San Diego Zoo Kids Website
Functional Specification

February 2, 2017

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## Changelog

<table>
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<tr>
<th>Version</th>
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<tr>
<td>0.1</td>
<td>01/24/2017</td>
<td>- Initial draft</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Initial template exploration</td>
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<tr>
<td>0.2</td>
<td>01/25/2017</td>
<td>- Updates based on internal team feedback</td>
</tr>
<tr>
<td>0.3</td>
<td>01/27/2017</td>
<td>- Added more pages and blocks</td>
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<tr>
<td>0.4</td>
<td>01/28/2017</td>
<td>- Erroneously deleted pages were added back in</td>
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<tr>
<td></td>
<td></td>
<td>- Responsive layouts reversed to show desktop first and mobile last</td>
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<tr>
<td>0.5</td>
<td>01/30/2017</td>
<td>- Added many more pages, including all page templates and placeholders for all blocks.</td>
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<tr>
<td>0.6</td>
<td>01/31/2017</td>
<td>- Added remaining elements, including all blocks and modules.</td>
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<tr>
<td>1.0</td>
<td>02/01/2017</td>
<td>- All elements and features fully documented for client delivery</td>
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<tr>
<td>1.1</td>
<td>02/02/2017</td>
<td>- Minor updates based on internal proofing and review</td>
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<tr>
<td></td>
<td></td>
<td>- Added / updated cross-reference links</td>
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### Table of Contents

**DOCUMENT INTRODUCTION**

This document explains in detail many of the important features and considerations of the San Diego Zoo Kids website redesign. And, while every effort was made to elaborate all the nuances of implementation, there will be cases where circumstances, whether by necessity or preference, will have changed. It is the hope of this author that, in those cases, this document may serve as a solid foundation upon which the edifice of the new site may find sure footing.

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Overview
The top row here corresponds to the utility nav defined in "B-01.1: Global Nav". These are things that will be available at all times as a utilitarian convenience.

The second row corresponds to the main nav defined in Global Navigation. The purpose of these landing pages is to communicate the breadth of content, as well as facilitate navigation to a specific animal profile, video, game, etc.

Row 3 and below are content pages.

The bottom Footer ("B-10.1: Footer") row is a list of links available at the bottom of every page.
O-2.1: Responsive Strategy for Navigation

The main site navigation has a maximum width of 1280 pixels. Beyond this point, it ceases to widen, even if the browser viewport itself is wider, though background elements will expand or tile to fill the full width of the browser viewport.

The main nav also has one breakpoint below which it switches over to the collapsed mobile version. This breakpoint is provisionally set at 1020 px wide, however this can chance to accommodate more or fewer nav items, or to account for minor changes to layout that might be introduced during development.

If possible, the breakpoint should be kept at maximum width that at least several pixels narrower than the long side of a tablet (typically 1024px wide) to prevent changing layout unnecessarily on any given tablet.
Overview

O-2.2: Responsive Strategy for Content

Content is displayed in various widths depending on the width of the browser. For the sake of simplicity and understanding, these widths have been labeled as Desktop for the widest layout, then Tablet, and finally Mobile for the narrowest.

Below 1020px the nav changes, but so does the display of the content, where it switches from the 3 column Desktop layout to a 2 column Tablet layout. At viewport widths below 620px, the layout shifts again to a single column for the Mobile layout.

The term column is used somewhat loosely here, since some content modules will use double the number of columns to calculate their layout, in which case the count ranges from 2-6 columns in all. For example, the Related Animals (“B-9b.1: Related Animals”) block uses 6 columns at its widest, shrinking down to 2 columns at its narrowest.
Overview

O-2.3: Responsive Strategy for Hero Video

Hero video is a special case, particularly on desktop, where screen heights in the normal orientation are very wide but not very tall, leading browsers to sometimes render their very wide content in way that is too large for the viewport.

In order to combat this, and to explicitly support chromebooks (with a typical resolution of 1366x768 pixels, not counting browser and OS chrome), a vertical breakpoint should be implemented so that hero video is no larger than about 480px tall. This allows the global nav and some content below the hero to only take up approximately 600px in height, greatly increasing visibility of the initial content on page load.

In any case, however, the video player will have a full-screen button so that videos can be maximized to fill the viewport as completely as possible.
Page Templates
T-01.1: Home Page

1. "B-01: Global Nav" with nothing selected, click or tap the Kids logo to return to the homepage.

2. "B-02a:1: Standard Hero" is next, featuring an animal, activity, event, or anything else animal- or event related.

3. "B-09a:1: Animal Classes" comes next, configured to show animal types.

