



FUNCTIONAL SPECIFICATIONS

Version: 00.03.01

BLACKROCK CAMPUS RECRUITING SITE

Authored by:
Ogilvy & Mather

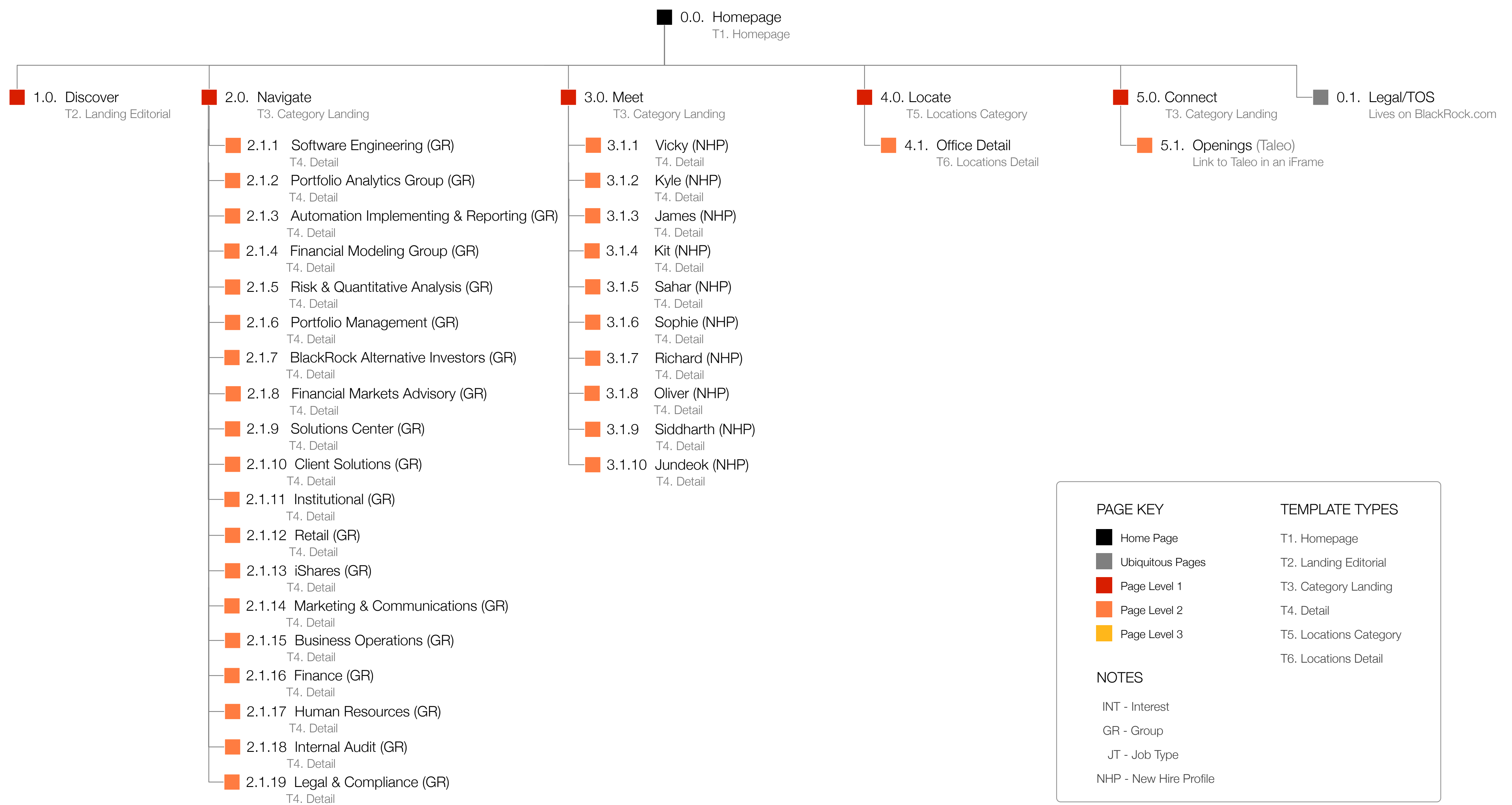
Lisa Ma
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212.237.4329

Table of Contents

Table of Contents

Site Map.....	3
0.0. Homepage	4-5
T1. Homepage	
1.0. Discover (About).....	6-7
T1. Homepage	
2.0. Navigate.....	8-9
T2. Landing Editorial	
2.1.X. Group	10-11
T4. Detail	
A. Templates.....	12-13
A.X. Common Controls.....	14-19

Site Map

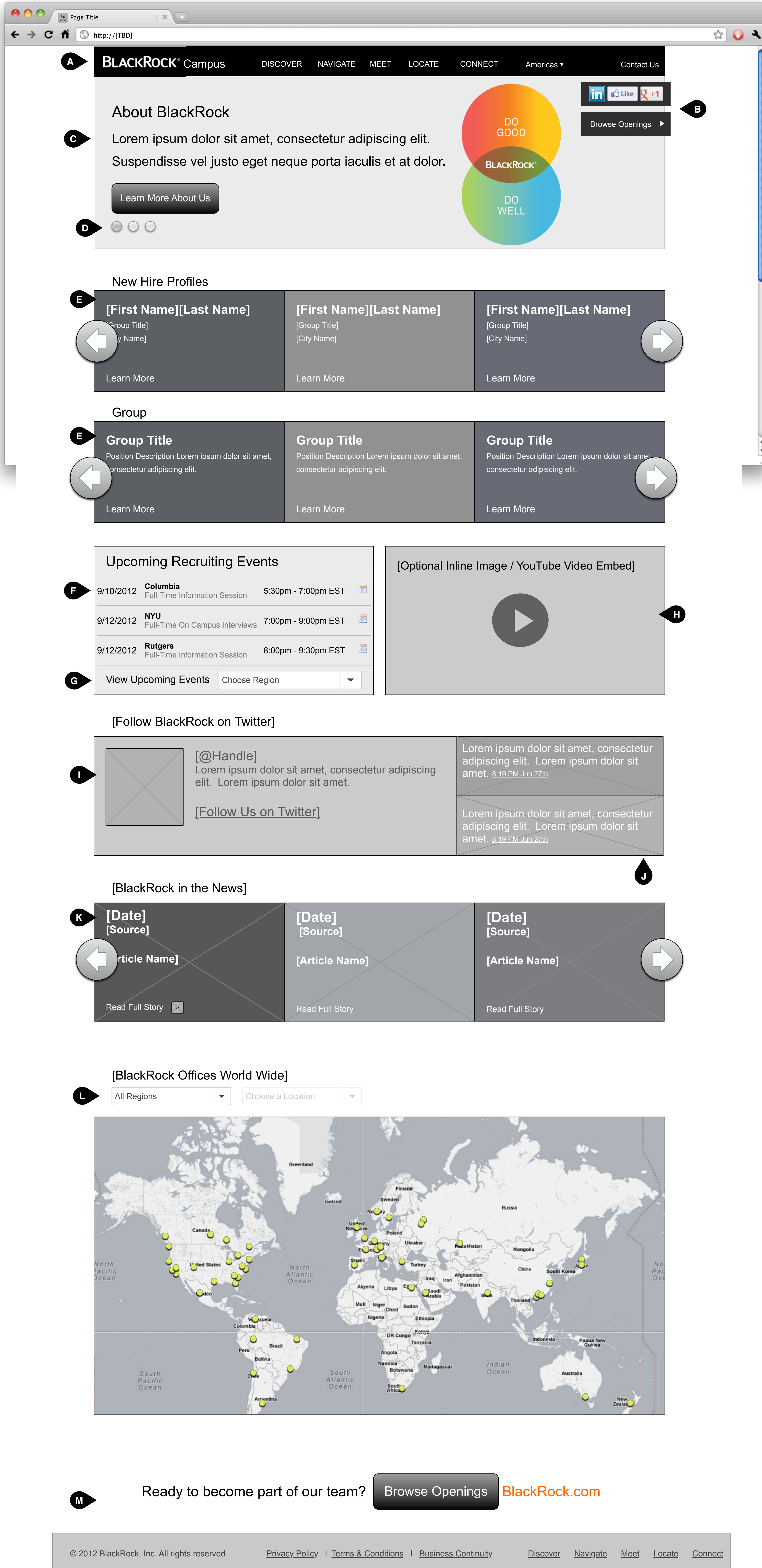


0.0. Homepage

Template: T1. Homepage

Desktop/Tablet

1280 x 800



Specifications

Page Description

The homepage display brand messaging as well as a sample of the content available deeper within the site.

Business Rules

TBD

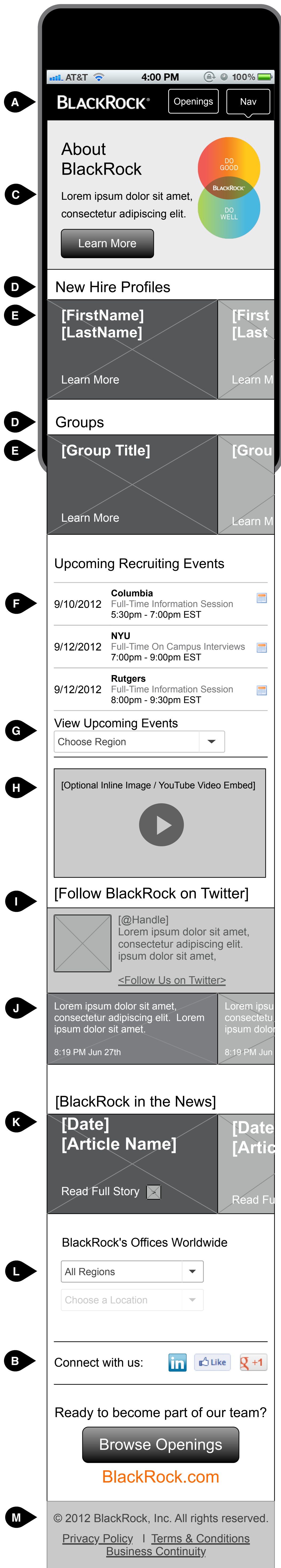
- A Navigation**
Release 1.0
The system should display the standard navigation as defined on A.1. *Navigation and Footer*.
- B Connect with Us Module**
Release 1.0
The system should display the Contact Us module as defined on A.1. *Navigation and Footer*.
- C Hero Carousel**
Release 1.0
The system should display the this module as defined on A.5. *Image Controls*.
- D Hero Carousel Pagination**
Release 1.0
The system should display the this module as defined on A.5. *Image Controls*.
- E New Hire Profiles & Groups Carousel**
Release 1.0
Refer to A.2. *Tabs and Carousels* for a description of functionality. The following content types should be displayed within each tab:
 - Groups: Displays all Groups
 - New Hire Profiles: Displays all New Hire Profiles
- F Upcoming Events Module**
Release 1.0
The system should display the **three most current upcoming events** from all locations within the country the user has currently selected from the navigation localization selector. (A user viewing the US experience should not see events occurring in Asia.) If the user clicks an event, the system should download an ICS file to the user's calendar populated with as much event information as is available.

Events in this list should display the following data:
 - Date
 - Location (School Name)
 - Description
 - Time (Begin - End) (Time Zone)
 - Download (OnMouseClicked, user will download the iCal as it relates to the event)
NOTE: Begin and End time should be expressed in local time with appropriate time zone.
- G View Upcoming Events**
Release 1.0
If the user clicks **Choose Region**, and selects the specific region, the system should load 4.0. *Join in* in the current browser window with the events list for the user's selected region selection unfurled. The selections available in this drop down should be as follows:
 - US
 - UK
 - Asia Pacific
- H Flexible Content Module**
Release 1.0
The system should display a CMS-editable module that can accept a YouTube video embed, an image, or html content. For launch, this unit will display a video. Refer to the content matrix for details.
- I Twitter Feed Module**
Release 1.0
The system should display a module that syndicates tweets from the [Handle TBD] Twitter handle. The following information should be displayed in the summary area:
 - Handle Avatar
 - Handle Name
 - Handle Description
 - Follow Us Link (If user clicks, system should load the handle's Twitter page in a new window.)
- J Latest Tweets**
Release 1.0
The system should display the two latest tweets from the syndicated Twitter Handle. Content should include:
 - Tweet content
 - Timestamp (If user clicks the system should display the tweet in twitter.)
- K News Carousel**
Release 1.0
The system should display a content carousel of chronologically-ordered content. The content of this module should be manually curated and may contain links to the following content types:
 - Pages within this site
 - Pages living on BlackRock.com
 - Pages living on 3rd-party sites
Each node of the carousel should contain the following data elements:
 - Date
 - Source
 - Article Name
 - Background Image
 - Call-to-Action link
 - External link icon (Appears to right of call-to-action link when link destination is not part of the recruitment site.)
- L Office Location Selector**
Release 1.0
The system should display the locations selector and map. Refer to A.3. *Locations Controls* for detailed functionality.
- M Call To Action and Footer Module**
Release 1.0
The system should display the Call to Action Module and Footer. Refer to A.1. *Navigation and Footer* for details.

0.0. Homepage (Mobile)

Template: T1. Homepage

Mobile (iOS & Android)



Specifications

Page Description

The homepage display brand messaging as well as a sample of the content available deeper within the site.

Business Rules

TBD

- A Navigation**
Release 1.0
The system should display the standard navigation as defined on A.1. *Navigation and Footer*.
- B Connect with Us Module**
Release 1.0
The system should display the Contact Us module as defined on A.1. *Navigation and Footer*.
- C Hero**
Release 1.0
Only one slide should be displayed here (and is CMS-editable which slide shows in this view).
- D New Hire Profiles and Groups Carousel**
Release 1.0
Below the mobile breakpoint, the system should replace the tabbed control with a selector drop-down control.
- E Mobile Carousel**
Release 1.0
Below the mobile breakpoint, the carousel should be swipe-compatible, and the pagination buttons should be suppressed.
- F Upcoming Events Module**
Release 1.0
The system should display the three most current upcoming events from all locations within the country the user has currently selected from the navigation localization selector. (A user viewing the US experience should not see events occurring in Asia.)

