

LEFT COLUMN	MIDDLE COLUMN	RIGHT COLUMN																																				
MY CITY KNOWLEDGE BASE <input checked="" type="checkbox"/> SHOW MINI CALENDAR	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2">CHOSEN MODULE</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;"></td> <td style="text-align: center;"> </td> </tr> <tr> <td></td> <td style="text-align: center;">Feature Story</td> </tr> <tr> <td style="text-align: center;"></td> <td style="text-align: center;"> </td> </tr> <tr> <td></td> <td style="text-align: center;">SEA 04 News</td> </tr> </tbody> </table> <p><input checked="" type="checkbox"/> SHOW NEIGHBORHOOD TICKER Choose Ticker Information</p>	CHOSEN MODULE			 		Feature Story		 		SEA 04 News	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2">CHOSEN MODULE</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;"></td> <td style="text-align: center;"> </td> </tr> <tr> <td></td> <td style="text-align: center;">MEET THE ADMIRAL</td> </tr> <tr> <td style="text-align: center;"></td> <td style="text-align: center;"> </td> </tr> <tr> <td></td> <td style="text-align: center;">Reading/Reference Area</td> </tr> <tr> <td style="text-align: center;"></td> <td style="text-align: center;"> </td> </tr> <tr> <td></td> <td style="text-align: center;">SEA 04 Phone Listing</td> </tr> <tr> <td style="text-align: center;"></td> <td style="text-align: center;"> </td> </tr> <tr> <td></td> <td style="text-align: center;">SEA 04 All Hands</td> </tr> <tr> <td style="text-align: center;"></td> <td style="text-align: center;"> </td> </tr> <tr> <td></td> <td style="text-align: center;">Feature Story</td> </tr> <tr> <td style="text-align: center;"></td> <td style="text-align: center;"> </td> </tr> <tr> <td></td> <td style="text-align: center;">Suggestions</td> </tr> </tbody> </table>	CHOSEN MODULE			 		MEET THE ADMIRAL		 		Reading/Reference Area		 		SEA 04 Phone Listing		 		SEA 04 All Hands		 		Feature Story		 		Suggestions
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	SEA 04 All Hands																																					
	 																																					
	Feature Story																																					
	 																																					
	Suggestions																																					

- The **Ticker Layout** screen is displayed. All the content approved for your neighborhood is listed on this page.
- Locate the content you would like place on your headline ticker and click its corresponding **Include Content** icon. Each content title you select becomes a link to the actual contents rest of that content record.

NOTE: There are a limited number of characters available in the headline ticker. These can be used with one long title, or several short titles.

TICKER LAYOUT
SCREEN LAYOUT

Icon Key

-  - include content in ticker
-  - remove content from ticker
-  - move a row up
-  - move a row down

2

INCLUDE	NAME
	Weekly Highlights for 21 Oct 2002
	Weekly Highlights for 14 Oct 2002
	Weekly Highlights for 07 Oct 2002
	Weekly Highlights for 30 Sep 2002

3

- When you would like the mini-calendar to display on your neighborhood's homepage, go to screen layout and click on the checkbox next to **Show Mini Calendar**.

SCREEN LAYOUT

Neighborhood: SEA 04

Icon Key

-  - remove a row
-  - switch items in a row
-  - move a row up
-  - move a row down

Content Type	Position	Presentation	Module Name
^ Biographical	Middle Right (Middle Left)	Headline List Quote	
^ Feature Story	Middle Right (Middle Right)		
^ Internal Web Links			
^ Metrics (SPAWAR Slides)			
^ Phone Book			

CONTINUE

CURRENT VIEW																						
LEFT COLUMN	MIDDLE COLUMN	RIGHT COLUMN																				
MY CITY KNOWLEDGE BASE <input checked="" type="checkbox"/> SHOW MINI CALENDAR	<table border="1"> <thead> <tr> <th colspan="2">CHOSEN MODULE</th> </tr> </thead> <tbody> <tr> <td></td> <td>Feature Story</td> </tr> <tr> <td></td> <td>SEA 04 News</td> </tr> </tbody> </table> <p><input checked="" type="checkbox"/> SHOW NEIGHBORHOOD TICKER Choose Ticker Information</p>	CHOSEN MODULE			Feature Story		SEA 04 News	<table border="1"> <thead> <tr> <th colspan="2">CHOSEN MODULE</th> </tr> </thead> <tbody> <tr> <td></td> <td>MEET THE ADMIRAL</td> </tr> <tr> <td></td> <td>Reading/Reference Area</td> </tr> <tr> <td></td> <td>SEA 04 Phone Listing</td> </tr> <tr> <td></td> <td>SEA 04 All Hands</td> </tr> <tr> <td></td> <td>Feature Story</td> </tr> <tr> <td></td> <td>Suggestions</td> </tr> </tbody> </table>	CHOSEN MODULE			MEET THE ADMIRAL		Reading/Reference Area		SEA 04 Phone Listing		SEA 04 All Hands		Feature Story		Suggestions
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	MEET THE ADMIRAL																					
	Reading/Reference Area																					
	SEA 04 Phone Listing																					
	SEA 04 All Hands																					
	Feature Story																					
	Suggestions																					

4

This allows the current month's calendar to be displayed below your neighborhood menu. The days that have events associated with them (based on the way your content types were set up—or Command-level events that are pushed down) will be underlined. When a user clicks on a calendar date that has an associated event, the details of that event will be presented. When a user wants to see events in coming months, they will click on the calendar option in your neighborhood menu and select the month for which they wish to view events.

Creating Special Modules

NOTE: Users of Inside NAVSEA City must be logged-on to the system to use the **Suggestion Box** and **Discussion Board** features described below.

Suggestion Box Module

Neighborhood Leaders can choose to activate their own neighborhood suggestion box.