4. "B-03:1: Latest Stories" block featuring up to 3 recent stories.

5. "M-06a:1: Banner—Did You Know?" or another basic banner comes next.
T-01.2: Home Page, cont.

6 The “B-04.1: Save Animals” block is next, in what may be its only appearance on the site.

7 “B-05.1: Section Promos” follow, with CTAs to visit the Videos, Activities, and Games sections of the site.

8 Optionally, a zoo-related story can be featured at the end of the page.

9 Last but not least, comes the “B-10.1: Footer”.

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T-01.2: Home Page, cont.

6 The “B-04.1: Save Animals” block is next, in what may be its only appearance on the site.

7 “B-05.1: Section Promos” follow, with CTAs to visit the Videos, Activities, and Games sections of the site.

8 Optionally, a zoo-related story can be featured at the end of the page.

9 Last but not least, comes the “B-10.1: Footer”.
**T-02.1: Animal Landing Page**

1. "B-01: Global Nav" has Animals selected.
2. "B-02a.1: Standard Hero" is next (see Standard Hero), featuring an animal, activity, event, or anything else animal-related. May also include a Video CTA, as in this example overview video. This video would open in a modal, so as to not take you away from this page.
3. The main content area consists of a "B-07: Grid List", with animal-related filters and search. Each item in the list is a teaser display of a "T-07: Animal Profile Page" page and links to the corresponding profile.
4. The Grid List groups animals by alphabetical label and displays it to the left of a grouping.

**Filters and Sort**

- Sort is always by alphabetical label
- Can also sort by:
  - Type (Amphibian, Arthropod, Bird, Mammal, Reptile)
  - Area (Various; exact world regions TBD)
  - Endangered Status (Stable, Threatened, Vulnerable, Endangered, or Critically Endangered)
5. After about 12 animals are displayed (can be tweaked to taste), a promo banner of some kind can optionally be shown, such as a poll, or a Did you Know? relating to animals. Another Grid List is added after that, starting at 13 (or the appropriate number).

6. A link to Animals & Plants for advanced readers who want more in-depth information (“M-06d.1: Banner—Promo”).

7. “B-05.1: Section Promos” follow, with CTAs to visit the Videos, Activities, and Games sections of the site.


9. Last but not least, comes the “B-10.1: Footer”.

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Page Templates

**T-03.1: Video Landing Page**

1. “B-01: Global Nav” with Videos selected.
2. “B-02a.1: Standard Hero” is next, featuring a video or channel.
3. Live Cams variation of the “B-9b.1: Related Animals” list.
4. The main content of the page is a “B-07: Grid List” of video teasers, with video-related filters and search. Each item in the list links to the associated video detail page.

**Filters and Sort**

- Sort is always by most recent
- Can also sort by:
  - Type (Category or Channel name, TBD)
  - Length (Short, Medium, Long)
5 "B-05.1: Section Promos" follow, with CTAs to visit the Stories, Activities, and Games sections of the site.

6 “B-09a.1: Animal Classes”, to encourage exploration.

7 Last but not least, comes the “B-10.1: Footer”.
**Page Templates**

**T-04.1: Story Landing Page**

1. "B-01.1: Global Nav” with Stories selected.
2. “B-02a.1: Standard Hero” is next, with the label “stories” that introduces this section of the site.
3. The main content of the page is a “B-07.1: Grid List” of story teasers, with story-related filters and search. Stories that feature a video are shown with a video play button overlay. All teasers link to the associated “T-09.1: Story Detail Page”.

**Filters and Sort**

- • Sort is always by most recent
- Can also filter by:
  - • Type (Categories TBD)
4 After about 12 stories are displayed (can be tweaked to taste), an optional promo banner featuring a Did You Know? or other fun item can appear. Another Grid List continues the grid after that.

5 “B-05.1: Section Promos” follow, with CTAs to visit the Videos, Activities, and Games sections of the site.

6 “B-09a.1: Animal Classes”, to encourage exploration.

7 Last but not least, comes the “B-10.1: Footer”.

Page Templates

T-04.2: Story Landing, cont.
Page Templates

T-05.1: Activity Landing Page

1. “B-01: Global Nav” with Activities selected.

2. “B-02a: Standard Hero” is next, describing activities in general or featuring one of them.

3. The main content of the page is a “B-07: Grid List” of activity teasers, with activity-related filters and search. Teasers link to the associated Activity Detail Page.

Filters and Sort

- Sort is always by most recent
- Can also filter by:
  - Type (Categories TBD)
  - Difficulty (Easy, Medium, Hard)
  - Group Size (Individual, Group, Both)
4 After about 12 stories are displayed (can be tweaked to taste), an optional promo banner featuring a Did You Know? or other fun item can appear. Another Grid List continues the grid after that.