Events in this list should display the following data:
 - Date
 - Location (School Name)
 - Description
 - Time (Begin - End) (Time Zone)
- G View Upcoming Events**
Release 1.0
If the user clicks **Choose Region**, and selects the specific region, the system should load 4.0. *Join* in the current browser window with the events list for the user's selected region selection unfurled. The selections available in this drop down should be as follows:
 - Americas
 - Europe
 - Asia Pacific
- H Flexible Content Module**
Release 1.0
The system should display a CMS-editable module that can accept a YouTube video embed, an image, or html content. For launch, this unit will display a video. Refer to the content matrix for details.
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 - Handle Description
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 - Timestamp (If user clicks the system should display the tweet in twitter.)
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The system should display a content carousel of chronologically-ordered content. The content of this module should be manually curated and may contain links to the following content types:
Pages living on this site
Pages living on BlackRock.com
Pages living on 3rd-party sites

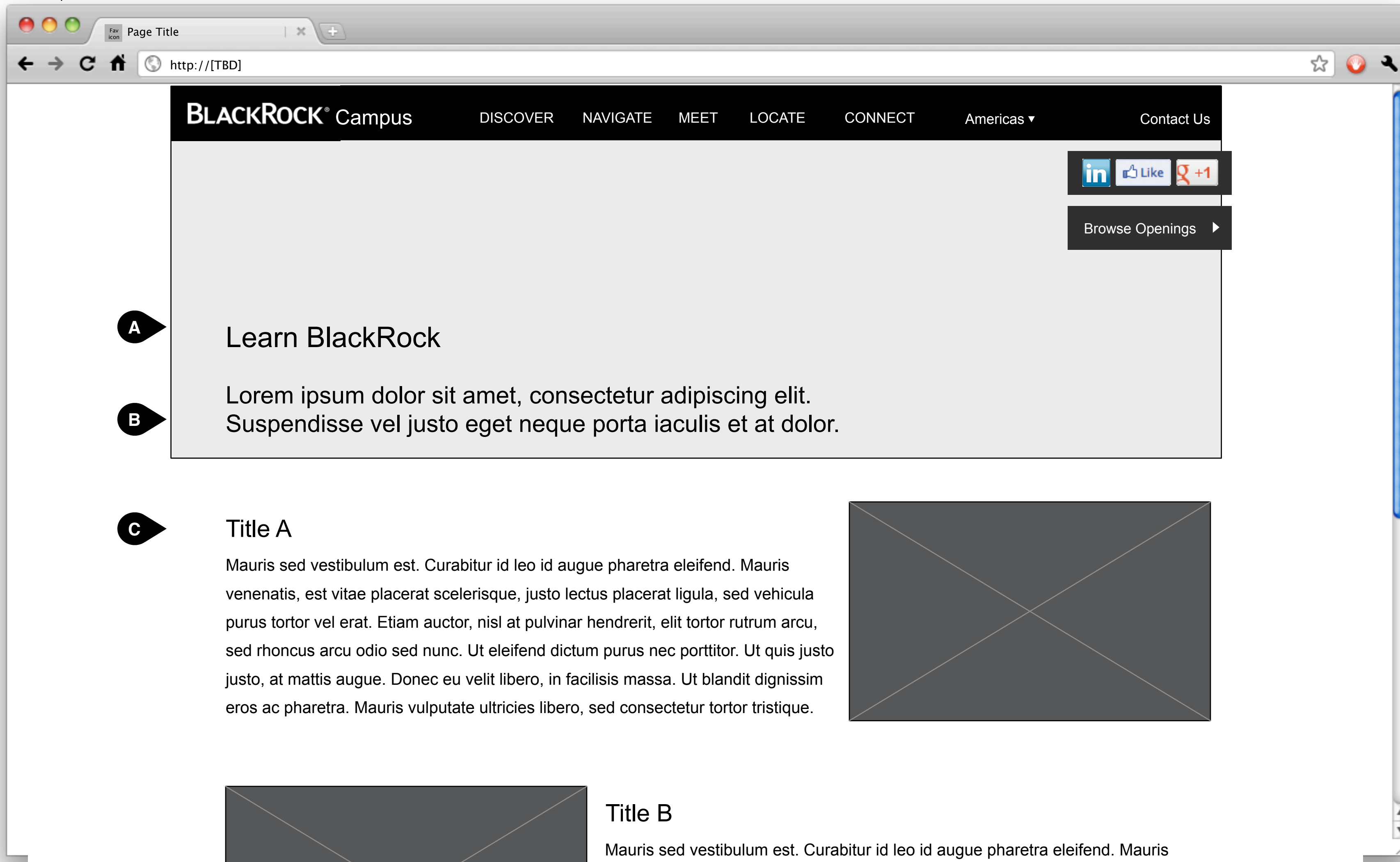
Each node of the carousel should contain the following data elements:
 - Date
 - Source (CMS-Editable to show where the article is living outside of this site)
 - Article Name
 - Description
 - Background Image
 - Background Color
 - Call-to-Action link text
 - Call-to-Action link icon (if linking out of this site)
 - Call-to-Action link destination
- L Office Location Selector**
Release 1.0
The system should display the locations selector and map. Refer to A.3. *Locations Controls* for detailed functionality.
- M Call To Action and Footer Module**
Release 1.0
The system should display the Call to Action Module and Footer. Refer to A.1. *Navigation and Footer* for details.

1.0 Discover

Template: T2. Landing Editorial

Desktop/Tablet

1280 x 800



A

Learn BlackRock

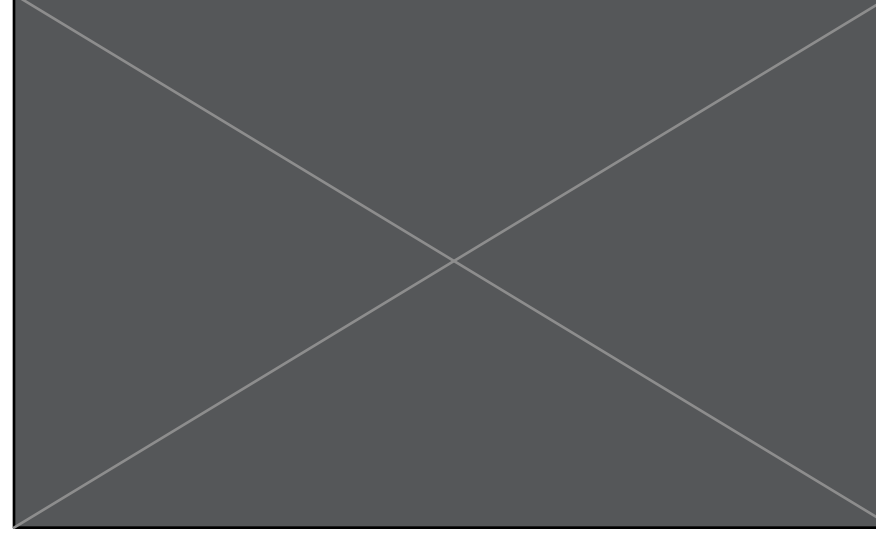
B

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C

Title A

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Title B

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Title C

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Title of Video



D

BlackRock in the News

E

[Date][Article Name] Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. [Source] [Read Full Story >](#)

[Date][Article Name] Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. [Source] [Read Full Story >](#)

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[Date][Article Name] Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. [Source] [Read Full Story >](#)

F

[See Full List >](#)

G

[See Full BlackRock History >](#)

Ready to become part of our team?

[Browse Openings](#)

[BlackRock.com](#)

Specifications

Page Description

This page serves two purposes:
(1) Landing page for hero module(s) content on Homepage
(2) House all articles that live on this site or third party sites

Business Rules

TBD

A

Page Title

Release 1.0

This is the title of the page.

B

Summary

Release 1.0

This is the page summary.

C

Content

Release 1.0

Content for this page can be any or all of the following:

- Image(s) or Video (Refer to the module as defined on A.5. Image/Video Controls)
- Headers
- Text
- Video

D

BlackRock in the News

Release 1.0

This is a heading for the news content below.

E

BlackRock in the News Content

Release 1.0

This is a title for all content below about this profile. This area is dedicated to housing the following:

- Current articles (on this site or third party) that live on BlackRock in the News

- Past articles (on this site or third party) that's lived on BlackRock in the News

This should be sorted in chronological order with the most recent on top.

Each article should have the following elements:

- Date
- Article Name
- Article Summary
- Source (CMS-Editable to show where the article is living outside of this site)
- CTA
- CTA Destination (either on this site or on a third party site)

NOTE: If the destination is a third party site, then the CTA needs to have an icon beside it to denote that.

F

See Full List CTA

Release 1.0

By default, the page should show the first 15 articles. If any more articles exist past 15, then this CTA will appear. OnMouseClick, the system should show the full list of articles without a page refresh.

G

CTA to See History of BlackRock

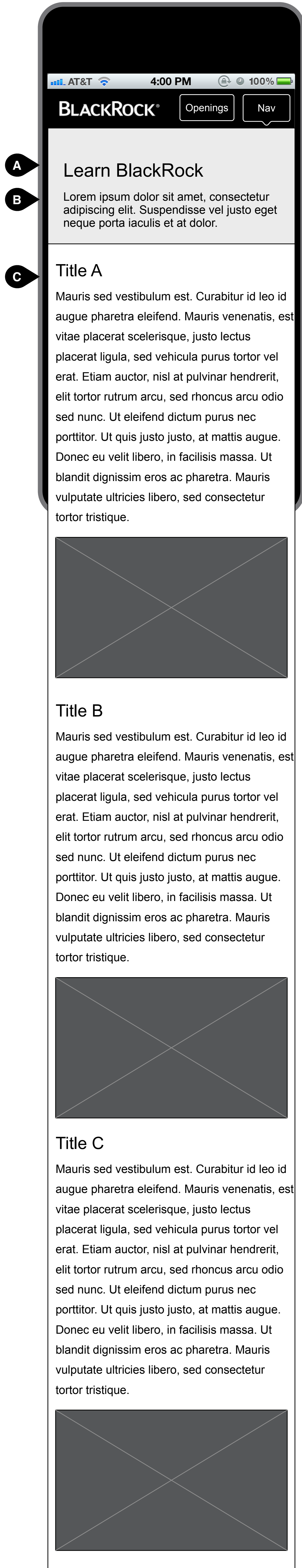
Release 1.0

This allows the user to see history of BlackRock on BlackRock. OnMouseClick, a new window will display the relevant information using this destination <http://www2.blackrock.com/global/home/AboutUs/History/index.htm>

1.0 Discover (Mobile)

Template: T2. Landing Editorial

Mobile (iOS & Android)



Title of Video

Mauris sed vestibulum est. Curabitur id leo id augue pharetra eleifend. Mauris venenatis, est vitae placerat scelerisque, justo lectus placerat ligula, sed vehicula



BlackRock in the News

[Date][Source][Article Name]
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. [Read Full Story >](#)

[Date][Source][Article Name]
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. [Read Full Story >](#)

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[Date][Source][Article Name]
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. [Read Full Story >](#)

[See Full List >](#)

[See Full BlackRock History >](#)

Connect with us: [in](#) [Like](#) [+1](#)

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[Browse Openings](#)

[BlackRock.com](#)

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[Business Continuity](#)

Specifications

Page Description

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(1) Landing page for hero module(s) content on Homepage
(2) House all articles that live on this site or third party sites

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TBD

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Release 1.0
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• Text

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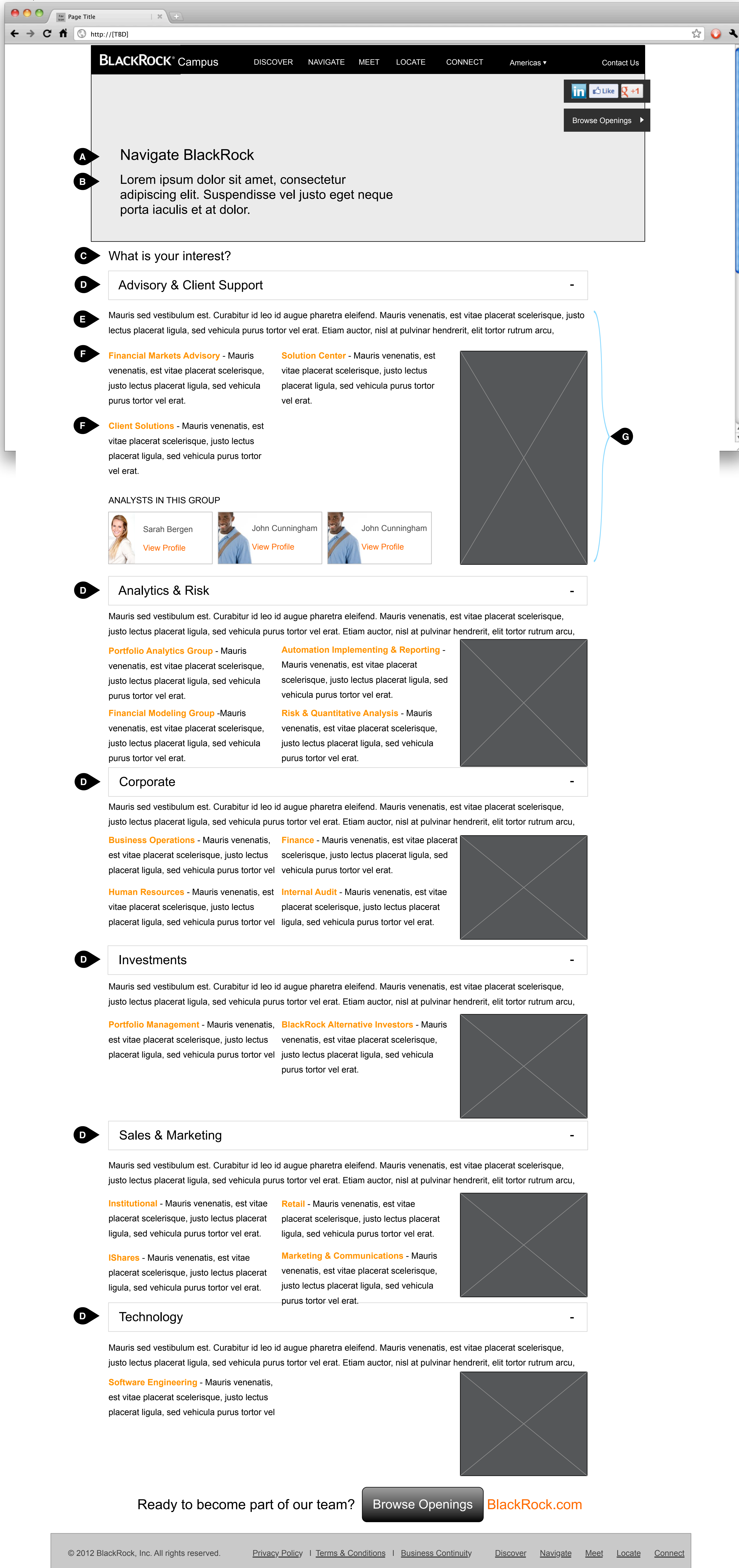
G CTA to See History of BlackRock
Release 1.0
This allows the user to see history of BlackRock on BlackRock. OnMouseClick, a new window will display the relevant information using this destination <http://www2.blackrock.com/global/home/AboutUs/History/index.htm>

2.0 Navigate

Template: T3. Category Landing

Desktop/Tablet

1280 x 800



Specifications

Page Description

This page is dedicated to housing all information on BlackRock's organizational structure.

Business Rules

- By default, this page should load with all accordions closed (This is the only page with this template that would do this.)
- If no content exist under a specific Interest Module then the Interest Module should NOT be displayed.
- If only one Interest Module exist on the page then the "+" "-" for the Interest Module AND the Interest Title should NOT be displayed.

A

Header

Release 1.0

This copy will be the page title for the content below.

B

Page Summary

Release 1.0

This summary is a short description about the content below.

C

Page Title

Release 1.0

This is the title for the page.

D

Interest Title

Release 1.0

This is the listing of Interest in the following format:
• [Specific Interest Name]

Interests should be listed in alphabetical order.

E

Interest Information

Description of the relevant Interest

F

Group Type

Release 1.0

This is the listing of Group(s) arranged in alphabetical (I-r) order that's relevant to each Interest with the following:

- [Specific Group Name]
- Summary of the Group

OnMouseClicked Specific Group titles, system will display the relevant 2.1.X Group information on parent page.