First review the **Categories** section of this chapter and develop a list of categories appropriate for your suggestion box. These will be the areas Inside NAVSEA City users will select when submitting a suggestion. Once you set-up your categories, proceed with the following steps:

1. Choose **Content Type Mgmt** from the **Build Neighborhood** menu.
2. Select the **Add Content Type** tab.
3. For the **Name** field, type **Suggestions**.
4. This type should not be searchable, require approval, or expire. The **Active?** field value should read **YES**.
5. Press the **Continue** button.
6. Fill in the **Name** field with whatever value you would like your neighborhood menu to display in your neighborhood.
7. For the **Template** field, choose **EXTERNAL** and type **suggestion.aspx** in the adjacent field.
8. The **Viewable** drop-down list should be set to a value of **YES**.
9. Press the **Continue** button.
10. No additional information is needed on the **Choose Fields** tab, just click the **Submit** button to complete the process.

Congratulations! You now have your own **Suggestion Box**. It will appear in your neighborhood menu on the left-hand side of the screen.

To retrieve submissions to your suggestion box and to reply to them, simply log on and enter the NAVSEA City Web Manager. Select **Suggestions** from your **Choose Type** menu at the top of the screen. Click on an individual record to review its contents and reply to it.

Discussion Board Module

As a Neighborhood Leader, you can activate your neighborhood discussion board by using the following steps in the NAVSEA City Web Manager:

1. Choose **Content Type Mgmt** from the **Build Neighborhood** menu.
2. Select the **Add Content Type** tab. For the **Name** field, type **Discussion Board**.
3. This type should **NOT** be searchable, require approval, expire or be active.
4. Press the **Continue** button to advance to the next page.
5. Leave the **Name** field blank.
6. For the **Template** field, choose **EXTERNAL** and type **discussion.aspx**.
7. The **Viewable** drop-down list should be set to a value of **NO**.
8. Press the **Continue** button.
9. No additional information is needed on the **Choose Fields** tab, just click the **Submit** button to complete the process..

Congratulations! You now have your own **Discussion Board**. It will appear at the bottom, center of your neighborhood's homepage.

Menu Modules



You can use the following steps to create a module that contains a mixture of external links, content types, and links to internal objects (Classified Ads, Suggestion Box, Media Center):

1. Choose **Folder Mgmt** from the **Build Neighborhood** folder.
2. Select the **Add Folder** tab.
3. In the **Name** field, type the name of the module. For example, **Travel Support**.
4. Select **NO** for the **Active?** field.
5. Click the **Submit** button to complete the process.

NOTE: To add items to the menu module you must create the content type for every menu item. In the example above, there are four content types: **Commuter Info**, **Ride Sharing**, **Expedia**, and **MapQuest**.

Use these steps to create a menu item like **Commuter Info**:

1. Choose **Content Type Mgmt** from the **Build Neighborhood** menu.
6. Select the **Add Content Type** tab.
7. Choose the neighborhood in which the folder you just created belongs.
8. Choose the folder you just created.
9. For the **Name** field, type **Commuter Info**.
10. This type can be searchable, require approval, or expire. It does need to be **Active?**
11. Press the **Continue** button.
12. Fill in the **Name** field with a value by which you would like your neighborhood menu referenced.
13. For the **Template** field, choose **listing_tmp.aspx**.
14. The **Viewable** drop-down list should be set to a value of **YES** if you would like this item to appear in your neighborhood menu or it should be set to a value of **NO** to display only in your menu module.
15. Press the **Continue** button.
16. In the **Choose Fields** tab, select the fields you desire and click the **Submit** button.

Use these steps to create a menu item like **MapQuest** :

1. Choose **Content Type Mgmt** from the **Build Neighborhood** menu.
2. Select the **Add Content Type** tab.
3. Choose the neighborhood in which the folder you just created belongs.
4. Choose the folder you just created.
5. For the **Name** field, type **MapQuest** .
6. This type **CANNOT** be searchable, require approval, expire or be active.
7. Press the **Continue** button.
8. Fill in the **Name** field with a value by which you would like your neighborhood menu referenced.
9. For the **Template** field, choose **EXTERNAL** and type in the web address. For example, type <http://www.mapquest.com>.
10. The **Viewable** drop down list should be set to a value of **NO**.
11. Press the **Continue** button.
12. In the **Choose Fields** tab, no fields are required, just click the **Submit** button to complete the process.

After you have created all of the content types for your menu module, you can change the order in which they are displayed by using the **Order** field on the **Choose Template** tab in **Content Type Mgmt**.



Chapter 5

Performing Inside NAVSEA City Searches

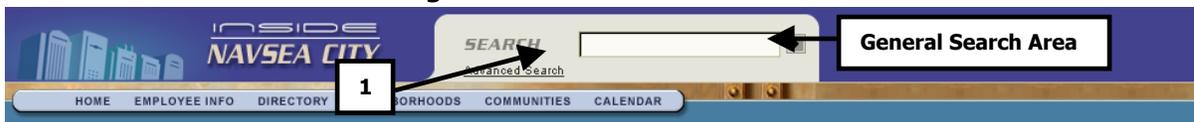
Performing Searches

There are many ways to search in Inside NAVSEA City. Therefore, this chapter only covers the most common ways in which all users will use the search tools in the website.