5 "B-05.1: Section Promos" follow, with CTAs to visit the Videos, Stories, and Games sections of the site.

6 "B-09a.1: Animal Classes", displayed by Class.

7 Last but not least, comes the “B-10.1: Footer”.

T-05.2: Activity Landing, cont.
Page Templates

T-06.1: Game Landing Page

1. “B-01: Global Nav” with Games selected.
2. “B-02a.1: Standard Hero” is next, featuring a game.
3. The main content of the page is a “B-07: Grid List” of game teasers, but no filters or search, since there are so few games at the moment, though they will need to be added in the future if many more games are added. Teasers link to the associated Game Page.
T-06.2: Game Landing, cont.

4 “B-05.1: Section Promos” follow, with CTAs to visit the Videos, Stories, and Activities sections of the site.

5 “B-09a.1: Animal Classes”, to encourage exploration.

6 Last but not least, comes the “B-10.1: Footer”.

T-07.1: Animal Profile Page

1. The “B-01.1: Global Nav” has Animals selected.
2. The hero on this page is the “B-02b.1: Animal Hero” variation. Sounds, Live Cams, Video, and Subtitle can be turned on or off as appropriate.
3. “B-06.1: Animal Cards” are next.

Non-visible Fields
Alphabetic Label: A single letter for sorting the animals alphabetically. May be the first letter of the first word or a different word, as desired.
T-07.2: Animal Profile Page, cont.

4 The main body of the page is a Free-form Content Area, able to be filled with whatever Modules are appropriate to the animal being described.

5 A link to Animals & Plants for advanced readers who want more in-depth information. It uses a Banner Promo, and links to the corresponding animal profile page on that site ("M-06d.1: Banner—Promo").

6 “B-08a.1: Related Content”, if any, should come at the end. This would include three videos, stories, activities, or games.

7 “B-9b.1: Related Animals” is next. Related animal algorithm is TBD.

8 “B-10.1: Footer” comes last.
Page Templates

T-07.3: Animal Profile Teaser Display

The Teaser Display is used for thumbnail previews, whether on landing pages or in Related Animals blocks.

The Animal Profile teaser display is reduced to a very minimal photo plus name, along with a “New” label for animals that have been added to the family within the last 30 days, as these are the most important elements.

The Alphabetic Label, Animal Type, Region, and any other fields used for sorting or filtering are also included, but they are hidden from view.
1. “B-011: Global Nav” has Videos selected.
2. The hero on this page is the “B-02c1: Video Hero" variation. Title, description, posted date, duration, and category all come from YouTube, with related animals being tagged by SDZ content creators.
3. “B-08b.1: Related Videos” comes next, with the label “up next,” containing the next videos to be played in the same YouTube playlist.
4. “B-08a.1: Related Content” follows, only featuring content that is other than videos, including stories, activities, and games.
Page Templates

T-08.2: Video Detail Page, cont.

5 “B-9b.1: Related Animals” is next. Related animal algorithm is TBD.

6 “B-10.1: Footer” comes last.
Page Templates

T-08.3: Video Detail Teaser Display

The Teaser Display is used for thumbnail previews, whether on landing pages or in Related Videos blocks.

The Video Detail teaser display is reduced to a minimal thumbnail, name, and duration, along with a “New” label for videos less than a month old.

*The Type (or category) and any other fields used for sorting or filtering are also included, but they are hidden from view.*
Page Templates

T-09.1: Story Detail Page

1. “B-01.1: Global Nav” has Stories selected.
2. There is no specific content defined for this type of page. It can vary according to the needs of the story or available media. The Free-Form Content Area can be filled with Modules in a mix-and-match fashion as desired.
3. Optional “B-08a.1: Related Content” will include three other stories, videos, activities, or games that relate to the subject matter of this story.
4. “B-9b.1: Related Animals” are related to the subject matter, or else the class listing can be used.
5. Last but not least, a “B-10.1: Footer”.

Free-Form Content Area

- Story Title
- Activity Title
- Video Title

Explore

- Red Panda
- Brown Bear
- Polar Bear
- Sloth Bear
- Sun Bear

Discover

- See All
- San Diego Zoo
- Safari Park
- Animals & Plants
- ZooNooz
- End Extinction
The teaser display of a story is straightforward, with a thumbnail of either the main image from the story, the main video from the story, or a generic thumbnail image suitable for any story, along with the title of the story, and a “New” label for any stories that are less than a month old.
T-10.1: Save Animals Landing Page

This is a recommendation for the content and structure of the Save Animals Page. We realize that there are many internal conversations that need to happen concerning the goal of this page. This is meant to help fuel those conversations.