G

Interest Module

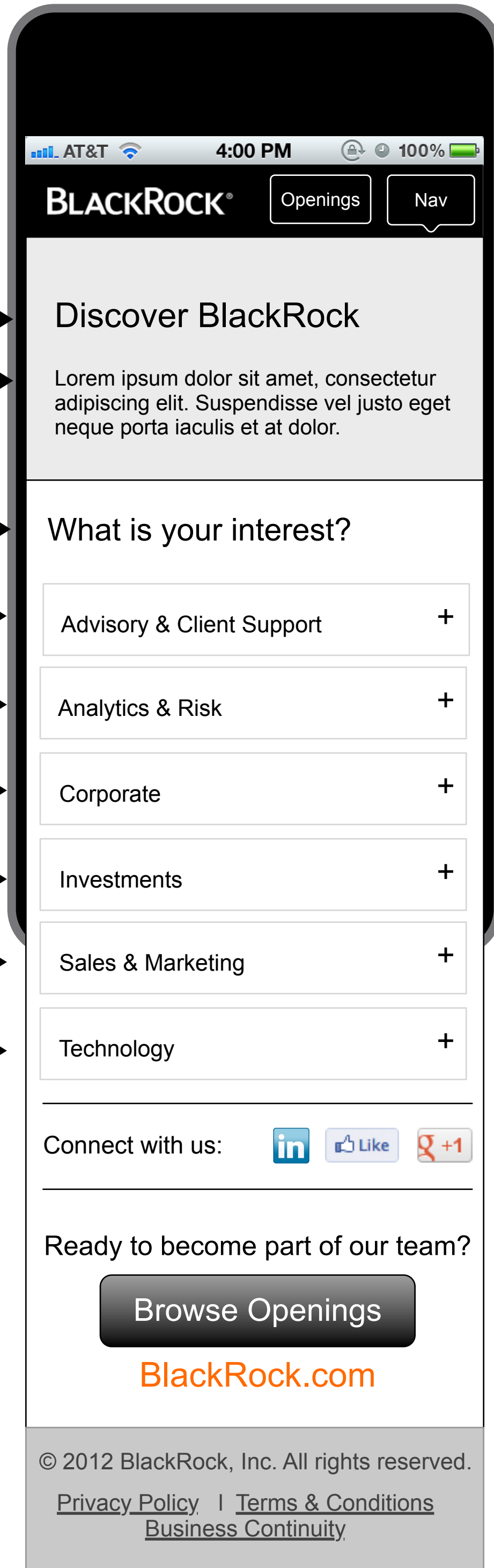
Release 1.0

Refer to A.4. *Accordion Controls* for a description of functionality. Each of these modules represents a category of Interest. The following elements are inside each drawer:
- Interest Information
- Group Type(s)
- Image / Graphic
- Analysts In This Group (Optional) - Up to 4 profiles can live within each drawer. Profiles here are listed as they are related to the group(s) in that same drawer. OnMouseClicked of each profile, user will be taken to the relevant 3.1.X New Hire Profile page with parent page refresh. System should display this module as defined on A.6. *Group & Profile Controls*.

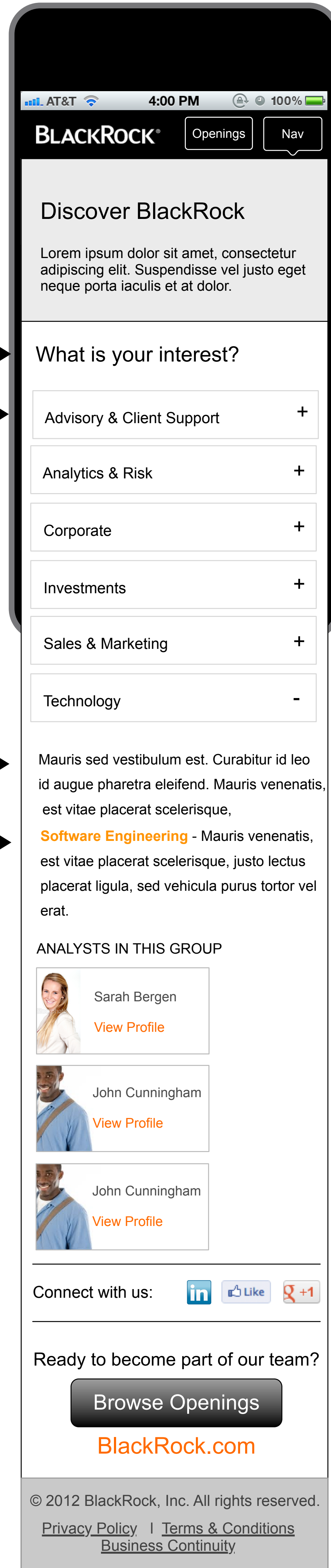
2.0 Navigate (Mobile)

Template: T3. Category Landing

Mobile (iOS & Android) - Collapsed



Mobile (iOS & Android) - One Expanded



Specifications

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This page is dedicated to housing all information on BlackRock's organizational structure.

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A

Header

Release 1.0

This copy will be the page title for the content below.

B

Page Summary

Release 1.0

This summary is a short description about the content below.

C

Page Title

Release 1.0

This is the title for the page.

D

Interest Title

Release 1.0

This is the listing of Interest in the following format:
 • [Specific Interest Name]

Interests should be listed in alphabetical order.

E

Interest Information

Description of the relevant Interest

F

Group Type

Release 1.0

This is the listing of Group(s) arranged in alphabetical (I-r) order that's relevant to each Interest with the following:

- [Specific Group Name]
- Summary of the Group

OnClick Specific Group titles, system will display the relevant 2.1.X Group information on parent page.

G

Interest Module

Release 1.0

Refer to A.4. *Accordion Controls* for a description of functionality. Each of these modules represents a category of Interest. The following elements are inside each drawer:
 - Interest Information
 - Group Type(s)
 - Image / Graphic
 - Analysts In This Group (Optional) - Up to 4 profiles can live within each drawer. Profiles here are listed as they are related to the group(s) in that same drawer. OnClick of each profile, user will be taken to the relevant 3.1.X New Hire Profile page with parent page refresh. System should display this module as defined on A.6. *Group & Profile Controls*.

2.1.X Group

Template: T4. Detail

Desktop/Tablet

1280 x 800

The screenshot shows a web browser window displaying the BlackRock Campus website. The page is titled "Group: [Specific Group Name]" and contains several sections: a main description, an interest section, a group section with related groups, a "Meet some [Job Title]" section with profile cards, and a "New Hire Profiles" carousel. Callouts A through H point to specific elements on the page.

BLACKROCK Campus DISCOVER NAVIGATE MEET LOCATE CONNECT Americas Contact Us

Page Title | http://[TBD]

A Group: [Specific Group Name]

B Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse vel justo eget neque porta iaculis et at dolor.

C Lorem Ipsum Dolor Consectetur, Adipiscing

D Mauris sed vestibulum est. Curabitur id leo id augue pharetra eleifend. Mauris venenatis, est vitae placerat scelerisque, justo lectus placerat ligula, sed vehicula purus tortor vel erat. Etiam auctor, nisl at pulvinar hendrerit, elit tortor rutrum arcu, sed rhoncus arcu odio sed nunc. Ut eleifend dictum purus nec porttitor. Ut quis justo justo, at mattis augue. Donec eu velit libero, in facilisis massa. Ut blandit dignissim eros ac pharetra. Mauris vulputate ultricies libero, sed consectetur tortor tristique.

E Interest

[Interest Name]

Position Description Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse vel justo eget neque porta iaculis et at dolor.

E Group

[Related Group 1]

[Related Group 2]

[Related Group 3]

[Related Group 4]

H Meet some [Job Title]

Sarah Bergen

View Profile

John Cunningham

View Profile

G Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse vel justo eget neque porta iaculis et at dolor. Curabitur tortor nisl, dictum vitae pellentesque sed, imperdiet in purus. Sed erat sem, sollicitudin id gravida nec, egestas at felis. **Business Unit Name** odio eget ligula facilisis viverra. **New York Office** Mauris convallis luctus metus, eget fermentum ligula convallis vitae. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Curabitur pellentesque justo sit amet est tristique eu placerat libero facilisis. Nunc facilisis nisi eget sapien mollis accumsan feugiat elit suscipit. Donec auctor, turpis eget fermentum bibendum, dui quam imperdiet metus, nec lobortis quam nulla a libero. Ut odio purus, mattis at dictum ut, sollicitudin vitae dui. Praesent vitae orci metus, vel hendrerit turpis. In luctus tempus nibh sed rhoncus. Quisque nec felis at metus hendrerit pellentesque nec quis nunc. Nam nisl est, lobortis vitae fermentum sit amet, laoreet a ligula. Aliquam eu justo ipsum. Vestibulum vel nisl nulla.

Mauris sed vestibulum est. Curabitur id leo id augue pharetra eleifend. Mauris venenatis, est vitae placerat scelerisque, justo lectus placerat ligula, sed vehicula purus tortor vel erat. Etiam auctor, nisl at pulvinar hendrerit, elit tortor rutrum arcu, sed rhoncus arcu odio sed nunc. Ut eleifend dictum purus nec porttitor. Ut quis justo justo, at mattis augue. Donec eu velit libero, in facilisis massa. Ut blandit dignissim eros ac pharetra. Mauris vulputate libero, sed consectetur tortor tristique non.

F Responsibilities May Include:

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- Ut quis justo justo, at mattis augue.
- Donec eu velit libero, in facilisis massa.
- Ut blandit dignissim eros ac pharetra.
- Mauris vulputate libero, sed consectetur tortor tristique non.

F New Hire Profiles

[First Name][Last Name] [Group Title] [City Name] Learn More

[First Name][Last Name] [Group Title] [City Name] Learn More

[First Name][Last Name] [Group Title] [City Name] Learn More

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Specifications

Page Description

This page is dedicated to a specific Group.

Business Rules

TBD

- A Specific Group Name**
Release 1.0
This is the name of the Group that's featured here. The format will be as follows:
 - Group: [Specific Group Name]
- B Specific Group Summary**
Release 1.0
This is a summary of the group.
- C Title**
Release 1.0
This is a title for all content below about this Group.
- D Group Description**
Release 1.0
This is the content for this page.
- E Explore Module**
Release 1.0
Each of these modules will relate to Group in the following manner:
 - Interest - This will include a summary of the relevant Interest this Group falls under.
 - Group - CTA(s) to related Group(s) under the same Interest. OnMouseClick, parent page will refresh with 2.1.X Group page. If no other Groups exist under the same Interest, then this module will not show.System should display this module as defined on *A.6. Group & Profile Controls*.
- F New Hire Profiles Carousel**
Release 1.0
The system should display the carousel module as defined on *A.2. Carousels*. Carousel content should include all profiles contained within the site.

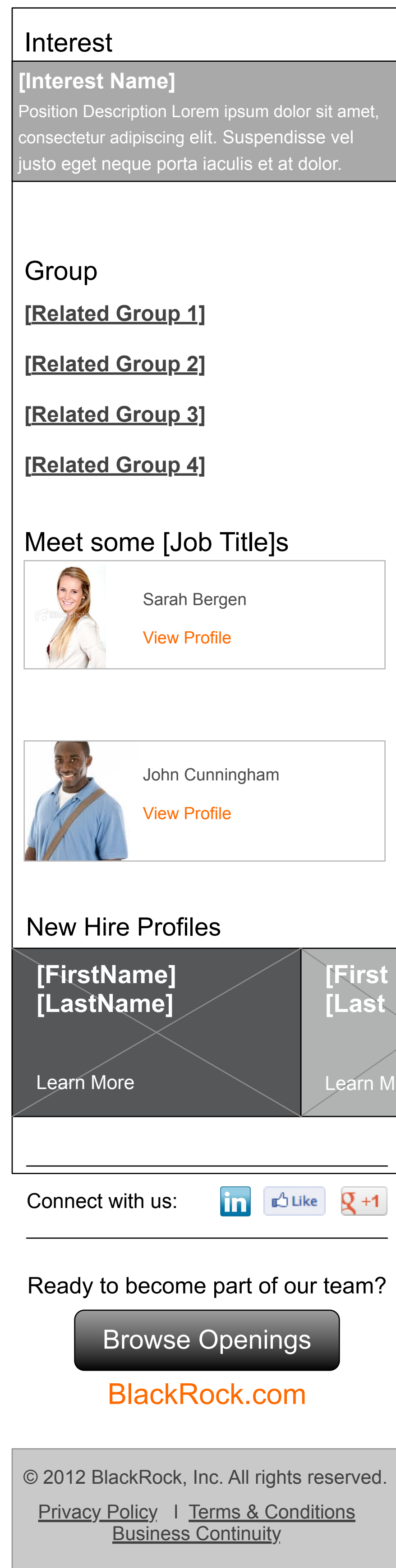
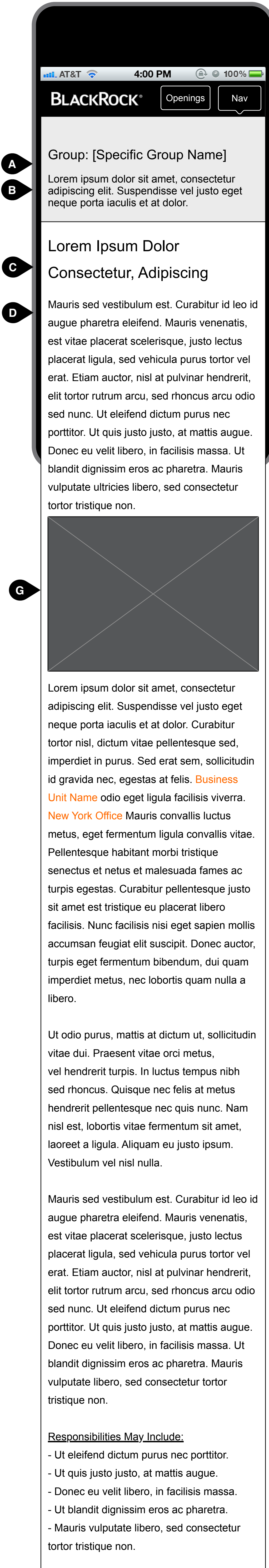
Content displayed on each tile should include:
 - First Name
 - Last Name
 - Group Title
 - City Name
 - Call-to-Action LinkIf the user clicks the call-to-action link, the system should load *3.1.X New Hire Profile* in the current browser window.
- G Image or Video Module**
Release 1.0
The system should display either a video or image(s). Refer to the module as defined on *A.5. Image/Video Controls*.
- H Meet some [Job Title]**
Release 1.0
Each of these profiles will relate to the Group in the content area. If applicable, there may be 1-3 profiles listed here. If not applicable, this module will not show.

System should display this module as defined on *A.6. Group & Profile Controls*.

2.1.X Group (Mobile)

Template: T4. Detail

Mobile (iOS & Android)



Specifications

Page Description

This page is dedicated to a specific G.

Business Rules

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- A Specific Group Name**
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This is the name of the Group that's featured here. The format will be as follows:
 - Group: [Specific Group Name]
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Release 1.0
This is a summary of the group.
- C Title**
Release 1.0
This is a title for all content below about this Group.
- D Group Description**
Release 1.0
This is the content for this page.
- E Explore Module**
Release 1.0
Each of these modules will relate to Group in the following manner:
 - Interest - This will include a summary of the relevant Interest this Group falls under.
 - Group - CTA(s) to related Group(s) under the same Interest. OnMouseClick, parent page will refresh with 2.1.X Group page. If no other Group exist under the same Interest, then this module will not show.

System should display this module as defined on *A.6. Group & Profile Controls*.
- F New Hire Profiles Carousel (Mobile)**
Release 1.0
Below the mobile breakpoint, the carousel should become swipe-enabled and system should suppress the previous/next buttons. Refer to *A.2. Carousels* for documentation.