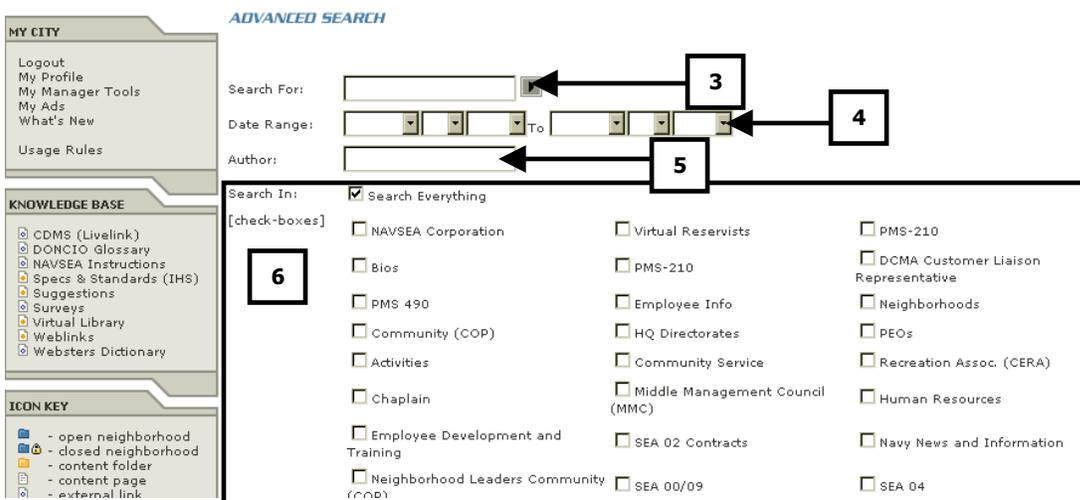
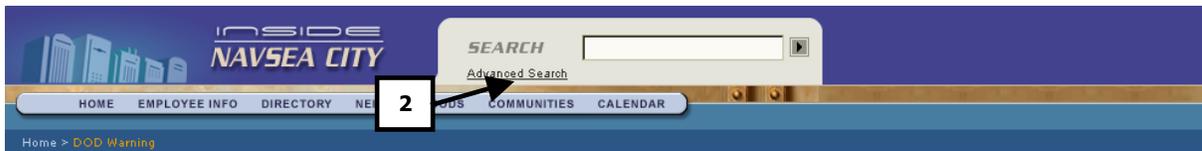
General Search Area

You may search two different ways in this area

1. To perform a basic search using the **Basic Search Bar** located at the very top of the home page. Simply enter the names of content or keywords for which you wish to locate related content in the **Search** field and click the **Next Page** button.



2. Click the **Advanced Search** link. The **Advanced Search Page** appears. You may:
3. Enter a value in the **Search For** field and click the **Next Page** button.
4. Search for information you have access to see by specifying dates in the **Date Range** field.
5. Enter the name of the author of content you have permission to see in the **Author** field.
6. Click to search everything to which you have access in the website by placing a checkmark next to **Search Everything** on the **Search In** field. Or, select and place a checkmark next to any of the containers listed in the **Search In** field. This allows the contents of selected containers to be searched.



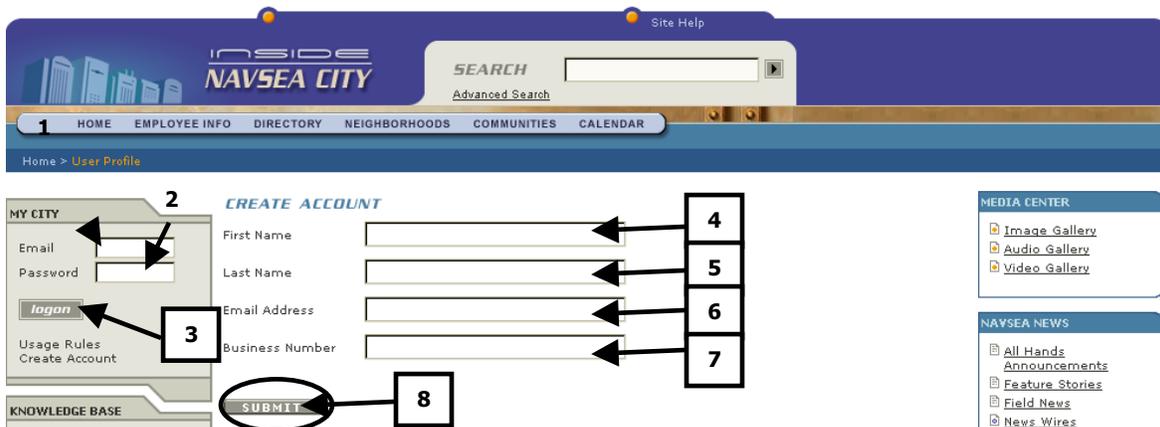


Chapter 6 General Users Information

Obtaining an Account

To obtain an account on Inside NAVSEA City:

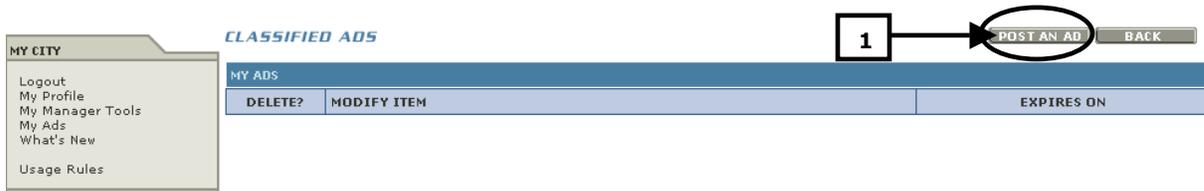
1. Open your browser (Internet Explorer) and type in the URL <https://inside.navsea.navy.mil> .
2. In the **My City** folder, click the **Create Account** link.
3. The **Create Account** page appears.
4. Enter your first name in the **First Name** field.
5. Enter your last name in the **Last Name** field
6. Enter your complete email address in the **Email Address** field.
7. Enter your business telephone number in the **Business Number** field in a 999-999-9999 format.
8. Click the **Submit** **SUBMIT** button. Your account request is submitted to the System Administrator. You will be notified by email with your account username and password. Follow the instructions in the next section to log in to Inside NAVSEA City when you receive your account information.



