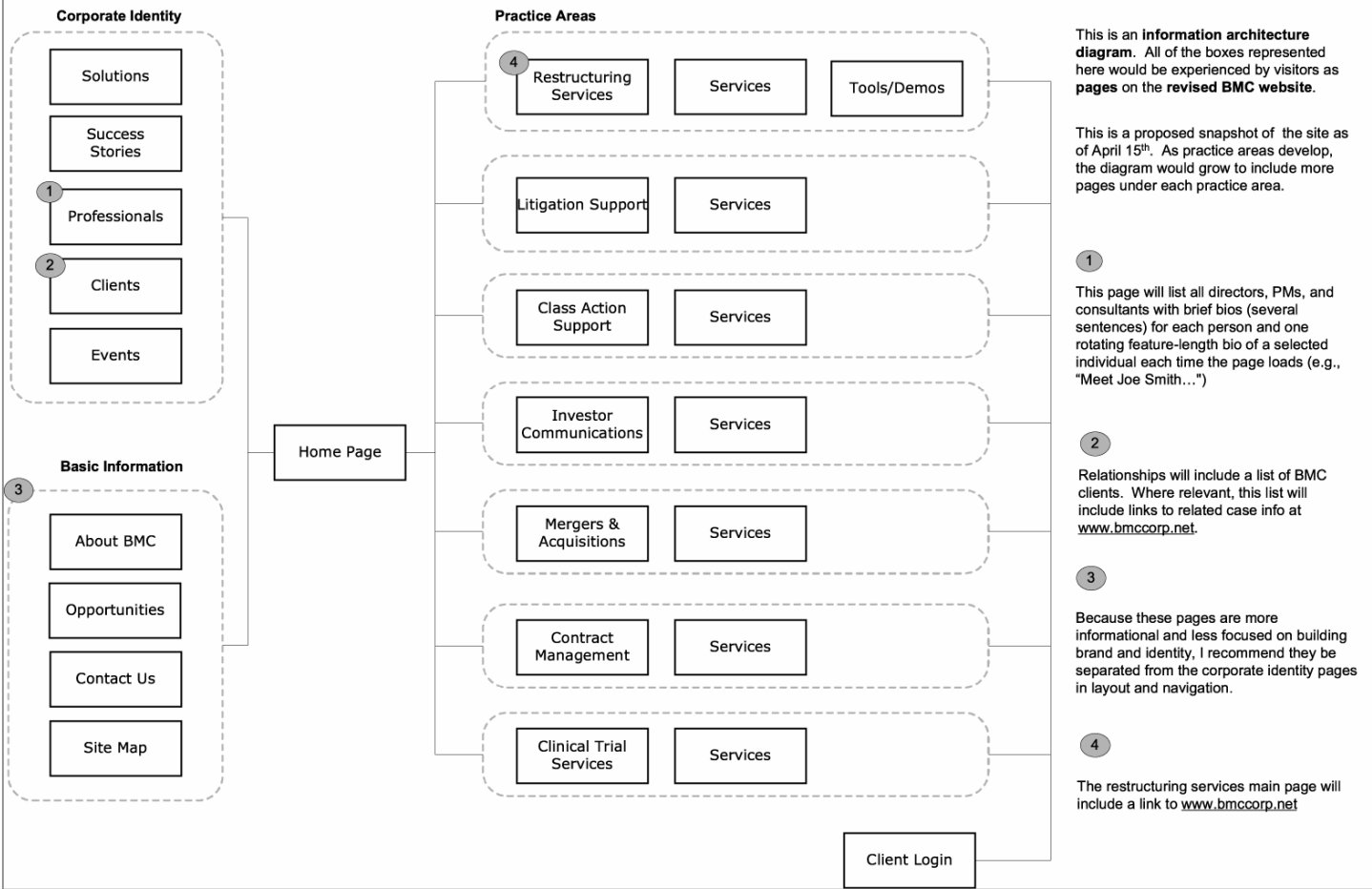


PROPOSED STRUCTURE

BMC Website Information Architecture



WHAT IS THIS DOCUMENT?

This is an **information architecture diagram**. All of the boxes represented here would be experienced by visitors as **pages on the revised BMC website**.

This is a proposed snapshot of the site as of April 15th. As practice areas develop, the diagram would grow to include more pages under each practice area.

1

This page will list all directors, PMs, and consultants with brief bios (several sentences) for each person and one rotating feature-length bio of a selected individual each time the page loads (e.g., "Meet Joe Smith...")

2

Relationships will include a list of BMC clients. Where relevant, this list will include links to related case info at www.bmccorp.net.

3

Because these pages are more informational and less focused on building brand and identity, I recommend they be separated from the corporate identity pages in layout and navigation.

4

The restructuring services main page will include a link to www.bmccorp.net