1 Hero Area - Includes a Title, Description and optional CTA or Featured Video. Content could be focused on:
   - Standard hero like our other landing pages
   - Prompt to “Take the Pledge” and make an effort to Save Animals
   - Update based on marketing needs. For example, Africa Rocks but associated with Conservation as a whole.

2 Overview Information - Includes a Section Title Module plus an assortment or Content + Copy and Copy + Content Modules. What is conservation? Use supporting text and imagery to explain.

3 Featured Stories - Includes Thumbnail Image and Title. These would link to featured Conservation stories using an article template.

4 Local Ideas - Includes Title, Description, and List of Conservation Tasks. This would be a list of 5-10 conservation tasks that can be done on a local level

5 End Extinction.org - Includes Title, Description, and Image. Links to http://www.endextinction.org/
Page Templates

T-11.1: For Grownups Page

These are some recommendations for the content and structure of the 1-page section for “Grown-ups.” The page structure would include a standard Hero Area, a list of all supporting information/link-outs that would appeal to parent/teachers (these can be accompanied by Title, Summary descriptions and Imagery), as well as a footer at the end of the page.

1. Hero Area – Includes a Title, Description and optional CTA or Featured Video.
2. Overview Information.
3. This area can describe San Diego Zoo Kids as a whole, positioning SDZK as an authority on education.
4. Information about site design process and AA accessibility and compliance.
5. Educational partnerships and certifications.
6. Teacher Resources -
   - Links to http://zoo.sandiegozoo.org/content/overview.
7. Wildlife Sleepovers -
   - Links to http://zoo.sandiegozoo.org/content/wildlife-sleepovers
8. End Extinction.org -
   - Links to http://www.endextinction.org/
10. San Diego Zoo Academy for kids (future).
12. Outline steps for parents and teachers.
    - Links to http://zoo.sandiegozoo.org/.
    - Links to http://sdzsafaripark.org/.
13. SDZ Kids Network -
    - Links to http://www.sandiegozoo.org/kidsnetwork/.
    - Youtube - https://www.youtube.com/watch?v=nAUuWkvi2Yw&list=PL04015524C1CD4FC9
    - Pinterest - https://www.pinterest.com/sandiegozoo/wild-crafts-for-kids/
    - Facebook - https://www.facebook.com/sdzkids/?fref=ts
    - Instagram - https://www.instagram.com/sandiegozoo/
15. Additional Promos.
16. Upcoming Events.
17. New Offerings.
18. Updates to Park.
Blocks
B-01.1: Global Nav

1. The Logo serves not only as branding but also as a link to the home page.

2. The main landing pages are linked here in the primary navigation.

3. The utility navigation appears separately, with less commonly-used links as well as search. Search in this case, is a link to the search results page, where you can enter your search terms and perform the actual search.

4. On desktop, the link that corresponds to the section that is being viewed is highlighted to aid in wayfinding and orientation. As you mouse over a link, the highlight is activated as well.

Note
In Drupal terms, the logo corresponds to the site branding in the theme, the main nav links correspond to the main nav, and the utility nav links correspond to the “tools” nav links.
B-01.2: Global Nav Responsive Behavior

On desktop, the nav stretches across the top of the screen and selected states are active.

The collapsed state is virtually identical to that on mobile, but the expanded state floats over the content as a modal.

Mobile has two states, the default being the collapsed state. The utility nav remains at the end, just as on desktop.
B-02a.1: Standard Hero

1. Label is a descriptor or teaser of what the Hero is featuring.

2. Title is a brief, catchy summary of what this content is.

3. Subtitle can be a bit more verbose, but further explains what this is about.

4. The most visually interesting element here is the background image, which should be large enough to cover the full width of the viewport. Could also be an ambient background video.

5. CTA is optional. It shows that this is a link to a content page, and invites you to click through. Text is customizable.

6. When featuring an animal that has a live cam associated with it, this serves as a link to that cam feed. Image and text are not customizable, but this button is optional.
Blocks

B-02a.2: Standard Hero Responsive Behavior

The Desktop version is the most visually impressive, stretching to fill the full width of the content area, but it must be limited in height in order to not overwhelm the page on short screens.

The tablet version looks very much like desktop, but is much narrower.

Here, the optional buttons may need to shift around, and the aspect ratio of the background image is portrait.
B-02b.1: Animal Hero

1. First and foremost is a large image of the featured animal in its natural habitat.

2. As a reinforcing element, the other half of the background features a colored texture that is reminiscent of the animal’s primary habitat.