Placing a Classified Ad

Select the **My Ads** option from the **My City** module to place a classified add in the **NAVSEA Classifieds** menu of the **Home** page.

1. To place an add, click the **Post An Ad** **POST AN AD** button.



- The **Post An Ad** page appears. Fill in the fields for your classified ad. You may click the **Browse** **Browse...** button on the **Image** field to attach a picture to your advertisement.

CLASSIFIED ADS MY ADS BACK

POST AN AD

CHOOSE A CATEGORY: Arts & Entertainment

TITLE

PRICE *example; \$10.00, FREE!, etc.*

DESCRIPTION

LOCATION *example; Washington, DC*

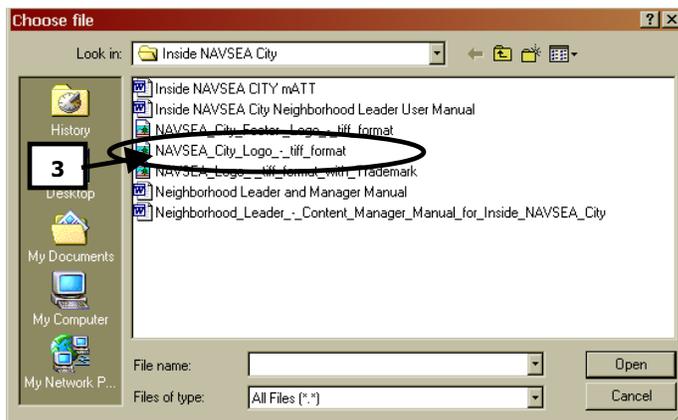
IMAGE **Browse...** *optional*

IMAGE DESCRIPTION

Note: Please make sure that your file name does not include special characters. If special characters are used, replace them with an underscore (_).
Example:
c:\my folders\my.document 001.doc will fail
How to fix:
c:\my folders\my_document_001.doc

SUBMIT Usage R **4**

- Simply select the filename of the picture from your computer by double-clicking its name using the **Choose File** window that displays.



- Click the **Submit** **SUBMIT** button to complete the process.



Appendix A

Administrative Resources and References

Inside NAVSEA City Icons

Icons are used in the Inside NAVSEA City web site to visually identify the wide range of components and tools available for your use. The following list provides a brief definition of the most frequently used icons:

-  **Open Neighborhood Icon.** Identifies a neighborhood that is open.
-  **Locked Neighborhood Icon.** Identifies a neighborhood that is not open (locked).
-  **Content Folder Icon.** Identifies a folder that contains content items.
-  **Content Page Icon.** Identifies a content item page.
-  **External Link Icon.** Identifies a link from Inside NAVSEA City to a website outside of Inside NAVSEA City.
-  **Internal Link Icon.** Identifies a link to a site inside the Inside NAVSEA City website.
-  **Content List Item Icon.** Identifies an item of a particular content type when it is displayed in a list for that content type.
-  **Trashcan Icon.** Removes a row (record) when clicked.
-  **Left&Right Arrows Icon.** Switches items with which it is associated when clicked.
-  **Up Arrow Icon.** Moves an associated item or row up in order when clicked.
-  **Down Arrow Icon.** Moves an associated item or row down in order when clicked.
-  **Thin, Up Arrow Icon.** Identifies a Menu Module.
-  **Double Vertical Arrows.** Moves items up or down depending on which arrow you select for an associated item when clicked.
-  **Include Content Icon.** Identifies content that **IS NOT** included in a homepage. However, when clicked it changes to the **Exclude Content** icon and allows associated content to be included in a homepage.
-  **Exclude Content Icon.** Identifies content that **IS** included in a homepage. However, when clicked, it changes to the **Include Content** icon and associated content is thereby not included on a homepage.

Resources Available for Additional Inside NAVSEA City Help

Inside NAVSEA City Help

You may get help for this site through the **Site Help** link on the **Home** page, or by contacting the NAVSEA City webmaster by selecting the **CONTACT INSIDE NAVSEA CITY SUPPORT** link or by sending email to webmaster-hq@navsea.navy.mil.

Neighborhood Leaders

For immediate assistance, contact your NAVSEA Directorate or PEO Neighborhood Leader. To find out who your Neighborhood Leaders is, contact the Inside NAVSEA City webmaster.

Inside NAVSEA City Project Managers

Ms. Victoria Gold ,Inside NAVSEA City Manager, SEA00I, may be contacted by email at goldvr@navsea.navy.mil .



Appendix B

HTML Studies and Basic HTML

Appendix B-1: Microcontent: Headlines, Page Titles, and Subject Lines

useit.com Alertbox Sept. 1998 Microcontent
Jakob Nielsen's Alertbox for September 6, 1998:

Microcontent needs to be pearls of clarity: you get 40-60 characters to explain your macrocontent. Unless the title or subject make it absolutely clear what the page or email is about, users will never open it. The requirements for online headlines are very different from printed headlines because they are used differently. The two main differences in headline use are:

- Online headlines are often displayed out of context: as part of a list of articles, in an email program's list of incoming messages, in a search engine hitlist, or in a browser's bookmark menu or other navigation aid. Some of these situations are very out of context: search engine hits can relate to any random topic, so users don't get the benefit of applying background understanding to the interpretation of the headline. The same goes for email subjects.
- Even when a headline is displayed together with related content, the difficulty of reading online and the reduced amount of information that can be seen in a glance make it harder for users to learn enough from the surrounding data. In print, a headline is tightly associated with photos, decks, subheads, and the full body of the article, all of which can be interpreted in a single glance. Online, a much smaller amount of information will be visible in the window, and even that information is harder and more unpleasant to read, so people often don't do so. While scanning the list of stories on a site like news.com, users often only look at the highlighted headlines and skip most of the summaries.