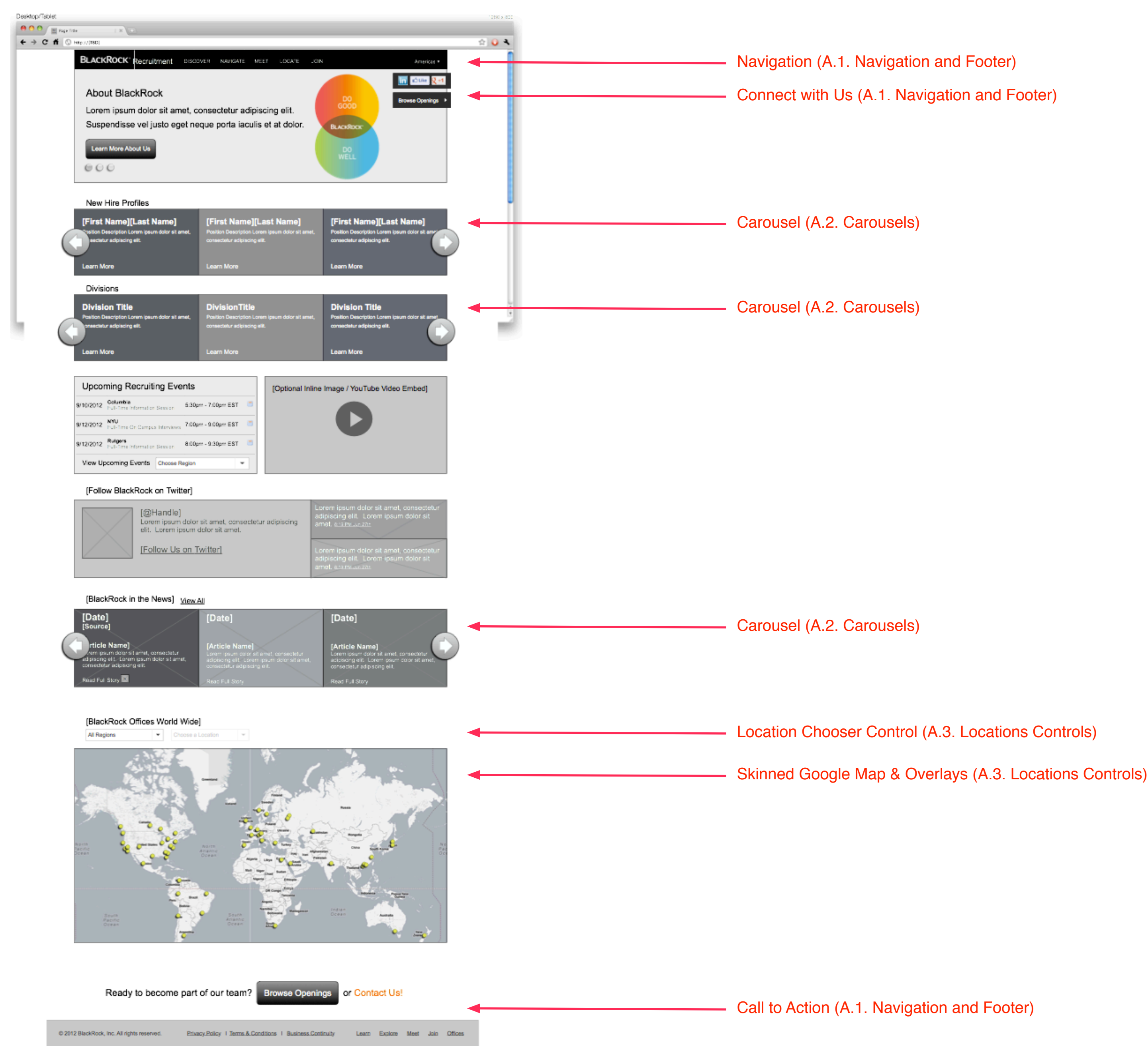
Carousel content should include all profiles contained within the site. Content displayed on each tile should include:
 - First Name
 - Last Name
 - Call-to-Action Link

If the user clicks the call-to-action link, the system should load *3.1.X New Hire Profile* in the current browser window.
- G Image or Video Module**
Release 1.0
The system should display either a video or image(s). Refer to the module as defined on *A.5. Image/Video Controls*.
- H Meet some [Job Title]s**
Release 1.0
Each of these profiles will relate to the Group in the content area. If applicable, there may be 1-3 profiles listed here. If not applicable, this module will not show.

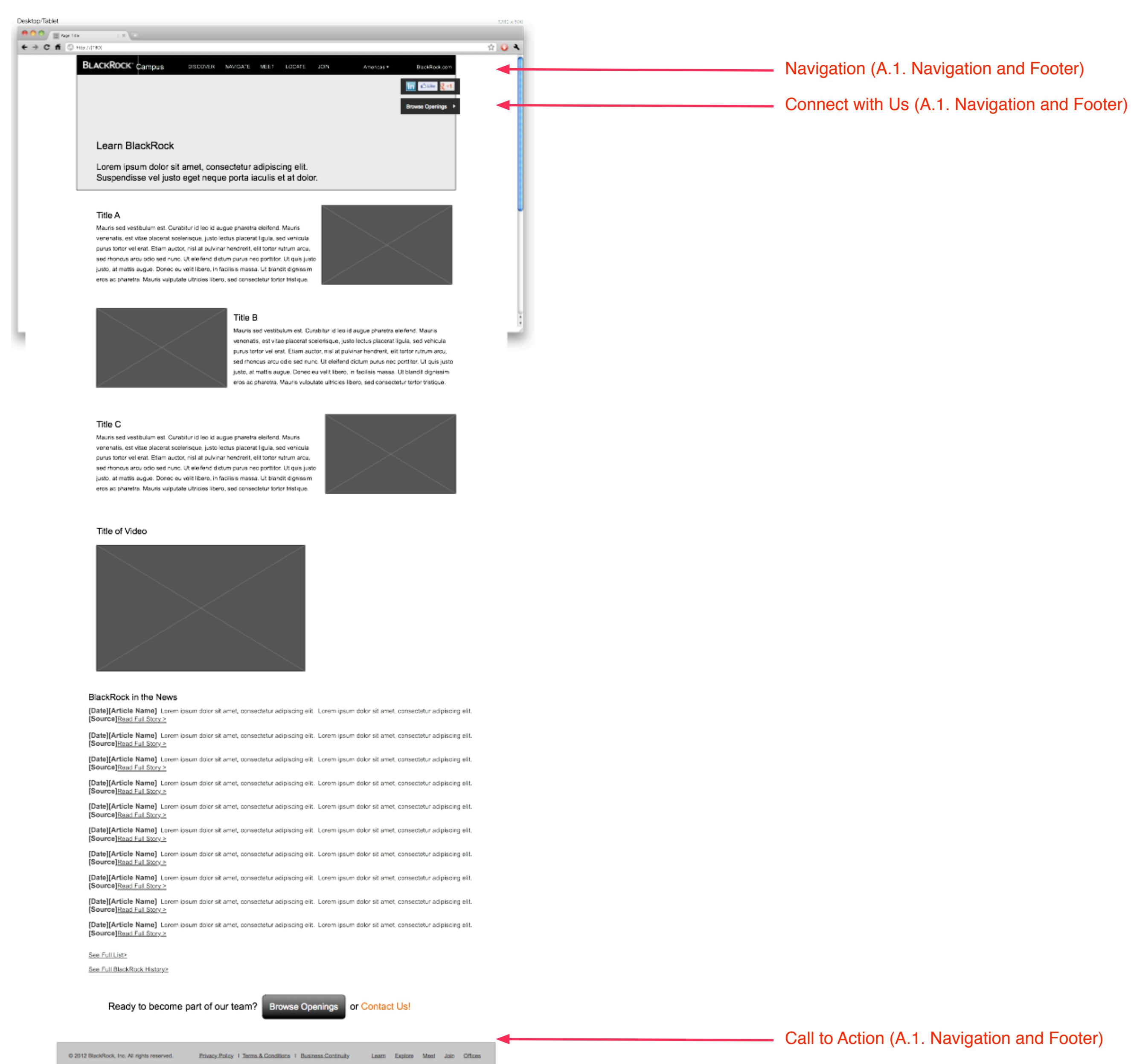
System should display this module as defined on *A.6. Group & Profile Controls*.