3. The animal name is the page title.

4. A fun subtitle follows.

5. A variety of media options are possible, including a primary/featured sound, a Live Cam link, and a featured video that showcases this animal. The video opens in a modal so as to not take you away from the page.

6. Three basic facts are included as part of the hero, including Animal Type (i.e., class), native area, and endangered status.

Animal Facts
This block contains three facts that are applicable to all animals across the whole site:

1. Type—Technically the animal’s class; links to the Animal Landing Page, filtered by class.

2. Area—Where in the world the animal is found, illustrated by a map with the area highlighted.

3. Endangered Status—There are 5 possible statuses, and this animal’s status is indicated with an icon. A link appears below to a page with more information about what this status means and how to help.
B-02b.2: Animal Hero Responsive Behavior

Desktop

The desktop layout is quite wide, showing all the content in a landscape format.

Tablet

The tablet version stacks a bit more, and the media row merge together under the Title and Subtitle.

The Mobile version pushes the stacking even further, and becomes relatively tall in the process.
B-02c1: Video Hero

1. The large video at the top is the main event. It is displayed using an embedded YouTube player, and though the player takes up the full width of the browser, there may be bars on either side to maintain aspect ratio if the video is too tall.

2. The title is imported from YouTube and added as a field in Drupal.

3. The description is also imported from YouTube into Drupal.

4. As are the posted date, duration, and category. Animals in the video are shown as icons or as small Animal Profile Teaser Views that link to profile pages for the animals.
Depending on the height of the browser viewport, there may be large gray bars on either side of the video placeholder or not; see “B-02c.3: Video Hero Vertical Responsive Behavior” for details. Whatever the size and aspect ratio of the placeholder, that is the size and shape of the actual video playback.

Auxiliary video information is laid out below the video player, neatly in a row.

The video placeholder can assume the correct aspect ratio here, taking the height it needs to stretch the entire width of the screen. Playback is in place.

The other video information stacks neatly below the player.

The mobile video placeholder is a different aspect ratio than the video itself, and when you tap it, the player either opens in place (in some Android browsers) or in full screen (in all other mobile browser, including iOS). In either case, the video will play back with black bars above and below to force the correct aspect ratio.
In order to fit the video player on the screen without having to rely on the full-screen capability of the YouTube player, a vertical breakpoint for the Video Hero is recommended. If the browser viewport is 700px tall or shorter, then the video will be scaled to have a height of 480px.

Above that viewport height, the video can scale proportionally, up to a maximum resolution of 1280x720 (the lower end of HD quality). Of course, full-screen mode will fully utilize whatever resolution is available.
B-03.1: Latest Stories

1 Label is “stories.”

2 Up to three stories may appear, sorted by most recent. Stories less than a month old are marked as “New.” See “B-03.2: Latest Stories Responsive Behavior” for more details.

3 View All Stories is a link to the Stories Landing page.
B-03.2: Latest Stories Responsive Behavior

Three story teasers are shown, with the "view all" link.

On smaller screens, the number of stories shown at once drops to two, but the link remains to lead you to more stories if desired.
B-04.1: Save Animals

1. Label is “save animals.”
2. Title is “you can help.”
3. The sub-title is a brief explanation of what this means and why you should care.
4. The CTA links you to the Save Animals landing page of this site, where you can find out more about what’s going on and what you can do to help.
5. An image of a friendly animal draws you into a world of caring. Because this is a single block, the image can break upward out of its container for a more organic feel.
B-04.2: Save Animals Responsive Behavior

The responsive behavior of this block is very straightforward, with minimal changes in layout as the screen gets more and more narrow.
Blocks

B-05.1: Section Promos

1. This block promotes the other sections of the site, with a promotional image and CTA for each. The first one is typically Videos.

2. Games should be last, whenever it appears.

3. Activities and Stories are mostly interchangeable for the middle section.

Preferred Promo Order

Based on the relative popularity of the different content types on the site, the preferred promo order mirrors the nav:

1. Videos
2. Stories
3. Activities
4. Games

When one of these is otherwise represented on the page, it should be hidden, and the other three used for the promos.
B-05.2: Section Promo Responsive Behavior

On desktop, the promos appear side-by-side, while on smaller screens, they stack vertically.
Blocks

B-06.1: Animal Cards

1. Label is “facts.”

2. The main content of the block consists of animal “cards,” which contain a label, a short fact title, and a mini infographic that illustrates the fact, along with optional caption text (just so the text isn’t baked into the infographic).

3. Only a few facts are shown by default in order to not overwhelm the page. However, any more cards that are not included in the initial view are available using a “View (x) More” button that appears below the first set of cards, where “X” is the number of additional cards that can be shown.