Because of these differences, the headline text has to stand on its own and make sense when the rest of the content is not available. Sure, users can click on the headline to get the full article, but they are too busy to do so for every single headline they see on the Web. I predict that users will soon be so deluged with email that they will delete messages unseen if the subject line doesn't make sense to them.

If you create listings of other people's content, it is almost always best to rewrite their headlines. Very few people currently understand the art of writing online microcontent that works when placed elsewhere on the Web. Thus, to serve your users better, you have to do the work yourself.

Microcontent

Guidelines for Microcontent

- Clearly explain what the article (or email) is about in terms that relate to the user. Microcontent should be an ultra-short abstract of its associated macrocontent.
- Written in plain language: no puns, no "cute" or "clever" headlines.
- No teasers that try to entice people to click to find out what the story is about. Users have been burned too often on the Web to have time to wait for a page to download unless they have clear expectations for what they will get. In print, curiosity can get people to turn the page or start reading an article. Online, it's simply too painful for people to do so.
- Skip leading articles like "the" and "a" in email subjects and page titles (but do include them in headlines that are embedded within a page). Shorter microcontent is more easily scanned, and since lists are often alphabetized, you don't want your content to be listed under "T" in a confused mess with many other pages starting with "the".

- Make the first word an important, information-carrying one. Results in better position in alphabetized lists and facilitates scanning. For example, start with the name of the company, person, or concept discussed in an article.
- Do not make all page titles start with the same word: they will be hard to differentiate when scanning a list. Move common markers toward the end of the line. For example, the title of this page is Microcontent: Headlines and Subject Lines (Alertbox Sept. 1998).
- In email sent from your website, make the "From" field clarify the customer relationship and reduce the appearance of Spam or anonymous intrusion (but don't use the name of the customer service rep. unless the user has actually established a relationship with that person: mail from unknown people also has a tendency to be deleted and will be harder for users to find in a search).

Examples

Email subject: Opportunity

Makes the message seem like Spam. A sure way to be deleted/unread.

Email subject: *Web Design Conference in Norway*

Sounds like a conference announcement: would be deleted unread by somebody who doesn't plan to travel to Norway any time soon. Better subject line: Invitation: Keynote speaker at Norwegian Web Design Conference.

Email from line: musicblvd@musicblvd.com

Email subject: Your Music Boulevard Order

Not a horrible subject, but it would have been better to say Music Boulevard Order Shipped to You Today (starting with an information-carrying word and being more precise than the original). The from line should have included a human-readable name like Music Boulevard Customer Service

Page title: *Big Blue and Wall Street too*

Probably has something to do with investing in IBM, but people who don't know that nickname would be at a complete loss and would never be attracted to clicking on this headline. Even people who do realize that the story will be about IBM don't get told what's new or interesting in the article.

Page title: *Reading your PC*

Say again? What can this possibly be about? This is a real example (as are all the others) from a major U.S. newspaper. It probably worked fine in print, but not in a listing of headlines on a third-party website.

Page title: *Sound Card Competition Heats Up*

When shown on a computer-related site, this is a great headline. When placed out of context it may be better to add a qualifier: Sound Card Competition Increases in PC Market. Note that the page title will still work if the last part is chopped off in some listings.

Appendix B-2: Eyetracking Study of Web Readers

useit.com Alertbox May 2000 Eyetracking Study of Reading
Jakob Nielsen's Alertbox, May 14, 2000

In May 2000, the Poynter Institute released an eyetracking study of how people read news on the Web, mainly focusing on newspaper sites. Their results confirm the findings from my previous studies in 1994 and 1997 of how users read on the Web. This, despite the fact that these studies used different methodologies, tested different users and different sites, had different goals, and were conducted at very different stages of the growth of the Web.

As discussed in a sidebar, there are a few methodological weaknesses in the Poynter study that make a few of their minor conclusions suspect, but the main findings are very robust and credible. When different people keep finding the same results year by year, it is time to take the findings seriously and to base Web design on the data and not on wishful thinking.

Web content is intellectually bankrupt and almost never designed to comply with the way users behave online. Almost all websites contain content that would have worked just as well in print. Even online-only webzines are filled with linear articles with traditional blocks-of-text layouts. No hyperlinks, no scanability. New forms of content that are optimized for online are exceedingly rare, and I keep returning to the same four examples when I am asked to name good writing for the Web: Tomalak's Realm, AnchorDesk, the Feed Daily mini-column, and Yahoo Full Coverage.

Main Findings

Text Attracts Attention Before Graphics

Of users' first three eye-fixations on a page, only 22% were on graphics; 78% were on text. In general, users were first drawn to headlines, article summaries, and captions. They often did not look at the images at all until the second or third visit to a page.

Keep Headlines Simple and Direct

Confirming our findings from 1997, the users in the current study also preferred straightforward headlines to funny or cute ones. A new finding was that users often praised the Web headlines for being better than the headlines in print newspapers. It seems that several of the news sites have taken the earlier findings to heart and have started rewriting their headlines for online.

Shallow Reading Combined With Selected Depth

It was more than three times as common for users to limit their reading to a brief as opposed to reading a full article. Even when reading a "full" article, users only read about 75% of the text.

In other words, the most common behavior is to hunt for information and be ruthless in ignoring details. But once the prey has been caught, users will sometimes dive in more deeply. Thus, Web content needs to support both aspects of information access: foraging and consumption. Text needs to be scanable, but it also needs to provide the answers users seek.

Interlaced Browsing

Users in the Poynter study frequently alternated between multiple sites:

- they would read something in one window
- then switch to another window and visit another site
- and then return to the first window and read some more on the first site; possibly to turn to the second window again later in the session

I observed this behavior as early as 1994: users would interlace browsing sessions in several windows. Doing so is particularly easy on big monitors that show several full-page windows simultaneously, but can also be done on small screens. The Windows task bar facilitates session-interlaced browsing as long as users stay below eight sessions or so.