A. Templates (T1-T3)

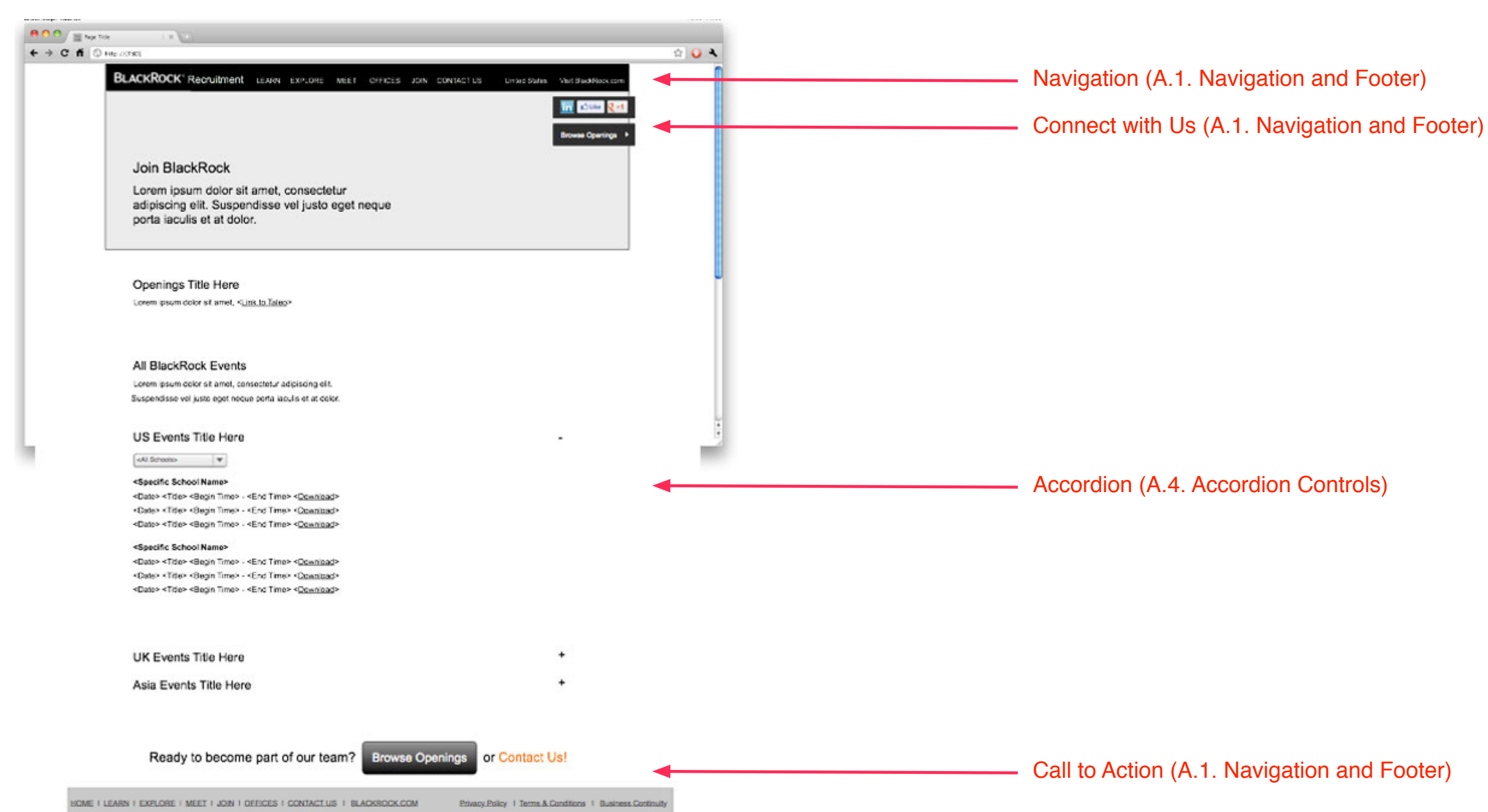
1 T1. Homepage



2 T2. Landing Editorial

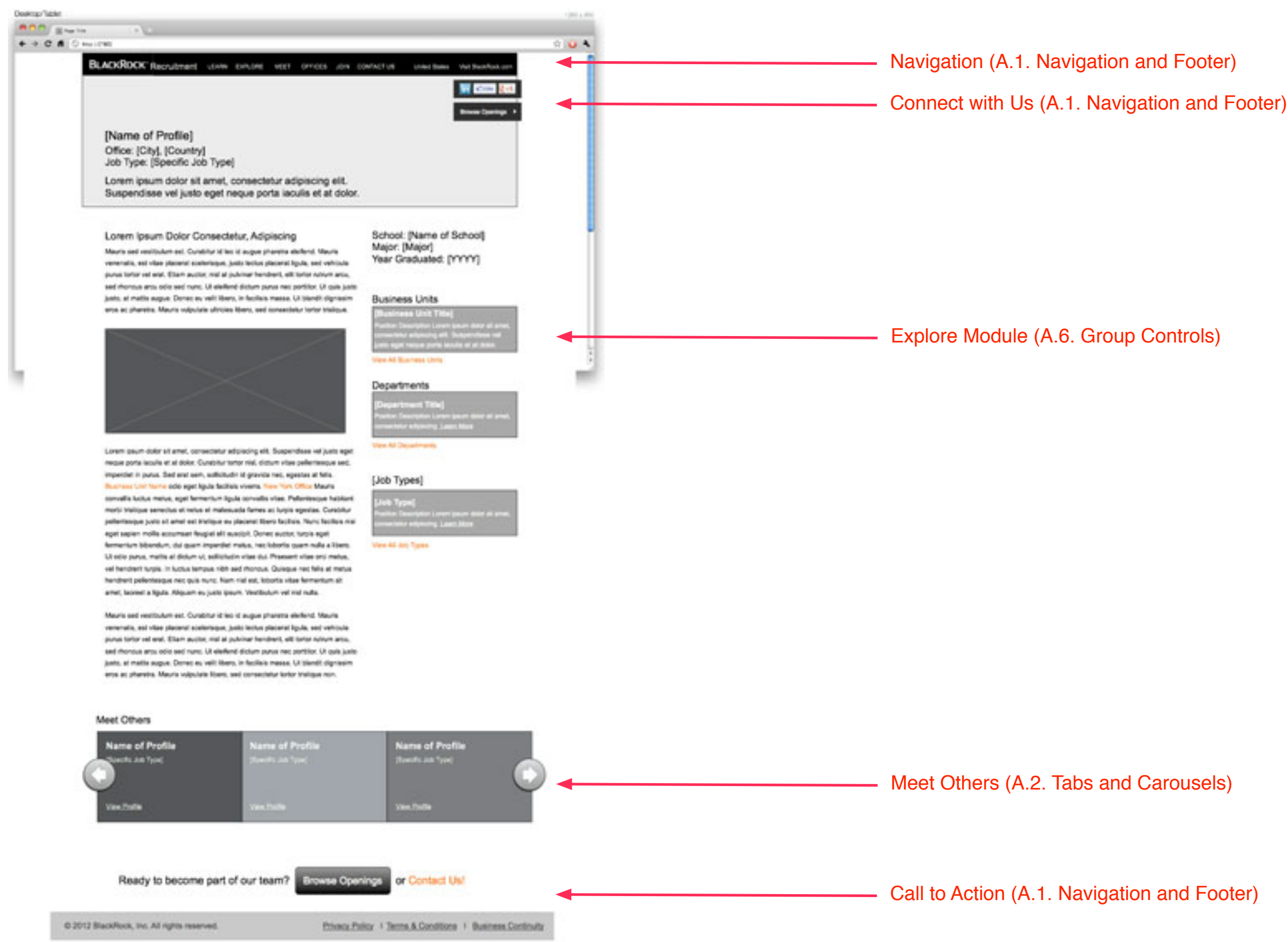


3 T3. Category Landing

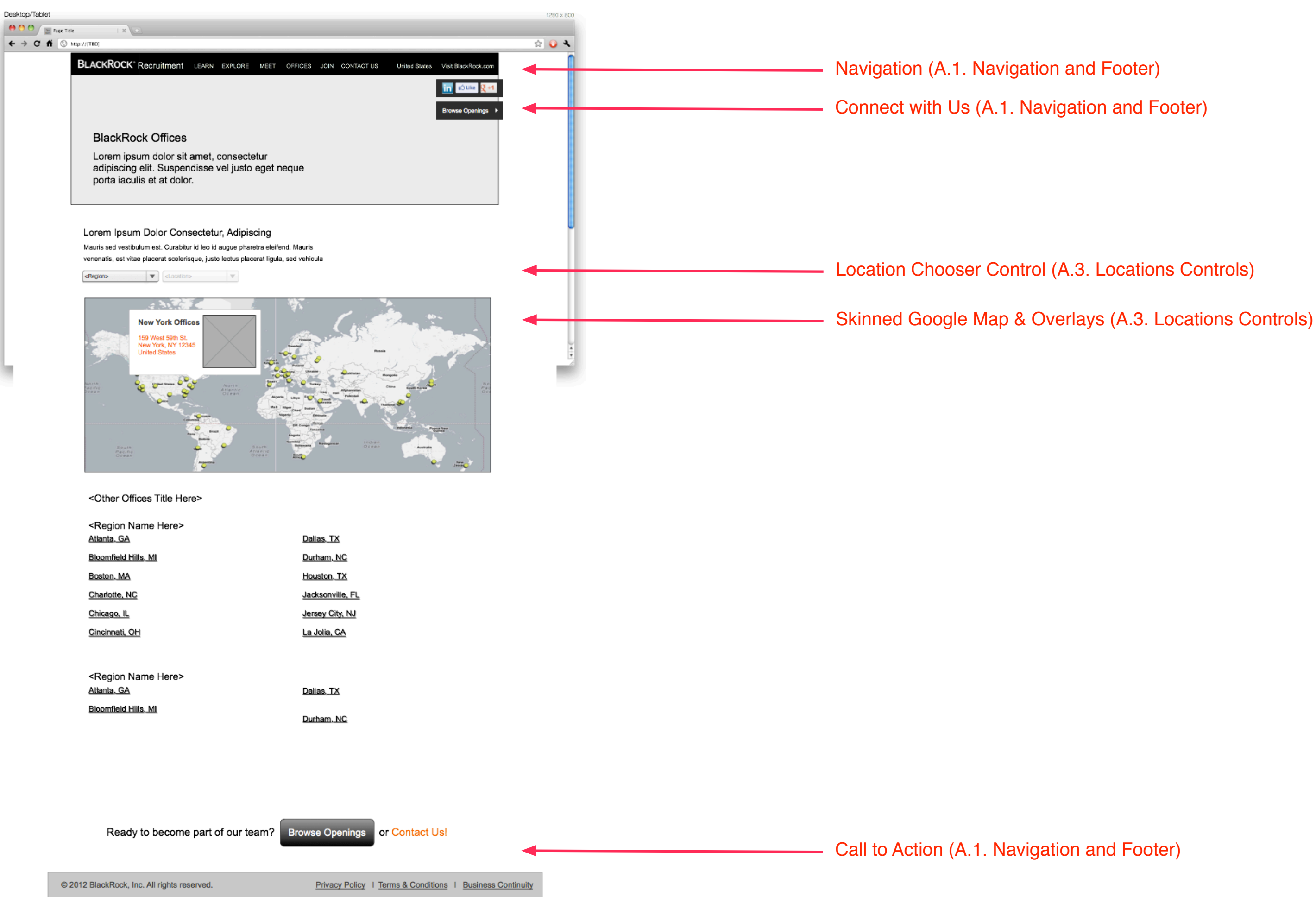


A. Templates (T4-T6)

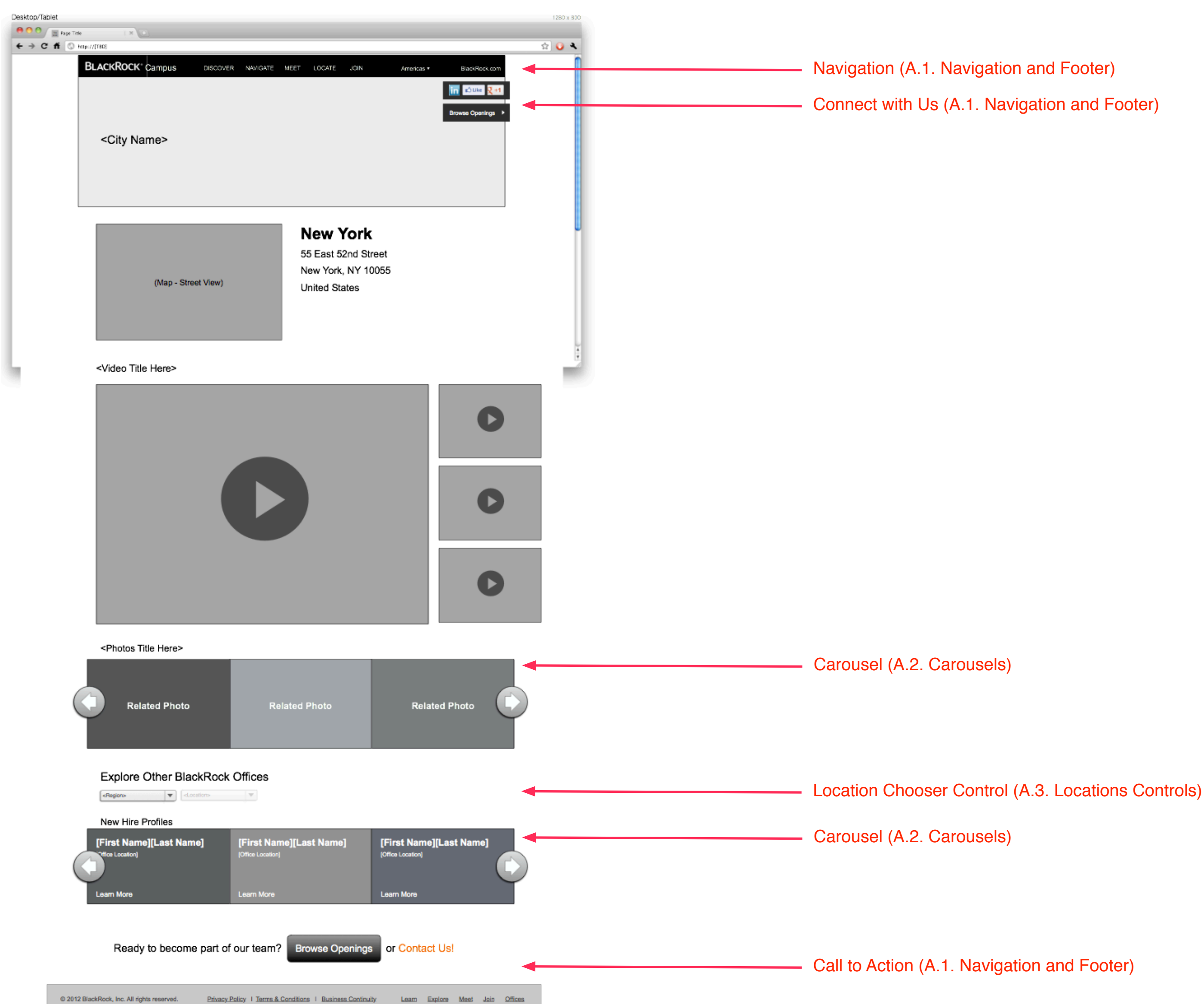
1 T4. Detail



5 T5. Locations Category

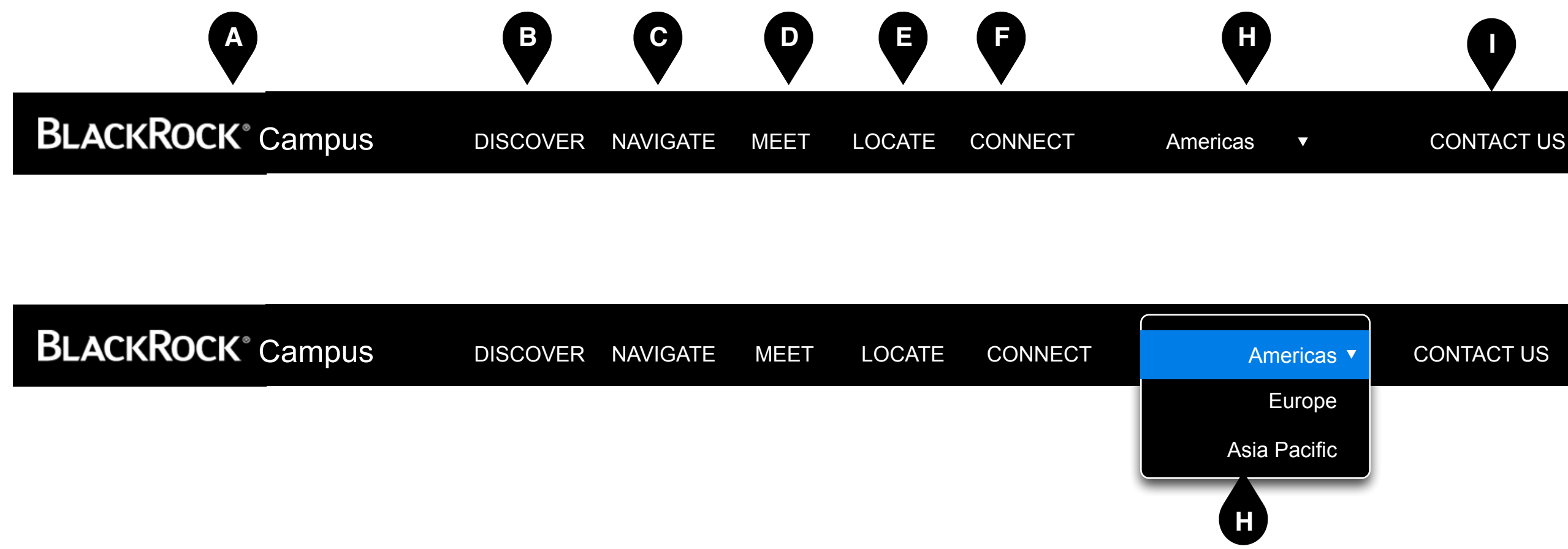


6 T6. Locations Detail

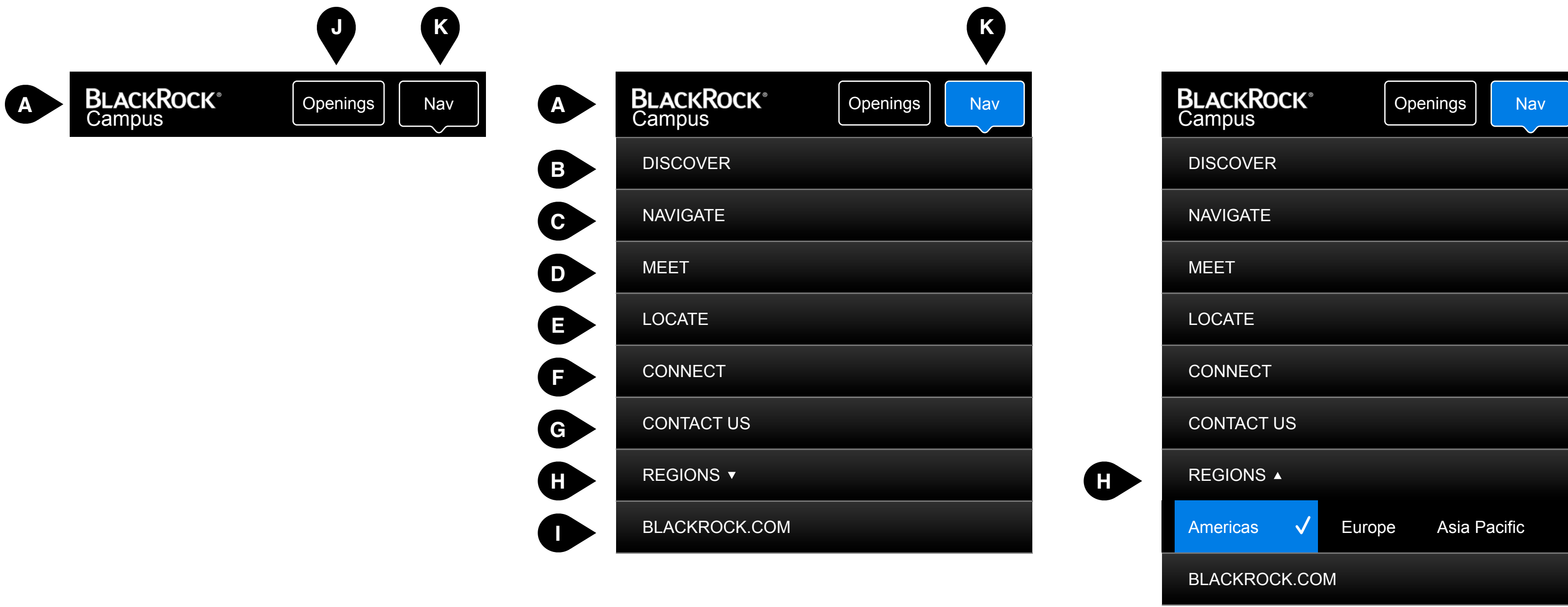


A.1. Navigation and Footer

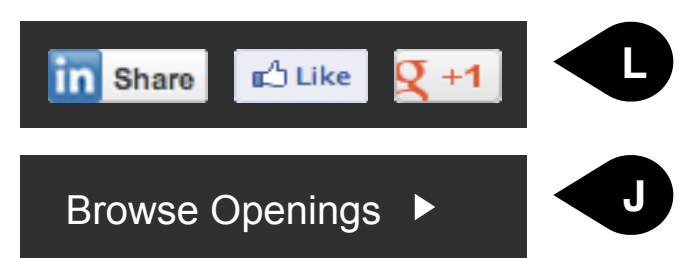
1 Navigation (Desktop)



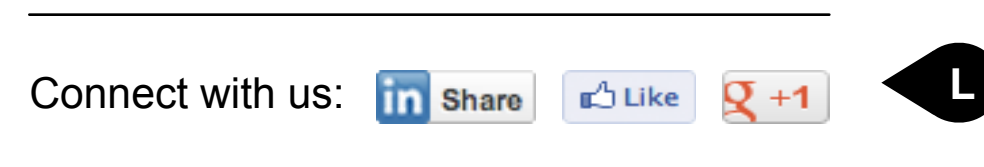
1 Navigation (Mobile)



2 Connect with Us (Desktop)



2 Connect with Us (Mobile)



3 Call To Action (Desktop)

Ready to become part of our team? [Browse Openings](#) [BlackRock.com](#)



4 Call To Action (Mobile)

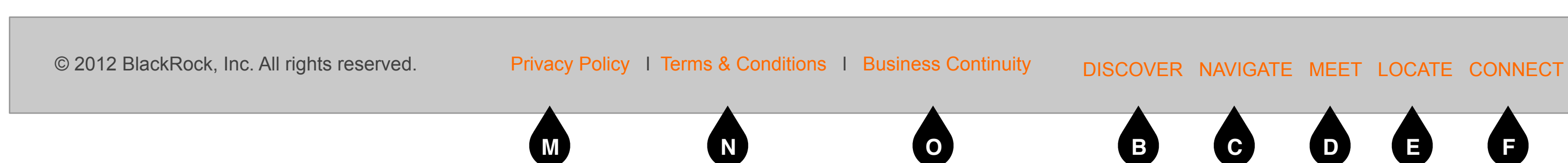
Ready to become part of our team?