Animal Facts
The number and content of the cards is theoretically limitless, however in practical terms, the most common will be:
- size
- weight
- habitat
- diet
- offspring

And any others that are easily illustrated and digested.
Blocks

B-06.2: Animal Cards, Flipped Card

1 When you click or tap on a card that has a “flip arrow” in the bottom right, it appears to be flipped over, revealing more details on the other side. These details are in the form of a title and some explanatory text describing or explaining the title.

2 Click or tap again to flip it back over.

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Free-Form Content Area

B-06.2: Animal Cards, Flipped Card

1 When you click or tap on a card that has a “flip arrow” in the bottom right, it appears to be flipped over, revealing more details on the other side. These details are in the form of a title and some explanatory text describing or explaining the title.

2 Click or tap again to flip it back over.
The max number of cards on initial view on desktop is three, and the others fill in the second row from left to right.

On smaller screens, only two cards are shown on first view, but the same number are available using the View More button, taking up as many rows as needed to show them all.
B-07.1: Grid List

1. Filters appear by default on desktop, but are hidden on mobile due to space reasons. Changing a filter via dropdown immediately applies the changes to the grid below.

2. Search, however, is always available, and it makes use of auto-complete for whatever content type is shown in the grid. This is useful for when, e.g., you want to find “Giant Panda” but begin by typing simply, “panda.” The correct name can be shown as a suggestion, which can then be selected to filter the view. Partial word searches with multiple matches will also filter the list of results shown in the grid.

3. Some content types might be well-served with a group label, such as the initial letter shown here. This can help in scanning the content of the grid as one scrolls down the page.

4. The main grid of content is a view that shows teasers for whatever the content type is that is being shown. All results are loaded at once (or alternatively, lazy load can be implemented, but no pager is recommended).
**Blocks**

**B-07.2: Grid List Responsive Behavior**

Because the view is a grid, it lends itself well to reflow of columns. The filter and search controls simply stack as needed.

It is important to note that though it is being referred to as a “grid” here, the Grid view that is available as a standard list view in Drupal is not recommended, as it doesn’t allow for a truly responsive layout.

On tablet width or smaller screens, the filters collapse into a filter button. Tapping the button expands the filter dropdowns in place. Hiding them on first view is beneficial in that it saves screen real estate, considering that the dropdowns with labels can be quite tall.
Three filters are the maximum, so on desktop they each take up one column at maximum capacity, otherwise they use half the available width of the screen (this is true whether there are two filters or only one). In any case, filter labels go above, and dropdown lists below. Filters are applied to the list as soon as a new dropdown selection is made.

On smaller screens, the filters stack as high as they need to. The label remains above its dropdown list. Dropdown lists use native option controls and their corresponding mobile UI implementations.
### B-07.4: Grid List Extra Filter Copy

The grid view is not just an overview, it's also an educational opportunity, whether about animals or just explaining what terminology being used on the site means. To that end, filter terms may have extra copy associated with them which will be displayed when the filter value is selected. In the above scenario, the “mammals” type has been selected, and an explanation of the term mammals is therefore displayed.

#### What makes a mammal?

There are more than 4,000 species of mammals. the smallest is the hog-nosed bat, which weighs 0.05 ounces. the largest is the blue whale, which can be 100 feet long and weight 150 tons. But whether they live on land or water, all mammals share some common characteristics, including hair or fur that grows on their bodies, they are warm blooded, and they give birth to live young who are nourished by milk that their mothers produce.
B-08a.1: Related Content

1. Label is “explore.”

2. Up to three content pieces will be shown depending on screen width (see “B-8a.2: Related Content Responsive Behavior”), any combination of story, activity, and video may be shown. Content can be linked directly, or by tag, in which case the most recent three content pieces with the specified tag would appear here. Click a content teaser to go to the associated detail page.
Blocks

B-8a.2: Related Content Responsive Behavior

The three desktop columns shrink down to two or one column on smaller screens, where one of the items is hidden in order to keep the module size manageable.
B-08b.1: Related Videos

1. This module only appears on video detail pages, so the label is “more videos.”

2. The thumbnails (up to three, just as with related content) are video teasers only.
B-08b.2: Related Videos Responsive Behavior

The three desktop columns shrink down to two or one column on smaller screens, where one of the items is hidden in order to keep the module size manageable.
B-09a.1: Animal Classes

1. The label is “discover.”

2. All the animal classes are listed here as teasers in alphabetical order, that link to the Animal Landing Page, prefiltered according to type. There’s also a “See All” button that links to the Animal Landing Page without filters applied.
Blocks

B-09a.2: Animal Classes Responsive Behavior

The responsive behavior here is straightforward, with rows wrapping as the number of columns is reduced.
B-9b.1: Related Animals

1 This version of the Animals block is intended to be used on an animal landing page, or any content page that features a specific animal, to offer up more animals that might be interesting to a visitor. The label here is also “discover.”