I admit that I was surprised when we started seeing interlaced browsing in 1994. Previous studies had not identified this behavior, so I originally expected people to browse a specific site and stay with its navigation features until they decided that they were done with it. In retrospect it is clear why interlacing was not seen in the old days: we were simply not studying sufficiently rich hyperspaces.

The lesson for site designers is that users are not focused on any single site. There is not even such a thing as “a visit” to a site: even while the user is “visiting” your site, he or she is also checking out the competition. Truly, the Web as a whole forms the user experience.

Site design must accommodate people who leave and return frequently:

- Help users reorient themselves
 - Plain and simple headlines immediately tell users what each page is about
 - Simple page titles that start with a salient keyword help users pick out pages from the minimized tiles in the Windows task bar
- Do not assume users can remember their entire browsing session:
 - Provide breadcrumbs and other location tools
 - Do not change the standard link colors - doing so makes it harder to recognize what pages the user has already seen
- Use standard terminology to minimize the need for users to switch context and remember what you call things
- During user testing, interrupt the users for a few minutes if they don't leave your site on their own (in order to test their ability to return to the site)

Implications for Non-Newspaper Sites

It is not really a weakness of the Poynter study that it focused on newspaper sites. It is fair enough to study a narrow genre. But since the vast majority of websites are not newspaper sites, I want to mention some limitations in transferring the findings to other types of sites such as corporate sites, ecommerce sites, or intranets:

- Trust is less of an issue for newspapers, which usually have high integrity. Other sites need to fight for credibility and must reduce marketese, slogans, and other elements that generate distrust.
- Users are likely to spend much less time on other sites. Ten minutes would be a long visit to most sites.
- Users will read fewer words on other sites than they do on newspaper sites. Editorial integrity and journalistic objectivity make people more willing to read a larger percentage of the material. The task of reading news implies willingness to process more words more than the average Web task, which is directed at finding specific information and solutions.

The new eye tracking study is mostly applicable to all types of websites. Most of the Poynter findings confirm earlier findings from studies of many other types of sites, so they relate to basic characteristics of reading on the Web and are not limited to newspapers.

Adding one more study to the list of evidence for different reading behavior will hopefully convince more Internet executives of the need to write differently for the Web and hire specialized Web editors who understand online content.

Read All About It

- Poynter Institute: Project report site (main site) - unfortunately this site uses frames, which makes it difficult to link to specific findings.
- Poynter Institute: Definitely Not Your Father's Newspaper, Surprise! All Eyes on Text, and A Deeper Probe Confirms Findings (editorial coverage)
- Editor & Publisher: Eyetrack Online News Study May Surprise You
- WIRED News: Online News All About Text
- New York Times: A High-Tech Vision Lifts Fidelity (use of eye-tracking to design financial websites - this usability technique is not just for newspaper sites)

Appendix B-3: How Users Read on the Web

useit.com Alertbox Oct. 1997 Reading on the Web | Search
Jakob Nielsen's Alertbox for October 1, 1997:

How Users Read on the Web

They don't.

People rarely read Web pages word by word; instead, they scan the page, picking out individual words and sentences. In a recent study John Morkes and I found that 79 percent of our test users always scanned any new page they came across; only 16 percent read word-by-word.

As a result, Web pages have to employ scanable text, using

- Highlighted keywords (hypertext links serve as one form of highlighting; typeface variations and color are others)
- Meaningful sub-headings (not "clever" ones)
- Bulleted lists
- One idea per paragraph (users will skip over any additional ideas if they are not caught by the first few words in the paragraph)
- The inverted pyramid style, starting with the conclusion.
- Half the word count (or less) than conventional writing

We found that credibility is important for Web users, since it is unclear who is behind information on the Web and whether a page can be trusted. High-quality graphics, good writing, and use of outbound hypertext links can increase credibility. Links to other sites show that the authors have done their homework and are not afraid to let readers visit other sites.

Users detested "marketese"; the promotional writing style with boastful subjective claims ("hottest ever") that currently is prevalent on the Web. Web users are busy: they want to get the straight facts. Also, credibility suffers when users clearly see that the site exaggerates.

Measuring the Effect of Improved Web Writing

To measure the effect of some of the content guidelines we had identified, we developed five different versions of the same website (same basic information; different wording; same site navigation). We then had users perform the same tasks with the different sites. As shown in the table, measured usability was dramatically higher for the concise version (58% better) and for the scanable version (47% better). And when we combined three ideas for improved writing style into a single site, the result was truly stellar: 124% better usability.