[Browse Openings](#)

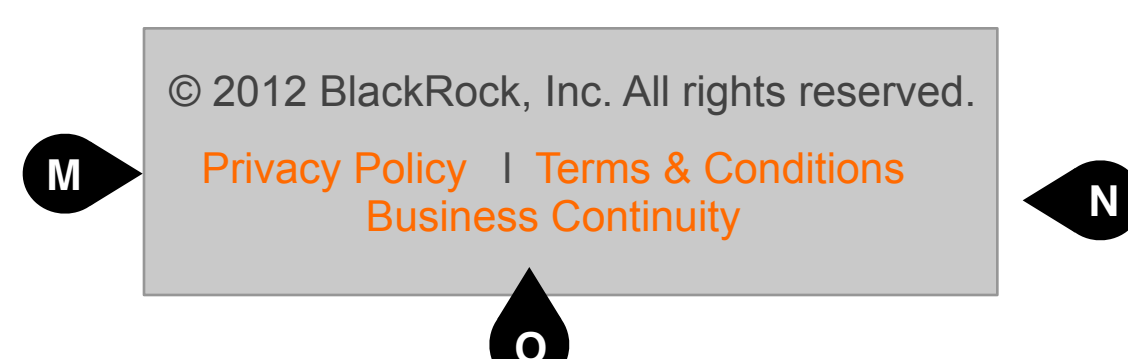
[BlackRock.com](#)



5 Footer (Desktop)



6 Footer (Mobile)



Specifications

- A Recruitment Site Branding**
Release 1.0
The system should display the site branding. If the user clicks this logo/title, the system should load 0.0. Homepage in the current browser window.
- B Discover Navigation Item**
Release 1.0
If the user clicks **Discover**, the system should load 1.0. Discover in the current browser window.
- C Navigate Navigation Item**
Release 1.0
If the user clicks **Navigate**, the system should load 2.0. Navigate in the current browser window.
- D Meet Navigation Item**
Release 1.0
If the user clicks **Meet**, the system should load 3.0. Meet in the current browser window.
- E Locate Navigation Item**
Release 1.0
If the user clicks **Locate**, the system should load 4.0. Locate in the current browser window.
- F Connect Navigation Item**
Release 1.0
If the user clicks **Connect**, the system should load 5.0. Connect in the current browser window.
- G BlackRock.com Link**
Release 1.0
If the user clicks **Visit BlackRock.com**, the system should load www.blackrock.com in a new window.
- H Localization Selector**
Release 1.0
This drop down should display the currently selected localization. If the user clicks the region name, the drop down should display the additional localizations. At launch this will include:
 - Americas
 - Europe
 - Asia Pacific

When the drop down is exposed, the current selection should be visually indicated to the user. In the mobile experience the drop-down of regions should exist as a bar in the navigation.
- I Contact Us Link**
Release 1.0
If the user clicks **Contact Us**, the system should load open the user's mail client with a new message addressed to [BlackRock Recruitment Email Address].
- J Openings Link**
Release 1.0
If the user clicks **Openings** or **Browse Openings**, the system should load 5.1. Openings Taleo in current browser window.
- K Nav Button**
Release 1.0
In the mobile experience, the navigation should be displayed as a drop-down. If the user clicks **Nav**, the system should display the navigation. If the user clicks the **Nav** button again, or anywhere other than the navigation drop-down, the system should hide the drop-down, returning to the default state.
- L Social Controls**
Release 1.0
The system should display the social controls for the following sites:
 - Facebook (Like Button)
 - Google Plus (Plus 1 Button)
 - Linked In (Recommend Button)

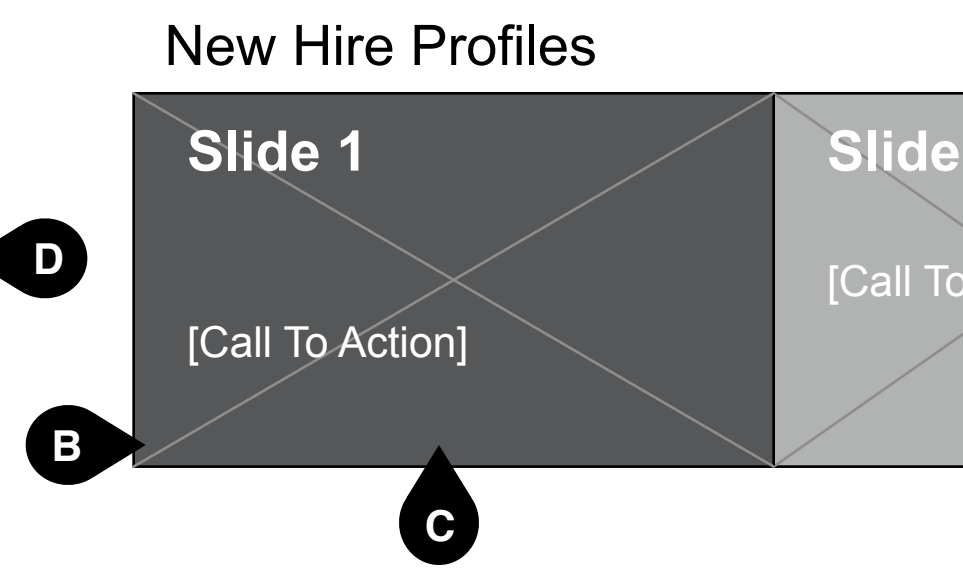
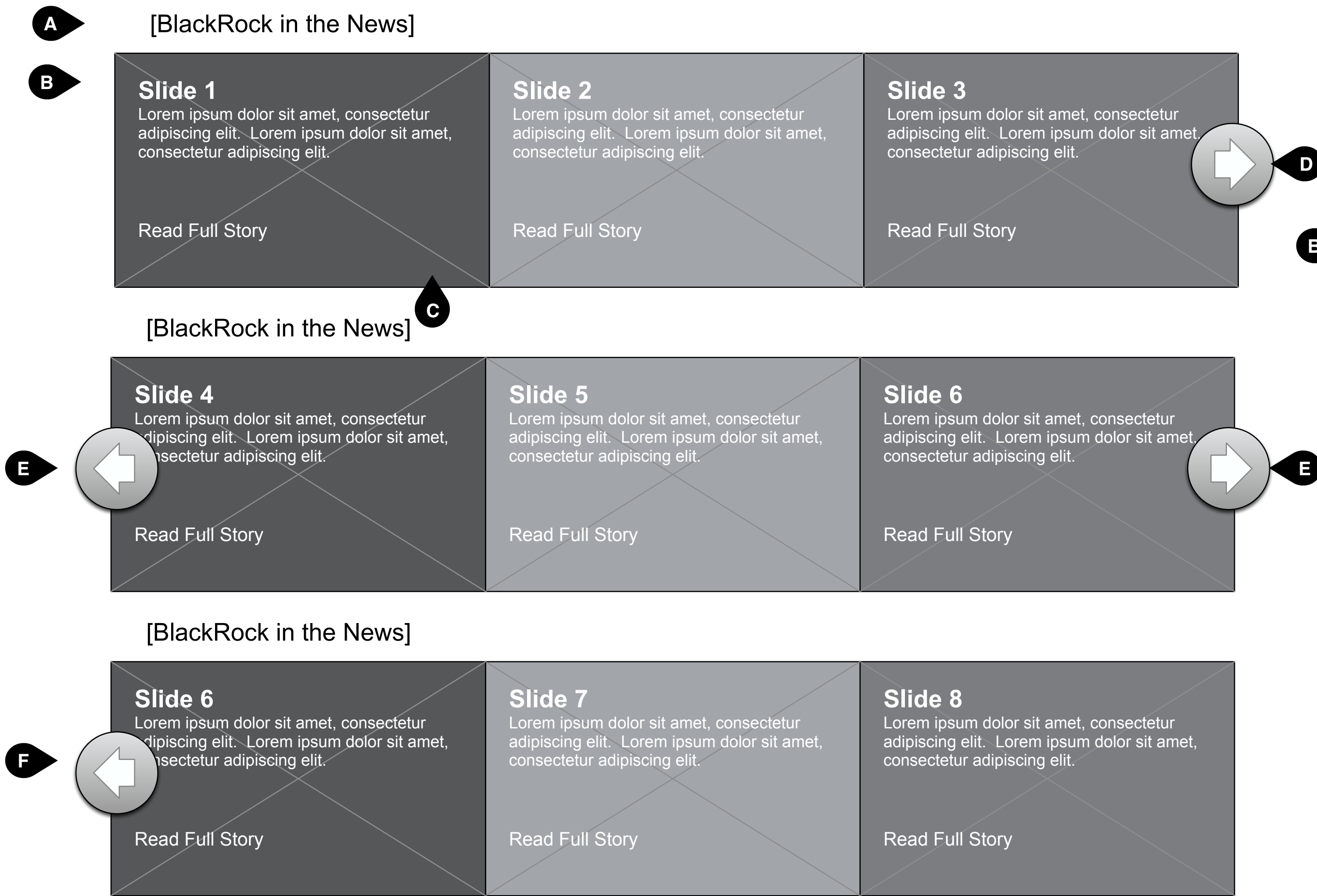
The buttons should be displayed in their default branded appearance.
- M Privacy Policy**
Release 1.0
If the user clicks **Privacy Policy**, the system should load http://www2.blackrock.com/global/home/PrivacyPolicy/index.htm in a new browser window.
- N Terms and Conditions**
Release 1.0
If the user clicks **Terms and Conditions** the system should load http://www2.blackrock.com/global/home/TermsandConditions/index.htm in a new browser window.
- O Business Continuity**
Release 1.0
If the user clicks **Business Continuity**, the system should load http://www2.blackrock.com/global/home/BusinessContinuity/index.htm in a new browser window.

A.2. Carousels

1 Carousel (Desktop)

2 Carousel (Mobile)

Specifications



A Optional Carousel Header
Release 1.0
The system should allow for a header to be displayed via the CMS. The header is not a required element, and should be optional to the CMS admin.

B Carousel
Release 1.0
The carousel should display a linear sequence of tiles containing either of the following all of which should be editable in the CMS:
(1) content and background imagery or color
(2) imagery only

The carousel should always display three tiles at a time. The data set must be at least three items. If the data set is larger than three items, but not divisible by three, the last scrolling action will move the data set by less than 3.

NOTE: If only imagery, then refer to A.5 Image/Video Controls.

C Tile Content
Release 1.0
The system should display the following CMS-editable content within each tile of the carousel:

- Content Header
- Content Description (Suppressed for Mobile View)
- Call-to-Action Link (Can link to a first or second level page)
- Image
- Background Color

In the BlackRock in the News instance of the carousel, these items will be manually curated by the CMS admin. In other instances, the graphical and textual elements should be managed along with the detail information for that content type. For example, when editing a Job Description page, the CMS admin should be able to enter the content and imagery that would appear in the carousel, so that any carousel can just grab content of a particular type dynamically.

NOTE: If only images, are used in the Carousel then OnMouseClicked, the user should be presented with a Lightbox. Refer to A.5. Image/Video controls for functionality.

THE LIMIT FOR ANY ONE SET OF TILES IN A SINGLE CAROUSEL OR TAB CONTROL IS 21.

D Prev/Next Default State
Release 1.0
If the user is at the beginning of the data set (or whenever the page loads or reloads, the system should not show the **Prev** button, as there are no other tiles to see in that direction.

E Prev/Next Buttons
Release 1.0
If the user clicks the Prev or Next buttons, the system should advance the carousel data set one full page view. For example, if tiles 1-3 were displayed, and the user clicked next, the system should smoothly scroll to tiles 4-6. This functionality should be consistent in either direction.

If the number of carousel items is not divisible by three, then when scrolling to the extreme ends of the carousel, the system should adjust the final scroll so that there are no empty spaces. For example, if the user is on tiles 1-3 and the data set contains 8 tiles, then when the user clicks "next", the system should scroll so that tiles 4-8 are visible.

F Prev/Next End State
Release 1.0
If the user reaches the end of the data set, the system should not show the **Next** button, as there are no other tiles to see.

X CLOSE

A.3. Locations Controls

1 Location Chooser Control

[BlackRock Offices World Wide]

A All Regions Choose a Location B

[BlackRock Offices World Wide]

A Americas Choose a Location B

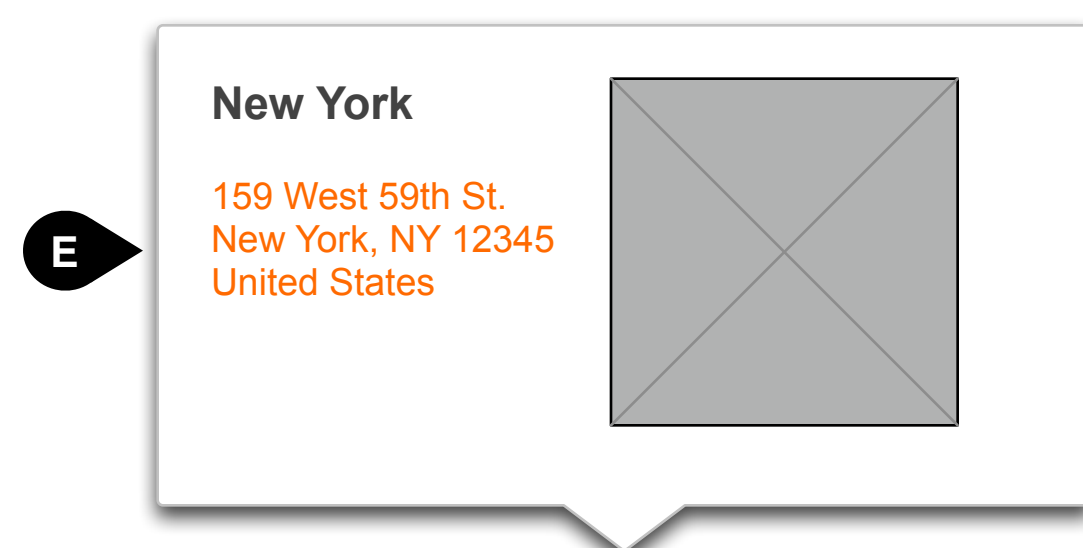
[BlackRock Offices World Wide]

A Americas New York B

2 Skinned Google Map



3 Skinned Google Map Overlays



Specifications

A Regions Selector
Release 1.0
This allows the user to select the region. By default, this drop down should be on "All Regions" in the first position above any other selection. The regions below it should be listed in alphabetical order.

Upon selection of a specific region, the "Location" module should populate with the relevant locations as it pertains to the selected region. The following options should be listed in this selector:

- Americas
- Europe
- Asia Pacific

B Locations Selector
Release 1.0
This is a listing of all locations as it pertains to the "Region Selector". By default, this drop down should be disabled until the user chooses a specific region. Once the user chooses a region then this should be on a selection called, "Choose Location" (in the first position) with all relevant locations for the given region below in alphabetical order within the dropdown. When the user chooses a specific location, the parent page should refresh with the 5.1 Office Detail page (with the relevant region and location the user has selected from this page).

