

# Functionality Descriptions

## TransGlobe: gotransglobe.com site redesign

### Overview

The purpose of this document is to provide a description of all the features that are included in this project (**tentative items appear in red**). Existing features are denoted with an asterisk (\*), but most will be updated/improved as described below.

Features are grouped according to Residential, Commercial, and Administrative Segments. Within each segment, features are grouped as Functional and Content features. The recommended features are as follows:

## I. Residential Segment

### Content Features

#### 1) Canadian Navy/Subsidized Military Housing

- Client has mentioned that plans may be formalized to offer special residential apartment deals to members of the Canadian Navy within a particular province. Callouts to information on this program will be placed on the homepage and on the residential landing page.

#### 1) Segmented Residential Content

- The homepage will feature a link to the residential landing page and links to four residential segment landing pages for:
  - Students
  - Professionals
  - Families
  - Seniors

#### 2) Commercial Content

- The homepage will feature a separate link for the commercial audience.

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## Functionality Features

### 1) Complex Online Application

- The online application will be a more complex version than the current “coast-to-coast application” TransGlobe has developed for its properties, but standard, intuitive iconography must also be used to overcome language barriers. Modules can be added for co-signers or multiple tenants. (Completing the online application will automatically create an online account for the applicant. Details are presented in *Functionality Features* in Tenant Centre)
- TransGlobe is willing to pay the 3% credit card processing cost for the online application fees (first/last month’s rent). However, because TransGlobe is trying to drive recurring payment signups, the online application could require the deposits through electronic transfer, making recurring billing a simple step for tenants (and an option they can sign up for in the application process). The credit card/electronic transfer process will need to be further defined.
- Feature will allow user(s) to specify how they would like to be contacted (email, phone).
- Data collected in the application include:

Property Address	Suite	Number of bedrooms	Promotion (Y/N)
T-Buck Amount	Referral Name	Referrer Building	Referrer Suite
How did you hear about us? Options: Signs, Walk-in, Renters News, Website (gotransglobe.com, rentersnews.com, gscrentals.com, viewit.ca), Newspaper, Other		Rental term date from	Rental term date to
Basic rent	Pet Deposit	Parking (in, out, garage, covered)	Total monthly rent
Pro-rated rent date from	Pro-rated rent date to	Days pro-rated	Pro-rated rent
Pet deposit (pro-rated)	Parking (pro-rated)	Total pro-rated rent	Utilities paid for by landlord (electrical, hot water tank, water, heating, gas, phone/cable, air conditioning, other

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PAP Cheque number	PAP Monthly withdrawal	PAP start date	Total rent amount
Occupant(s) First Name	Occupant(s) Last Name	Occupant(s) SIN	Occupant(s) Drivers License number
Occupant(s) birthdate	Occupant(s) Gender	Applicant/Dependent	Pets (no, cats #, dogs #, breed, other)
Applicant(s) First Name	Applicant(s) Last Name	Relationship to Applicant 1	Current Street, Suite, City, Province, Postal Code
Current Work phone	Current Home phone	Current Cell phone	Current Email
Current Landlord's name	Current Landlord's phone	Current rent	Years at current location
Current Ownership (rented, owned, family/friends)	Previous Street, Suite, City, Province, Postal Code	Previous Work phone	Previous Home phone
Previous Cell phone	Previous Email	Previous landlord's name	Previous landlord's phone
Previous rent	Years at previous location	Previous Ownership (rented, owned, family/friends)	Source of income (full-time, student, ODSP, part-time, pension, retired, self-employed, social service, other)
Current/ Previous Employer name	Current/ Previous Employer Contact name	Current/ Previous Employer Address, suite, city, province, postal code	Current/ Previous Employer Contact phone
Current/ Previous Annual income	Current/ Previous Years with employer	Current/ Previous Occupation	Previous employer
Vehicle make	Vehicle model	Vehicle license plate	Vehicle year
Emergency contact name(s)	Emergency contact(s) phone	Emergency contact(s) email	Emergency contact(s) address, city, province, postal code
Emergency contact(s)			

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## 2) Apartment Quick Search (Relies on existing data in YARDI)