Site Version	Sample Paragraph	Usability Improvement (relative to control condition)
Promotional writing (control condition) using the “marketese” found on many commercial websites	Nebraska is filled with internationally recognized attractions that draw large crowds of people every year, without fail. In 1996, some of the most popular places were Fort Robinson State Park (355,000 visitors), Scotts Bluff National Monument (132,166), Arbor Lodge State Historical Park & Museum (100,000), Carhenge (86,598), Stuhr Museum of the Prairie Pioneer (60,002), and Buffalo Bill Ranch State Historical Park (28,446).	0% (by definition)
Concise text with about half the word count as the control condition	In 1996, six of the best-attended attractions in Nebraska were Fort Robinson State Park, Scotts Bluff National Monument, Arbor Lodge State Historical Park & Museum, Carhenge, Stuhr Museum of the Prairie Pioneer, and Buffalo Bill Ranch State Historical Park.	58%
Scanable layout using the same text as the control condition in a layout that facilitated scanning	<p>Nebraska is filled with internationally recognized attractions that draw large crowds of people every year, without fail. In 1996, some of the most popular places were:</p> <ul style="list-style-type: none"> • Fort Robinson State Park (355,000 visitors) • Scotts Bluff National Monument (132,166) • Arbor Lodge State Historical Park & Museum (100,000) • Carhenge (86,598) • Stuhr Museum of the Prairie Pioneer (60,002) • Buffalo Bill Ranch State Historical Park (28,446). 	47%
Objective language using neutral rather than subjective, boastful, or exaggerated language (otherwise the same as the control condition)	Nebraska has several attractions. In 1996, some of the most-visited places were Fort Robinson State Park (355,000 visitors), Scotts Bluff National Monument (132,166), Arbor Lodge State Historical Park & Museum (100,000), Carhenge (86,598), Stuhr Museum of the Prairie Pioneer (60,002), and Buffalo Bill Ranch State Historical Park (28,446).	27%
Combined version using all three improvements in writing style together: concise, scanable, and objective	<p>In 1996, six of the most-visited places in Nebraska were:</p> <ul style="list-style-type: none"> • Fort Robinson State Park • Scotts Bluff National Monument • Arbor Lodge State Historical Park & Museum • Carhenge • Stuhr Museum of the Prairie Pioneer • Buffalo Bill Ranch State Historical Park 	124%

It was somewhat surprising to us that usability was improved by a good deal in the objective language version (27% better). We had expected that users would like this version better than the promotional site

(as indeed they did), but we thought that the performance metrics would have been the same for both kinds of language. As it turned out, our four performance measures (time, errors, memory, and site structure) were also better for the objective version than for the promotional version. Our conjecture to explain this finding is that promotional language imposes a cognitive burden on users who have to spend resources on filtering out the hyperbole to get at the facts. When people read a paragraph that starts "Nebraska is filled with internationally recognized attractions," their first reaction is no, it's not, and this thought slows them down and distracts them from using the site.

Appendix B-4: Be Succinct! (Writing for the Web)

useit.com Alertbox Mar. 1997: Writing for the Web

Jakob Nielsen's Alertbox for March 15, 1997

The three main guidelines for writing for the Web are:

- Be succinct: write no more than 50% of the text you would have used in a hardcopy publication
- Write for scanability: don't require users to read long continuous blocks of text
- Use hypertext to split up long information into multiple pages

Short Texts

Reading from computer screens is about 25% slower than reading from paper. Even users who don't know this human factors research usually say that they feel unpleasant when reading online text. As a result, people don't want to read a lot of text from computer screens: you should write 50% less text and not just 25% less since it's not only a matter of reading speed but also a matter of feeling good. We also know that users don't like to scroll: one more reason to keep pages short.

The screen readability problem will be solved in the future, since screens with 300 dpi resolution have been invented and have been found to have as good readability as paper. High-resolution screens are currently too expensive (high-end monitors in commercial use have about 110 dpi), but will be available in a few years and common ten years from now.

Scannability

Because it is so painful to read text on computer screens and because the online experience seems to foster some amount of impatience, users tend not to read streams of text fully. Instead, users scan text and pick out keywords, sentences, and paragraphs of interest while skipping over those parts of the text they care less about.

Skimming instead of reading is a fact of the Web and has been confirmed by countless usability studies. Web writers have to acknowledge this fact and write for scanability:

- Structure articles with two or even three levels of headlines (a general page heading plus subheads - and sub-sub-heads when appropriate). Nested headings also facilitate access for blind users with screen readers
- Use meaningful rather than "cute" headings (i.e., reading a heading should tell the user what the page or section is about)
- Use highlighting and emphasis to make important words catch the user's eye. Colored text can also be used for emphasis, and hypertext anchors stand out by virtue of being blue and underlined

Hypertext Structure

Make text short without sacrificing depth of content by splitting the information up into multiple nodes connected by hypertext links. Each page can be brief and yet the full hyperspace can contain much more information than would be feasible in a printed article. Long and detailed background information can be relegated to secondary pages; similarly, information of interest to a minority of readers can be made available through a link without penalizing those readers who don't want it.

Hypertext should not be used to segment a long linear story into multiple pages: having to download several segments slows down reading and makes printing more difficult. Proper hypertext structure is not a single flow "continued on page 2"; instead split the information into coherent chunks that each focus on a certain topic. The guiding principle should be to allow readers to select those topics they care about and only download those pages. In other words, the hypertext structure should be based on an audience analysis.

Each hypertext page should be written according to the "inverse pyramid" principle and start with a short conclusion so that users can get the gist of the page even if they don't read all of it.

Appendix B-5: Inverted Pyramids in Cyberspace

useit.com Alertbox Jun. 1996 Writing inverted pyramids

Jakob Nielsen's Alertbox for June 1996:

Frames: Just say No!

This succinct introduction is an example of the inverted pyramid style: starting with the conclusion. If I wanted to write a column about frames I would continue with one or two examples of why frames suck (can't bookmark or print a view) and conclude with a discussion of the fundamental issues (frames impair the user's navigation and break the fundamental user model of the Web as being composed of unitary pages).

One of the occupational hazards of getting a Ph.D. is a distinct predilection for the traditional pyramid style of exposition. I normally write the way I was trained to write: starting with the foundation and gradually building to the conclusion. Most research papers and engineering reports open with a problem statement, then review the prior art, and move into a detailed discussion of the different options that are considered and the methods that are used. After plowing through twenty pages of basics the patient reader may find a section entitled results with detailed tables, charts, and statistical tests; and after an additional five pages of this, a page or so of conclusions is reached. Phew...

Journalists have long adhered to the inverse approach: start the article by telling the reader the conclusion ("After long debate, the Assembly voted to increase state taxes by 10 percent"), follow by the most important supporting information, and end by giving the background. This style is known as the inverted pyramid for the simple reason that it turns the traditional pyramid style around. Inverted-pyramid writing is useful for newspapers because readers can stop at any time and will still get the most important parts of the article.

