

Section Name	Global Insights: Interactive Map
Description	Map with markers or hotspots where learners can click into a country and see which products are available, key competitors, a current to advertisement and a mini case study about top industries in that country. The map also highlights different living practices by market. Countries to include US, Ireland, Japan, Asia, Australia, UK, Canada, Mexico, Brazil, Netherlands, France, India, Germany, Italy, Spain, Portugal, Australia, New Zealand, South Africa, and Russia.
Project Owner	Marketing
Duration	6Wk
Related Program/Objective(s)	<ul style="list-style-type: none"> Global Product Objectives Explain how Indeed products appeal to global markets Identify how Indeed's products differentiate in the world market to articulate our value <p>Internal/Enabling Objectives</p> <ul style="list-style-type: none"> Identify what differentiates Indeed from key competitors across markets Identify what differentiates Indeed from key competitors across markets Differentiate living practices between markets that Indeed supports worldwide
Link to Storyboard	Link to Storyboard

Link to QA Log						
Section/Chapter Title	Topic/Page Title	Knowledge Dimension	Bloom's Level	Learning Objectives	Activity	Info Needed/ Source
						Index
Introduction	Introduction	Factual	Remember	Video video explaining what the audience will learn and how to use the map. Video will feature Jobs the Geek.	Watch video explaining what the audience will learn and how to use the map. Video will feature Jobs the Geek.	Chapter 1: Globalization Section Title: Global Insights Map Text: No text 2 min video, YouTube
				Accordion interaction - There will be 3 tabs in total. The tabs will be: - Basics we will need - Bespoke - Focus - Need		
				Learn what type we have a selection of what the means to succeed. It will also have information about how the means impacts product creation and development.		
Indeed Market Types	Indeed Market Types	Factual	Remember			
				Indeed Market Types - https://www.indeed.com/career-advice/interviewing/what-is-an-Indeed-market-type		
				Indeed Market Types - https://www.indeed.com/career-advice/interviewing/what-is-an-Indeed-market-type		
Market Insights	Market Insights	Factual	Remember	Text with two charts showing distribution of employees and revenue across markets	Indeed Market Types - https://www.indeed.com/career-advice/interviewing/what-is-an-Indeed-market-type	
				Image: Global Map (this will span the width of the page) The map shows the distribution of employees and revenue across markets. The markets are color-coded by size. The colors are highlighting as well as the market names. When hovering over a market, a callout box will appear with that specific market's information. There will be a 'Get Started' button on the lower right side of the map that states "Engage Your Talent Markets" An additional 'Get Started' button will be located on the right side of the map for users to select once they are done reviewing the market insights.	Indeed Market Types - https://www.indeed.com/career-advice/interviewing/what-is-an-Indeed-market-type	
Global Map	Global Map View	Factual	Remember		Image: Global Map View - https://www.indeed.com/career-advice/interviewing/what-is-an-Indeed-market-type	
				Image: Global Map View - https://www.indeed.com/career-advice/interviewing/what-is-an-Indeed-market-type	Indeed Market Types - https://www.indeed.com/career-advice/interviewing/what-is-an-Indeed-market-type	
Indeed Presence in the Market	Indeed Presence in the Market	Factual	Remember	Companies have indeed become a leader in the recruitment industry to articulate our value	Image: Indeed Presence in the Market - https://www.indeed.com/career-advice/interviewing/what-is-an-Indeed-market-type	
				Images & text to go through on a carousel format with 3 images and 3 text boxes. Each image has a 'Read More' button to each photo and a 'Learn More' button.	Indeed Presence in the Market - https://www.indeed.com/career-advice/interviewing/what-is-an-Indeed-market-type	
United States	Job Seeker & Employer Trends	Conceptual	Analyze	Differentiate hiring practices between markets that Indeed provides worldwide	Job Seeker & Employer Trends - https://www.indeed.com/career-advice/interviewing/what-is-an-Indeed-market-type	
				Accordion interaction on Indeed: Two accordions Job Seeker & Employer Preferences Employer Preferences	Job Seeker & Employer Trends - https://www.indeed.com/career-advice/interviewing/what-is-an-Indeed-market-type	
				Job Seeker & Employer Trends - https://www.indeed.com/career-advice/interviewing/what-is-an-Indeed-market-type	Job Seeker & Employer Trends - https://www.indeed.com/career-advice/interviewing/what-is-an-Indeed-market-type	
	Available Products	Factual	Remember	Identify product availability by market and describe how user engagement vary	Available Products - https://www.indeed.com/career-advice/interviewing/what-is-an-Indeed-market-type	
				Text	Available Products - https://www.indeed.com/career-advice/interviewing/what-is-an-Indeed-market-type	
Country Specifics	Country Specifics	Conceptual	Understand	Understand how Indeed positions itself to appeal to different market preferences	Country Specifics - https://www.indeed.com/career-advice/interviewing/what-is-an-Indeed-market-type	
				Video embedded on page with a blurb that explains the marketing campaign's impact on the business.	Country Specifics - https://www.indeed.com/career-advice/interviewing/what-is-an-Indeed-market-type	
Key Competitors	Key Competitors	Factual	Analyze	Identify what differentiates Indeed from key competitors across markets	Key Competitors - https://www.indeed.com/career-advice/interviewing/what-is-an-Indeed-market-type	
				Video from study at the top of the 'Case Study' section.	Key Competitors - https://www.indeed.com/career-advice/interviewing/what-is-an-Indeed-market-type	
Case Study (Top Industry Segments)	Case Study (Top Industry Segments)	Conceptual	Apply	Understand how Indeed supports our clients	Case Study (Top Industry Segments) - https://www.indeed.com/career-advice/interviewing/what-is-an-Indeed-market-type	
				Table feature to be used in Education section: - Case Study: https://www.indeed.com/career-advice/interviewing/what-is-an-Indeed-market-type - Recruitment & Staffing: https://www.indeed.com/career-advice/interviewing/what-is-an-Indeed-market-type - Manufacturing: https://www.indeed.com/career-advice/interviewing/what-is-an-Indeed-market-type - Retail: https://www.indeed.com/career-advice/interviewing/what-is-an-Indeed-market-type - Construction: https://www.indeed.com/career-advice/interviewing/what-is-an-Indeed-market-type - Manufacturing: https://www.indeed.com/career-advice/interviewing/what-is-an-Indeed-market-type	Case Study (Top Industry Segments) - https://www.indeed.com/career-advice/interviewing/what-is-an-Indeed-market-type	
Indeed Presence in the Market	Indeed Presence in the Market	Factual	Remember	Summarize how Indeed became a leader in the recruitment industry	Indeed Presence in the Market - https://www.indeed.com/career-advice/interviewing/what-is-an-Indeed-market-type	
				Images & text to go through on a carousel format with 3 images and 3 text boxes. Each image has a 'Read More' button to each photo and a 'Learn More' button.	Indeed Presence in the Market - https://www.indeed.com/career-advice/interviewing/what-is-an-Indeed-market-type	