C World Map
Release 1.0
This is a world map, using Google Maps API. (The usual behaviors and interaction of a Google Map will be re-used here in this module). By default, this page will show all (66) offices in the form of a pin on here.

This map is suppressed on mobile.

D Office Pin
Release 1.0
Each pin represents a BlackRock office. OnMouseClick of each pin will display the Office Information (see below).

E Office Information Bubble
Release 1.0
The following information should be displayed in a stacked manner (in this order):

- City (Parent page refresh and links to 5.1 Locate Detail page for this specific office)
- Address
- Country
- (1) Photo (Featured Office will have an image from that office, Non-Featured Office will have a map of where that office is located.)

Only one Office Information Bubble can appear at any given time. The user has the ability to close the bubble by either clicking on another Office Pin.

F Optional Carousel Header
Release 1.0
The system should allow for a header to be displayed via the CMS. The header is not a required element, and should be optional to the CMS admin.

G Carousel
Release 1.0
The carousel should display a linear sequence of tiles containing content and background imagery or color, all of which should be editable in the CMS.

The carousel should always display three tiles at a time. The data set must be at least three items. If the data set is larger than three items, but not divisible by three, the last scrolling action will move the data set by less than

H Tile Content
Release 1.0
The system should display the following CMS-editable content within each tile of the carousel:

- Content Header
- Content Description
- Call-to-Action Link
- Image
- Background Color

In the BlackRock in the News instance of the carousel, these items will be manually curated by the CMS admin. In other instances, the graphical and textual elements should be managed along with the detail information for that content type. For example, when editing a Job Description page, the CMS admin should be able to enter the content and imagery that would appear in the carousel, so that any carousel can just grab content of a particular type dynamically.

I Prev/Next Default State
Release 1.0
If the user is at the beginning of the data set (or whenever the page loads or reloads, the system should not show the Prev button, as there are no other tiles to see in that direction.

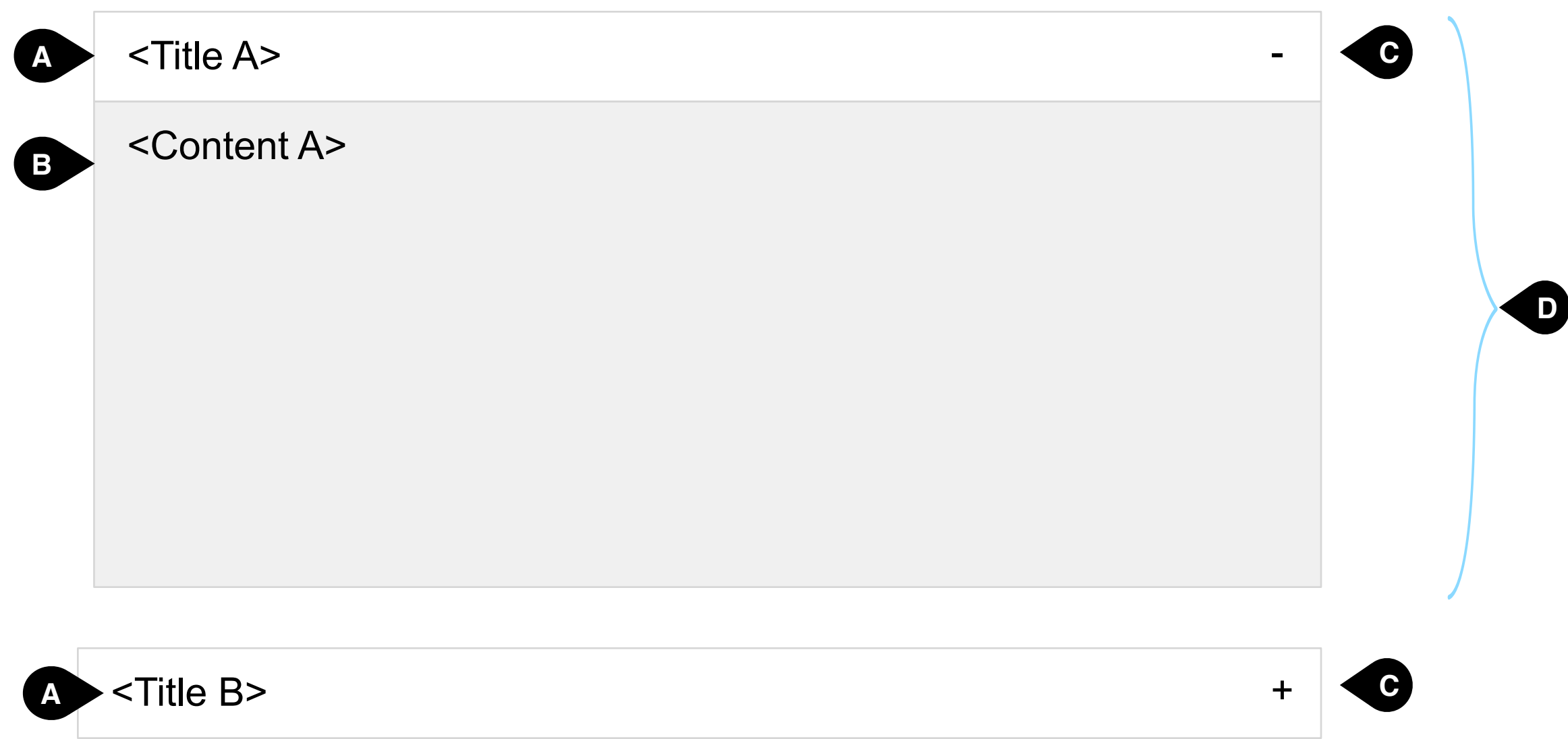
J Prev/Next Buttons
Release 1.0
If the user clicks the Prev or Next buttons, the system should advance the carousel data set one full page view. For example, if tiles 1-3 were displayed, and the user clicked next, the system should smoothly scroll to tiles 4-6. This functionality should be consistent in either direction.

If the number of carousel items is not divisible by three, then when scrolling to the extreme ends of the carousel, the system should adjust the final scroll so that there are no empty spaces. For example, if the user is on tiles 1-3 and the data set contains 8 tiles, then when the user clicks "next", the system should scroll so that tiles 4-8 are visible.

K Prev/Next End State
Release 1.0
If the user reaches the end of the data set, the system should not show the Next button, as there are no other tiles to see.

A.4. Accordion Controls

1 Accordion (Desktop)



1 Accordion (Mobile)



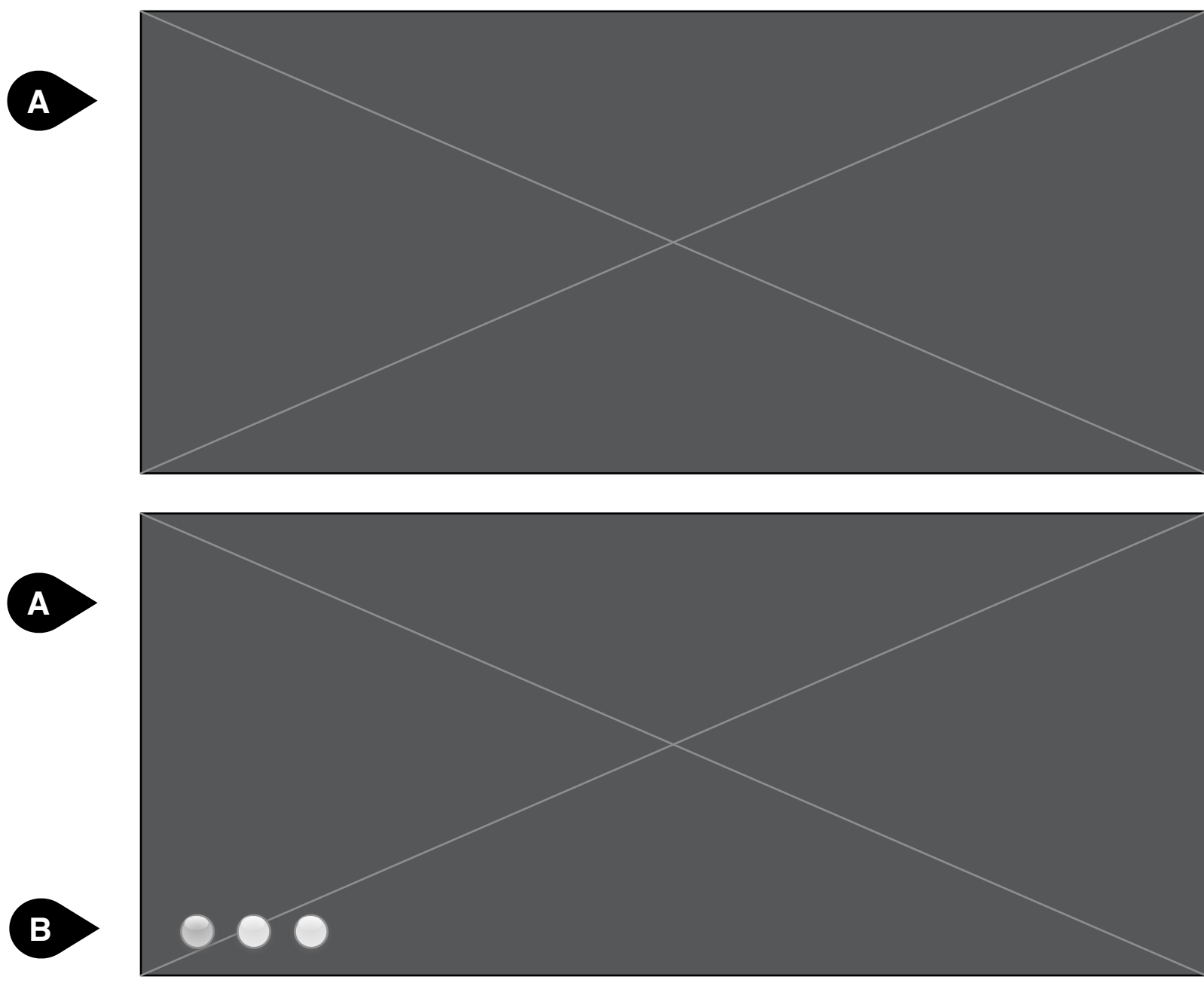
Specifications

- A Title**
Release 1.0
This title is used as a heading for all events for this Content Module.
 - B Content**
Release 1.0
This area is reserved for content that belongs with "Title A".
 - C Module Controller**
Release 1.0
If the user clicks on "+" then the Content Module should expand to display the contents and the sign should be changed to "-".

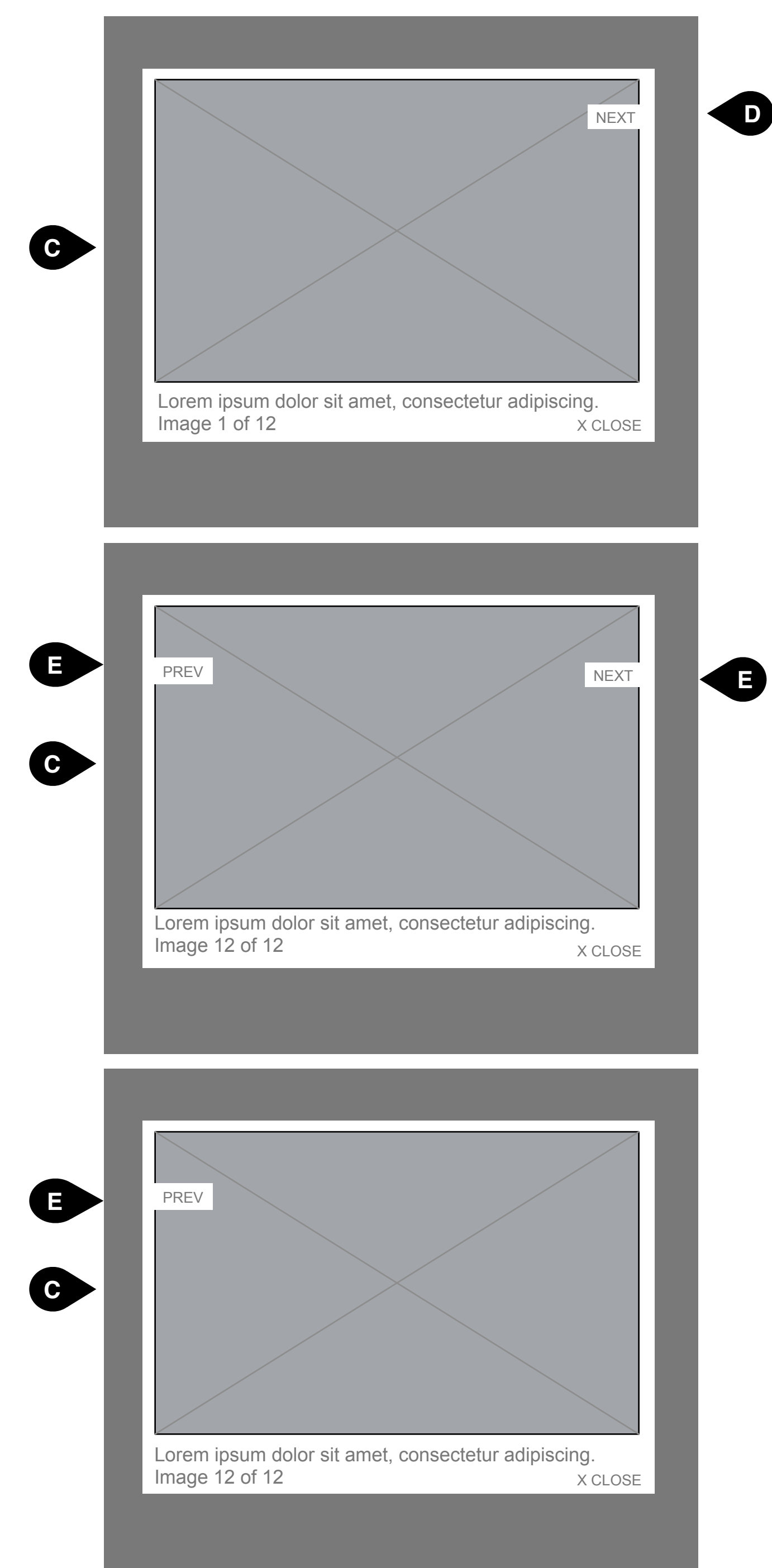
If the user clicks on "-" then the Content Module should expand to display the contents and the sign should be changed to "+".
 - D Content Module**
Release 1.0
This module contains the following elements:
 - Region/Country Title
 - Module Controller
 - A location module that relate to this Country/Region.
- NOTE:**
- Depending on how the user gets to this control the Content Module may be open or closed. If the user came to this page from the main navigation then all modules will be open by default. If the user came to this page from a CTA that falls within a specific Content Module then ONLY that Content Module should be open while the others are closed.