On the Web, the inverted pyramid becomes even more important since we know from several user studies that users don't scroll, so they will very frequently be left to read only the top part of an article. Very interested readers will scroll, and these few motivated souls will reach the foundation of the pyramid and get the full story in all its gory detail.

Journalism on the Web is definitely different from print journalism. For example, Melinda McAdams' case study of the Washington Post's Digital Ink notes that online newspapers allow articles to remain available online for years. This again means that writers can link to old articles instead of having to summarize background information in every article. Also, as noted by Sam Vincent Meddis, it is possible to link to full background materials and to construct digests of links to multiple treatments of an issue (as indeed I have done with the two links in this paragraph).

In other words, the Web is a linking medium and we know from hypertext theory that writing for interlinked information spaces is different than writing linear flows of text. In fact, George Landow, a Professor of English literature, coined the phrases rhetoric of departure and rhetoric of arrival to indicate the need for both ends of the link to give users some understanding of where they can go as well as why the arrival page is of relevance to them.

Therefore, we would expect Web writers to split their writing into smaller, coherent pieces to avoid long scrolling pages. Each page would be structured as an inverted pyramid, but the entire work would seem more like a set of pyramids floating in cyberspace than as a traditional "article". Unfortunately, it is hard to learn this new writing style. I am certainly not there yet myself, as you can see.

Good example of inverted-pyramid site: The Ziff-Davis AnchorDesk starts with a paragraph-length summary of each story. Click on a link to get a page-length story and click again (if interested) for extensive background articles.

Appendix B-6: Creating Hyperlinks using HTML

The following html construction can be written in the text of content pieces to create external, and email hyperlinks in summaries and content bodies:

External Link in the Current Window ` visible name of the link `

Example: ` Yahoo Search Engine `

External Link in New Window ` visible name of the link `

Example: ` Yahoo Search Engine `

Internal Link ` visible name of the page `

Example: ` Program AIEWS AN/SLY-2 `

Email link ` Visible address or name of e-mail `

Example: ` Email John Doe `

Please Note: The syntax of these constructs must be followed exactly. Remember to include the closing tag `` after the visible text, and to put quotes around the information inside the tags as shown.

Appendix B-7: Common HTML Formatting Tags

Below are the common formatting tags in HTML, with instructions and examples that you can use in the NAVSEA City Web Manager for your content pieces:

Bold

` Text ` would be shown as **Text**.

Italics

`<i> Text </i>` would be shown as *Text*.

Lists: Unordered (bulleted)

```
<ul>
  <li>Rose</li>
  <li>Tulip</li>
  <li>Daffodil</li>
</ul>
```

The preceding HTML would be shown as:

- Rose
- Tulip
- Daffodil

Line Break

`
`

This tag causes a hard return at the point in which it is inserted into the text.

Fonts

NAVSEA City colors and font styles can be applied to content entered in web manager.

Use the following html around your text to utilize different styles:

`New text Styles`

Will appear as:

New text Styles (Blue)

Following is the complete list of font classes available within the Inside NAVSEA City Style Guide.

NOTE: Many of the following fonts are colors, some of which are indicated by their class names:

class	HTML	Link	Link - Hover
bodytxt:	Inside NAVSEA City	Inside NAVSEA City	Inside NAVSEA City
bodytxt2:	Inside NAVSEA City	Inside NAVSEA City	Inside NAVSEA City
ltblue:	Inside NAVSEA City	Inside NAVSEA City	Inside NAVSEA City
dkblue:	Inside NAVSEA City	Inside NAVSEA City	Inside NAVSEA City
lttan:	Inside NAVSEA City	Inside NAVSEA City	Inside NAVSEA City

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mdtan:	Inside NAVSEA City	<u>Inside NAVSEA City</u>	<u>Inside NAVSEA City</u>
dktan:	Inside NAVSEA City	<u>Inside NAVSEA City</u>	<u>Inside NAVSEA City</u>
header:	Inside NAVSEA City	<u>Inside NAVSEA City</u>	<u>Inside NAVSEA City</u>
title:	Inside NAVSEA City	<u>Inside NAVSEA City</u>	<u>Inside NAVSEA City</u>
subtitle:	INSIDE NAVSEA CITY	<u>INSIDE NAVSEA CITY</u>	<u>INSIDE NAVSEA CITY</u>
subtitle2:	INSIDE NAVSEA CITY	<u>INSIDE NAVSEA CITY</u>	<u>INSIDE NAVSEA CITY</u>
subtitle3:	INSIDE NAVSEA CITY	<u>INSIDE NAVSEA CITY</u>	<u>INSIDE NAVSEA CITY</u>
subtitle4:	INSIDE NAVSEA CITY	<u>INSIDE NAVSEA CITY</u>	<u>INSIDE NAVSEA CITY</u>
subtitle5:	INSIDE NAVSEA CITY	<u>INSIDE NAVSEA CITY</u>	<u>INSIDE NAVSEA CITY</u>
calday:	INSIDE NAVSEA CITY	<u>INSIDE NAVSEA CITY</u>	<u>INSIDE NAVSEA CITY</u>
caption:	<i>Inside NAVSEA City</i>	<i><u>Inside NAVSEA City</u></i>	<i><u>Inside NAVSEA City</u></i>
caption2:	Inside NAVSEA City	<u>Inside NAVSEA City</u>	Inside NAVSEA City
fineprint:	Inside NAVSEA City	<u>Inside NAVSEA City</u>	<u>Inside NAVSEA City</u>
dkfineprint:	Inside NAVSEA City	<u>Inside NAVSEA City</u>	<u>Inside NAVSEA City</u>

NOTE: Remember to include the closing tag, `</i>` etc., if required, after the formatted text.