- Within each page of the residential section, users will be able to conduct an Apartment Quick Search. Users will be able to search for available apartments by choosing from the following criteria:
  - City (drop-down menu)
  - Province (drop-down menu)
  - Square Footage (drop-down menu with ranges)
  - Postal Code (text field)
  - Radius from center of postal code (drop-down menu with mileages)
  - Number of bedrooms (drop-down menu)
  - Number of baths (drop-down menu)
  - Price (drop-down menu with price ranges)
- The property search will be more of a guided search than what the website currently offers. Since many of TransGlobe’s tenants are non-native English speakers (ESL), search should be simplified to help guide the user to the correct apartment for them (users should not be presented with a complex set of options—advanced search will be available for those users).
- Search results will be able to be sorted on the results page in table format. Also, the search should take users to the next closest city if nothing is available in a primary area, and an explanation should be given if a search yields a neighboring city.

## 3) Advanced Property Search (Relies on data entered in YARDI)

- This tool will provide prospective tenants the ability to perform a complex search based on as many of the available data fields as possible/practical.
- There will also be customized parameters by search; those users searching for apartments in different towns will be presented with parameters unique to those geographical areas. For example, user may be able to search by city/region, then subdivision, intersection, etc. Note: This functionality relies on these parameters being in YARDI and tied to certain properties; otherwise, searching for a property within 2 miles of an address is out of scope.)

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- Since many tenants are moving because of work or school they should be presented with the option to find apartments close to their work address or possibly a pre-set list of schools.
- Search results will be able to be sorted on the results page in table format. Also, the search should take users to the next closest city if nothing is available in a primary area, and an explanation should be given if a search yields a neighboring city.
- Field filters will be displayed on the page. Users will be able to further refine/expand the results without a page refresh or traveling back to the advanced form.
- Fields for the advanced search include:
  - Price
  - Address field with radius search specification (if parameters are in YARDI)
  - Geographic drill-down where user selects city, and then geographic points and schools within that city are displayed. A radius search specification will also be available.
  - Amenities desired, such as pool, covered parking, utilities, proximity to shopping, proximity to schools

#### 4) Segmented Residential Guided Searches

- On the Student residential landing page, the user will have the ability to use the Apartment Quick Search feature. Additional search options will be presented to users to customize their search within the content area:
  - Province (drop-down menu)
  - University (This drop-down menu will be populated with universities within the province selected.)

Note: If the list of universities served by TransGlobe is too lengthy, a city drop-down menu populated with cities in the province may be required before choosing a university.

- On the Professional residential landing page, the user will have the ability to use the Apartment Quick Search feature. Additional search options will be presented to users to customize their search within the content area:
  - Province (drop-down menu)
  - City (drop-down menu populated with cities in the province)
  - Feature (drop-down menu populated with features of that city):

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- Downtown
- Financial Center
- Near public transportation
- On the Families landing page, the user will have the ability to use the Apartment Quick Search feature. Additional search options will be presented to users to customize their search within the content area:
  - Province (drop-down menu)
  - City (drop-down menu populated with cities in the province)
  - Schools (drop-down menu with schools in the city)
  - Feature (drop-down menu populated with features of that city):
    - City parks
    - Near public transportation
- On the Seniors residential landing page, the user will have the ability to use the Apartment Quick Search feature. Additional search options will be presented to users to customize their search within the content area:
  - Province (drop-down menu)
  - City (drop-down menu populated with cities in the province)
  - Feature (drop-down menu populated with features of that city):
    - Low-rise
    - Elevators
    - Handicap accessible
    - Near medical centers

### 5) Drill-Down Map Property Search\*

- The user will drill down through a series of maps to find apartments.
- The first map will display a map of Canada. The provinces with TransGlobe properties will be highlighted in a distinct color from the other provinces.
- After clicking a province, the second map will display the province selected and all the cities with TransGlobe properties will be marked with an icon. When the icon is rolled over, the

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city name will hover next to the icon. City names will be displayed at the bottom of the map for the user to link directly to that city without finding the icon on the map.