2 Individual animals are listed in a small teaser format, each linking to the Animal Profile Page of that animal. There’s also a “See All” button that links to the Animal Landing Page with no filters applied.
B-09a.2: Related Animals Responsive Behavior

The responsive behavior here is straightforward, with rows wrapping as the number of columns is reduced.
Blocks

B-10.1: Footer

3 The footer appears at the bottom of every page on the site, and features 5 logos that link to other sites within the San Diego Zoo ecosystem that might be of interest to visitors to the Kids site.
The layout of this module is unique, consisting of a simple row of logos that wrap to more rows as needed.
San Diego Zoo Kids Website / Functional Specification

Modules
The Section Title is intended to be a header for an entire story that has no hero image or video. It can also be used to break up a long story into discrete sections. It therefore starts with a title as its headline.

The subtitle is meant to add color or additional information about the content that will follow.
M-01.2: Section Title Responsive Behavior

The layout is consistent across devices, differing only in the amount of margin on either side.
M-02.1: Content + Copy

1. An image comes first. Optionally, you can include a video URL, in which case this image becomes the placeholder for the video.

2. Copy is entered in a rich text editor box, so any formatting available there can be used, including headings, bold, italic, lists, links, and even one-off custom HTML.

Optional Fields

Video URL: If a content creator includes a video link address, then a play button will be overlaid on top of the image, and clicking or tapping will open the video in an overlay (or full-screen native player on iOS phones).
Modules

M-02.2: Content + Copy Responsive Behavior

At the widest point, the two columns expand to fill the available space, scaling the image content up and increasing the font size of the copy slightly.

At two columns the width of the columns is reduced. The image content is scaled proportionally, and the copy runs as long as it needs to, even if it is taller than the image next to it.

As a single column, the two pieces stack with the content on top and copy below.
This variation on the module has exactly the same fields and behavior as the normal variation, but in reverse so that the copy appears before the image. This should be used for visual variety or when the copy is more important than the image. Content editors should alternate between the standard version and the variation, and use no more than six of these modules in succession.
Chia banh mi listicle etsy vaporware

Vice YOLO chillwave. Raw denim hexagon you probably haven’t heard of them, prism beard tattooed trust fund gentrify everyday carry lyft coloring book shoreditch celiac.

Ugh DIY roof party, ramps brunch williamsburg freegan fam tousled bitters scenester hashtag mixtape. Celiac taxidermy yr, normcore tumblr bushwick squid messenger bag.

1 Centered copy is a way to break up the rhythm of a page, to add variation, or to feature / call out a block of copy at the top or in the middle of a story. Text is entered using a rich text field, so can be styled however is desired.
M-03.2: Centered Copy Responsive Behavior

Another simple one, just the width and margins adjust to fit the screen size.
M-04.1: Large Image

A large image is a straightforward, full-width image that can be featured at the top of a story, or anywhere in the middle. It extends horizontally to the maximum content width for the browser viewport, and takes up as much vertical space as its aspect ratio requires.
M-04.2: Large Image Responsive Behavior

This layout is as simple as it gets. On smaller screens, the aspect ratio may change (dependent on the image content) and always stretches across the full width of the screen.
M-05.1: Large Video

A large video is a straightforward, full-width video that can be featured at the top of a story, or anywhere in the middle. It extends horizontally to the maximum content width for the browser viewport, and takes up as much vertical space as its aspect ratio requires (likely 1280x720px maximum size). It uses an embedded YouTube player for both image placeholder and video playback displays. The video plays in place on desktop, and in place or full-screen on mobile devices, depending on the platform and browser.
M-05.2: Large Video Responsive Behavior

This layout is as simple as it gets. On smaller screens, the aspect ratio does not change, but always stretches across the full width of the screen.
M-06a.1: Banner—Did You Know?

1. All banners are the same size and have a descriptive label, in this case it's “fun fact.”
2. The title is “Did you know?”
3. Below the title is the fun fact, which is entered with a rich text editor and can use advanced formatting, including links, etc.
4. A large thumbnail image illustrates the animal to whom the fact refers.

Did you know?

The Dwarf Mongoose is the smallest carnivore in Africa.
Did you know?
The **Dwarf Mongoose** is the smallest carnivore in Africa.