A.5. Image/Video Controls

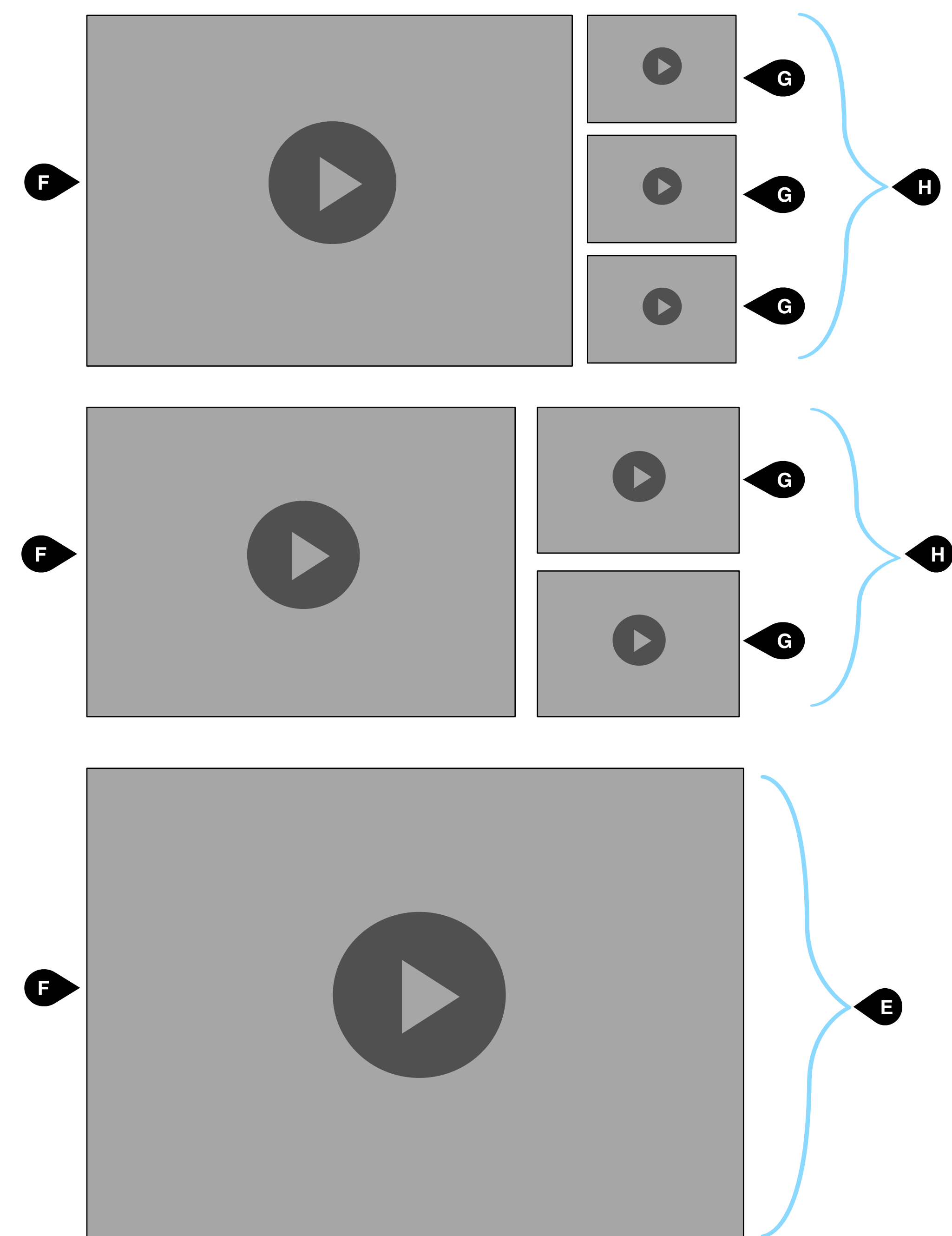
1 Image Control (Desktop)



2 Image Lightbox (Desktop)

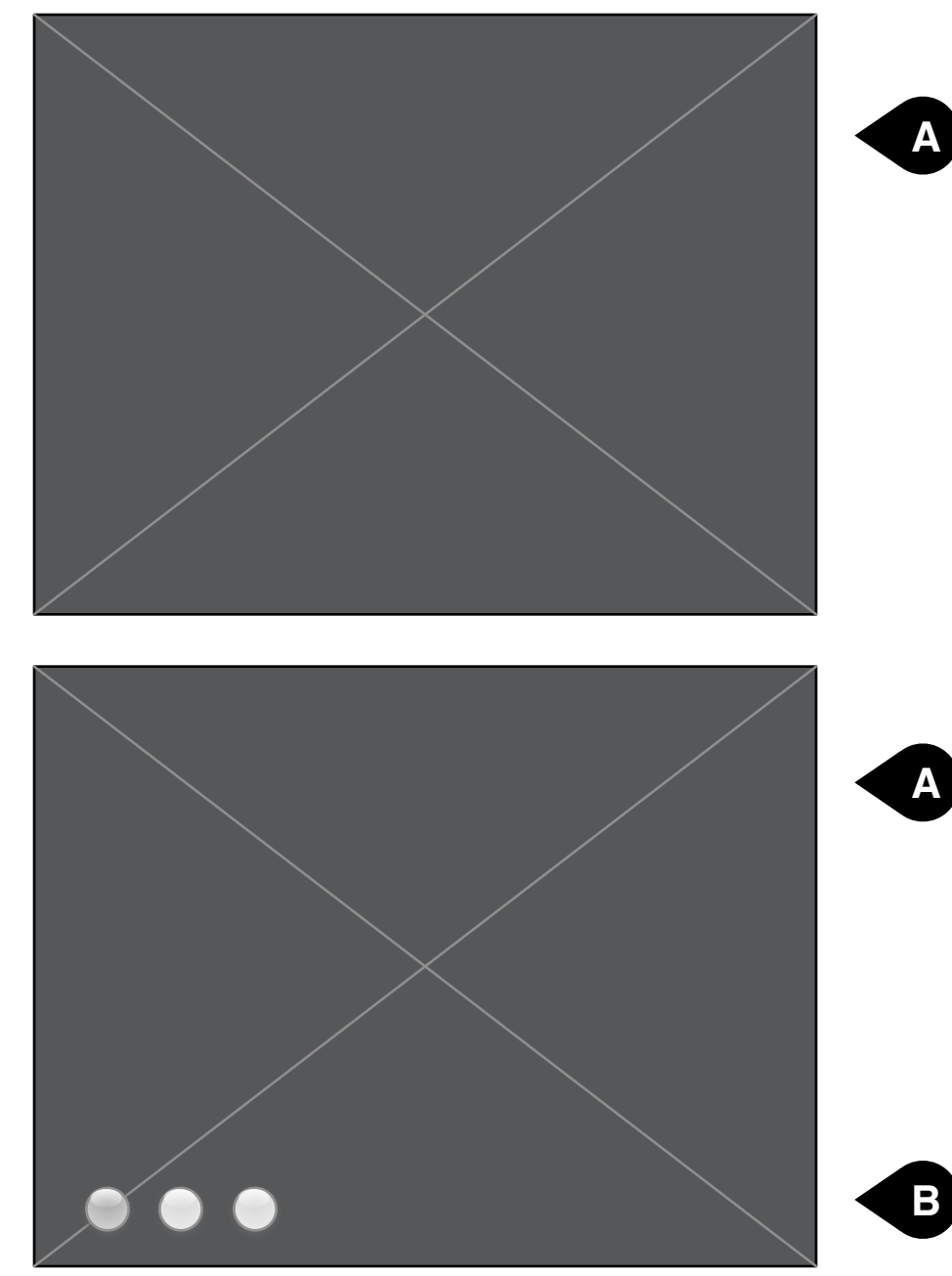


3 Video Control (Desktop)

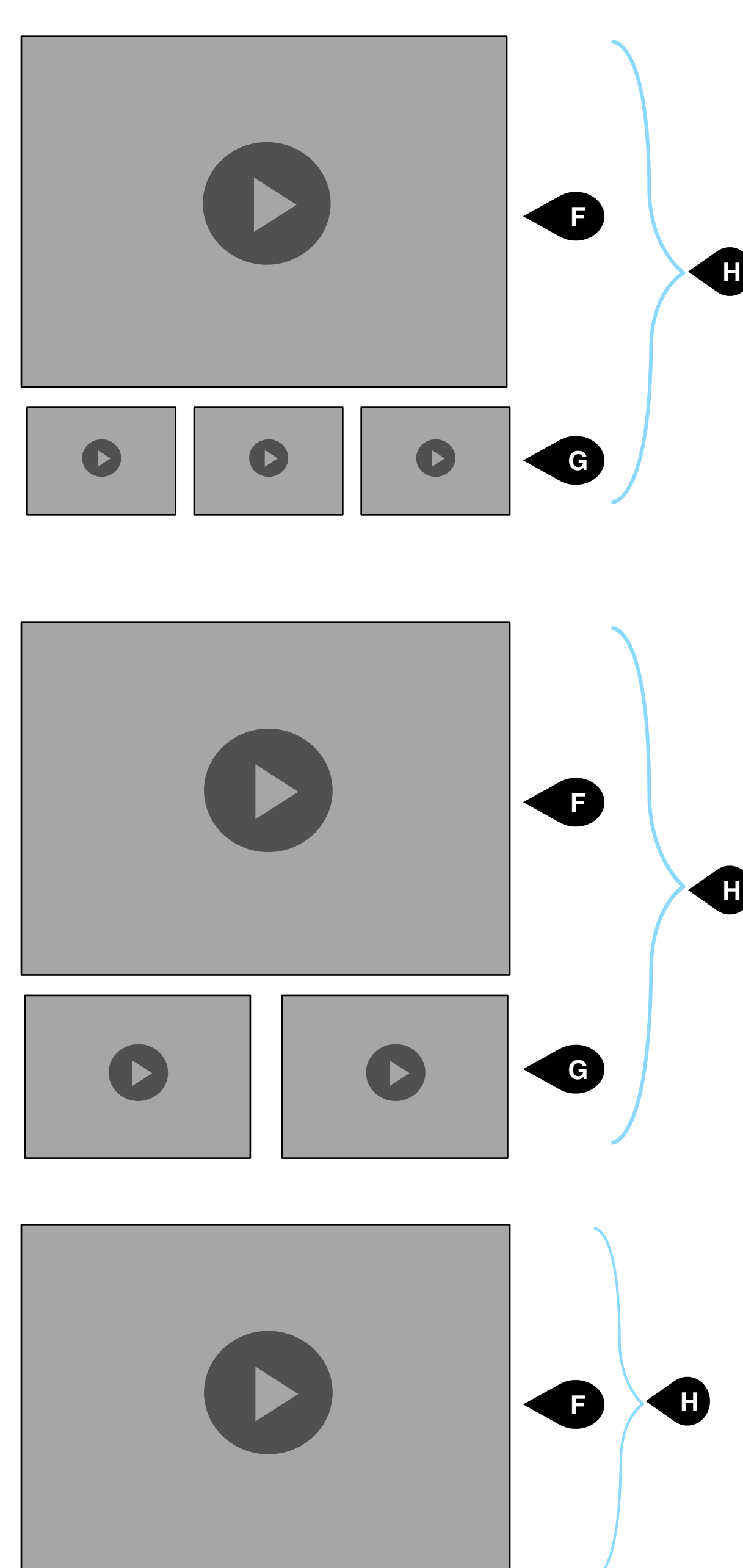


BlackRock Recruiting FSD v.00.03.01 Batch (scaled down)

1 Image Control (Mobile)



3 Video Control (Mobile)



Specifications

A Single Image
Release 1.0
 This should be a single image. If more than one image is needed then this should display the image that's currently on focus. The system should auto-rotate through up to five hero messaging units. Final design and count of the units TBD based on what content is available. Each unit should click through to either of the following:
 (1) a unique destination (a page)
 (2) a lightbox

The units, their order, and their link destinations should be CMS-editable.

B Image Carousel Pagination
Release 1.0
 This module should be suppressed if this only contains one slide. The system should display pagination as shown to indicate to the user which slide they're currently viewing. Each slide should be represented by a circular icon. The current slide should be visually distinct from the rest. As the carousel auto-rotates to subsequent slides, the corresponding icon should visually change to indicate it's the unit being displayed. If the user clicks on an icon for a slide which is not currently displayed, the system should display the corresponding slide, and continue the auto-rotation. The rotation should loop indefinitely. Transition time should be determined by creative, and tuned during development. This control should be able to handle up to 5 slides.

C Light Box
Release 1.0
 The system should display the following CMS-editable content within each tile of the carousel:

- Image
- Content Description

In the Featured Office instance of the photo carousel, these items will be manually curated by the CMS admin. User has the ability to close out of this view by either of the following options:
 (1) Clicking outside of the image in the gray area
 (2) Clicking on the "Close" link

NOTE: This feature is suppressed for mobile.

D Prev/Next Buttons
Release 1.0
 If the user clicks the Prev or Next buttons, the system should advance the carousel data set one full page view. For example, if tiles 1-3 were displayed, and the user clicked next, the system should smoothly scroll to tiles 4-6. This functionality should be consistent in either direction.

If the number of carousel items is not divisible by three, then when scrolling to the extreme ends of the carousel, the system should adjust the final scroll so that there are no empty spaces. For example, if the user is on tiles 1-3 and the data set contains 8 tiles, then when the user clicks "next", the system should scroll so that tiles 4-8 are visible.

E Prev/Next End State
Release 1.0
 If the user reaches the end of the data set, the system should not show the Next button, as there are no other tiles to see.

F Video on Focus
Release 1.0
 This shows the (YouTube Video Embed) that's selected from the thumbnail(s) to the right. OnMouseClicked, user will have the ability to play the video in this area (on parent page).

G Video Thumbnail(s)
Release 1.0
 The number of videos in any given set can range from 1-3. OnMouseClicked, the thumbnail will be presented in the "Video on Focus" area AND the thumbnail will show an "active" state so the user can see what was selected. By default, the thumbnail in the top right should have the focus here until the user chooses a different one.

NOTE: If only one video exists for an office, then these modules should be suppressed. The video should only be displayed using "Video on Focus."

A.6. Group & Profile Controls

1 Accordion (Desktop & Mobile)

Interest

A [Interest Title]
Position Description Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse vel justo eget neque porta iaculis et at dolor.

A [Interest Title]
Position Description Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse vel justo eget neque porta iaculis et at dolor.

B [View All Interests](#)


Group


C [Group Title]
Position Description Lorem ipsum dolor sit amet, consectetur adipiscing [Learn More](#)

C [Group Title]
Position Description Lorem ipsum dolor sit amet, consectetur adipiscing [Learn More](#)

D [View All Group](#)

See a Profile of this Job Type

E  Sarah Bergen
[View Profile](#)

E  John Cunningham
[View Profile](#)

F [View all Employee Profiles](#)

Specifications

- A Interest Module**
Release 1.0
Each module represents a single Interest. This module contains the following elements:
- Interest Title
 - Description of the Interest
- If more than one of these modules are needed, it should be stacked in this manner.
- B Interest CTA**
Release 1.0
This link allows users to see a listing of all Interests. OnMouseClicked, parent page should refresh to display 2.0 Navigate page with all modules closed.
- C Group Module**
Release 1.0
Each module represents a single Group. This module contains the following elements:
- Group Title
 - Description of the Group
 - CTA (OnMouseClicked, parent page should refresh to display the relevant 2.1.x Group Detail page)
- If more than one of these modules are needed, it should be stacked in this manner.
- D Group CTA**
Release 1.0
This link allows users to see a listing of all Group. OnMouseClicked, parent page should refresh to display 2.0 Navigate page with the relevant Interest content module open.
- E See a Profile of this Job Type**
Release 1.0
The following elements should be in this module:
- [First Name][Last Name]
 - CTA to see the specific Featured Profile (OnMouseClicked, the system should display the relevant profile in 3.1.X on parent page.)
 - CTA to see all Featured Profiles (OnMouseClicked, the system should display 3.0 Meet page).
- If more than one of these modules are needed, it should be stacked in this manner. The limit of profiles used here at any one time is 3.
- F Employee Profiles CTA**
Release 1.0
This link allows users to see a listing of all Employee Profiles. OnMouseClicked, parent page should refresh to display 3.0 Meet page with all content modules open.