- After clicking a city, a search results page will display all the properties within the city selected. The results will be displayed in table format with sortable column headings:
  - Address
  - City
  - Postal Code
  - Floors
  - Number of available units
- After clicking a property, the property page will display with links to view property information, floor plans and available units.
- From the available-unit screen, users will be able to select a unit and view unit-specific details.

#### 6) Property/Unit Displays\* (w/Print-Friendly Versions)

- *Note: The content displayed for properties and units such as descriptions, photos and amenities will be managed by TransGlobe and will rely on this data being entered in YARDI.*
- Each property page will have the same layout and display the following general information:
  - Address
  - Phone
  - Amenities list
  - Utilities list
  - Brief description
  - Number of stories
  - Number of units
  - Type of parking
  - Pet restrictions
  - Security information

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- A large exterior photo of the property will be displayed on the page. Thumbnail images of other images (both interior and exterior) may be clicked to display larger.
- The property page will display a link to generate a map with driving directions to the property.
- Promotional offers will be displayed on the property page.
- A link to view all floor plans offered at the property on a separate page. For each floor plan, the following will be displayed, and the user will be able to sort the result display by each criteria.
  - Thumbnail floor plan graphic that may be enlarged
  - Floor plan name
  - Number of bedrooms
  - Number of baths
  - Square footage
  - Rent price range
  - Deposit amount
  - Link to view available units with this floor plan (appears only if there's availability)
- A link to E-mail this property/Make An Appointment on the property page will display a contact form to the user. The contact form could be sent as an email to the appropriate person(s).The contact form will collect:
  - First Name
  - Last Name
  - Cell Phone Number
  - Alternate Phone Number
  - Email Address
  - How many bedrooms are you looking for? (Drop-down menu)
  - Do you have pets? Y/N (Radio buttons)
  - Is there a particular area in which you are interested? (text box)
  - Do you require parking? Y/N (Radio buttons)
  - Move-in Date (text field)

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- Suggest three potential appointment times (text fields)
  - Special wants/needs (text field)
- The property page will also feature a link to About The Building, which will include a tour of the building's common areas, as well as briefly highlight the neighborhood (bus routes, stores, restaurants, proximity to major highways, etc.). This feature will consist of a link or page hosting the tour player/video/photos already produced by TransGlobe. *Note: This feature would be managed by TransGlobe.*
- The property page will include a map with driving directions.
- The property page will include a link to View Available Units, which will display, in table format, all the available units at the property. The results may be sorted by any of the criteria displayed:
  - Building Number
  - Unit Number
  - Number of bedrooms
  - Number of baths
  - Move in Date
  - Square Footage
  - Monthly rent
  - Promo? Yes or No
- The unit number will be linked to a unit detail page, which will display all pertinent information for that unit:
  - Large floor plan graphic
  - Brief Description
  - Building Number
  - Unit Number
  - Floor
  - Number of bedrooms
  - Number of baths
  - Move-in date
  - Square Footage

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- Monthly Rent
  - Deposit
  - Promotional information (if applicable)
  - Email this unit to a friend
  - Graphic of entire floor on which unit is located
  - Link to Apply Now
- Print-Friendly versions of both the property page and the unit-detail page will provide users with handy reference guides to carry while viewing apartments.

## 7) Residential Tenant Centre\*

This will be a major feature and expanded resource for residents of TransGlobe apartments. Full functionality will be available to actual residents through their online account.

### **Content Features**

- **Who to Call** - Displays the property representative's (or other appropriate contact's) contact information (email address, if no phone available, or location within building and office hours).
- **Common Forms** - Gives access to common forms tenants might need, such as a parking permits, etc. in PDF format. Maintenance requests are detailed in *Functionality Features* below. Interactive forms and electronic routing is not included in phase 1.
- **Copy of Lease** - Provides the tenant with a copy of his or her lease in PDF format (possibly includes FAQ's about leases). Also, there should be standard Privacy Policy information from legal department regarding the appropriate use and viewing of this Lease. Lease terms will be included here as well.
- **Property-Specific News** - This feature will showcase information relevant to a particular property or city. This is information that will not be displayed to the general public. *Note: This content will be managed by TransGlobe.*
- **Property/Neighborhood Amenities and Services**
  - Gives a list of property conveniences/services and neighborhood attractions that a tenant might be interested in. This may include a brief list of local restaurants, bars, malls/shopping, bus routes, nearby schools, hospitals, places of worship, as well as building conveniences: workout rooms, laundry facilities, elevator locations, and

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parking availability (in-door/street). *Note: This content is managed by TransGlobe and relies on existing data in YARDI.*

- List of local ordinances (with date of last posting) for each province regarding PET laws, trash pickup/recycling, etc.