The wide aspect ratio becomes much taller on smaller screens, as the content pieces stack and shrink to fit.
Which of these guys has the longest tail?

A. Ring-tailed Lemur
B. Gibbon
C. Spider Monkey

Correct!
A fully grown spider monkey can have a tail between 25 and 36 inches long.

1. The label here is “quick quiz.”
2. There is a single quiz question as the title.
3. Three possible responses are listed. Each of these is a link or radio box.
4. A large thumbnail illustrates the question and/or responses without giving the answer away.
M-06b.2: Banner—Quiz Answer Revealed

1 When you click on a response, the view changes. The title says either “Correct!” or “So close!”

2 A subtitle is shown beneath the title, giving the correct answer and an animal fact to go with it.

3 The submitted answer is shown with a selection state, and the correct answer is also shown in a distinct way, such as by bolding and italicizing the text.

4 Optionally, the image can change out to further support the answer.
Which of these guys has the longest tail?

A. Ring-tailed Lemur  
B. Gibbon  
C. Spider Monkey

Correct!

A fully grown spider monkey can have a tail between 25 and 36 inches long.

Which of these guys has the longest tail?

A. Ring-tailed Lemur  
B. Gibbon  
C. Spider Monkey

Correct!

A fully grown spider monkey can have a tail between 25 and 36 inches long.

The wide aspect ratio becomes much taller on smaller screens, as the content pieces stack and shrink to fit.
Modules

M-06c.1: Banner—Poll

1 This module is labeled “poll.”

2 The poll question is the title, and it asks a multiple choice question.

3 Up to three choices can be entered, though at least two are required for it to be a valid poll. The choices are selectable either as links or as radio buttons.
Which animal do you think is cutest?

- A. Giant Panda
- B. Sea Otter
- C. Baby Elephant

Results:

- A. Giant Panda: 33%
- B. Sea Otter: 24%
- C. Baby Elephant: 43%

1. Your selected answer is shown as selected.
2. A bar graph is displayed, showing the results overall, along with a label showing the percentage of the total votes going to each of the responses. Percentages are very scalable, since they only show proportional differences, and don’t reveal when there are few total votes.
M-06c.3: Banner—Poll Results Responsive Behavior

Which animal do you think is cutest?
A. Giant Panda
B. Sea Otter
C. Baby Elephant

The wide aspect ratio becomes much taller on smaller screens, as the content pieces stack and shrink to fit.
M-06d.1: Banner—Promo

1. A title forms an invitation to learn more.
2. An optional image, intended to be a site or property logo.
3. A CTA to go to the promoted site. Any site or page can be promoted, but should probably be restricted to pages and sites within the San Diego Zoo ecosystem.
M-06d.2: Banner—Promo Responsive Behavior

Desktop

The wide aspect ratio becomes much taller on smaller screens, as the content pieces stack and grow to fit.
M-07.1: Animal Features

1. The label here is “unique” and the title is “features.”

2. The module also has its own hero image that appears at the top, showcasing the animal to whom the below features pertain. Most likely this module appears on an animal profile page, so the hero animal would be the same one.

3. At least two features are included, each one showing an illustration or photo of the feature, a title, and some copy describing the feature. Both layout and background treatment vary from feature to feature.

4. The third feature is optional, and no more than three features are included.

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The Panda Pseudo-Thumb
Giant Pandas have a bone that extends from their wrists called a “pseudo-thumb.” They use the pseudo-thumb to hold and manipulate bamboo.

Bear Family
For a long time, scientists weren’t sure if giant pandas were bears or perhaps more closely related to raccoons. Now we know that giant pandas are indeed members of the bear family, similar to other bears in their general looks and the way they walk and climb.

Stick of Butter
Giant pandas are only about the size of a stick of butter at birth, and they’re hairless and helpless. The panda mother gives great care to her tiny cub, usually cradling it in one paw and keeping it close to her chest.
The layouts are quite similar across screen sizes, except that at the smaller widths, all the components stack into one column, and the image is always above the copy, even feature #2.

**The Panda Pseudo-Thumb**
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M-08.1: Sound

1 A sound player can be included in many different places, though the idea is that it can add flavor when sprinkled over an animal profile page. The operation is simple, just click or tap to play the sound.

2 A label describes the content of the sound.
M-08.2: Sound Playing and Paused

1. When the sound is playing, the “Play Sound” CTA text changes to a pause button. Clicking this pauses the sound.

2. When the sound is paused, the button turns into a play button. Clicking this resumes the sound from where it was paused.
M-08.3: Sound Responsive Behavior

The player and label stay roughly the same size across screen widths, and the label will wrap to two lines if need be.