## **Functionality Features**

- **Create an Online Account\***
  - Current site has a sign-in feature and inactive “Create an Account” link.
  - Current residential tenants may create an online account as can customers who apply via a paper lease (note: accounts will be automatically created in the online application process described below). It is assumed that only actual TransGlobe tenants or applicants, not just site visitors, may create an account.
  - To enter the Tenant Centre for the first time, the resident will fill in the required fields (email address, SID (Canadian SSN, and apartment price). The SID and apartment price will be compared to information stored in YARDI to link new accounts to the correct apartment (the apartment needs be identified to associate a customer with a particular community/building to access the Tenants’ Centre Features). *Note: This functionality depends on the data being stored in YARDI.*
  - Once access is allowed the first time, the user will be required to change his or her username and password.
- **Applicant Access to Tenant Centre and Applicant Account**
  - Upon completing an online application, an account will be created for the user.
  - Prospects and applicants should have unique numbers assigned to them in YARDI to use for tracking of the application process.
  - After submitting an application, a user receives a confirmation email with the number assigned in YARDI. For initial access to the tenant centre, the user is instructed to use the number assigned in YARDI as a username. The password is the user’s SSID. After initial entry, users are required to change their username and password.
  - Within this account, applicants will only be able to track an online application’s progress (e.g., co-signer #2 hasn’t submitted his or her information, but applicant #1, applicant #2, and co-signer #1 have, so the application is 75% complete).

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- Notification of approval will not be posted on the site; however, a status message will notify applicants to expecting a phone call from TransGlobe where the approval/rejection will be conveyed. Rejected applicants will still have access to the account, but will only be able to see the final status message.
- **Maintenance/Service Request** – Offers the ability to place maintenance requests, which are emailed to the building manager or other appropriate party. Note: Maintenance requests may also be captured in a tracking application. TransGlobe will implement this integration. Fields that will be captured in the maintenance request form include:
  - Resident Name (auto populated based upon sign-in information)
  - Building Number (auto populated)
  - Unit Number (auto populated)
  - Email address (auto populated)
  - Resident contact number (text field)
  - Alternate resident contact number (text field)
  - Alarm system? (Yes/No radio buttons)
  - Pet at home? (Yes/No radio buttons)
  - Type of issue (text box or drop-down menu with pre-determined issues, ie. plumbing, electrical, HVAC)
  - Location of problem (text box or drop-down menu with pre-determined locations, ie. kitchen, master bedroom, master bath, living room)
  - Detailed description of problem (text box)
  - Authorization to enter apartment (checkbox)
- **Parking Permit/Security Pass Card Request** – Allows tenant to request a parking permit or security pass card for his or her particular building. The resident will submit the following information which will not be captured in a database, but will be sent to the appropriate contact:
  - Resident Name (auto populated based upon sign-in information)
  - Building Number (auto populated)
  - Unit Number (auto populated)
  - Email address (auto populated)
  - Resident contact number (text field)

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- Parking pass requested / Security Pass card (check boxes)
  - **General Feedback**—Form on which general feedback can be provided to TransGlobe, which should then generate an Email Auto Response to the resident.
    - Resident Name (auto populated based upon sign-in information)
    - Building Number (auto populated)
    - Unit Number (auto populated)
    - Email address (auto populated)
    - Resident contact number (text field)
    - Type of feedback (drop-down menu with list of topics, ie. general, parking, common areas, suggestion)
    - Comments/Questions (text field)
  - **Set up Online Payment**—Ability to set up recurring rent payment (not a one-time payment). This will feature the Pre-Authorized Payment Program. The resident will enter:
    - Bank name
    - Routing number
    - Amount to transfer
  - **Payment/View Account History**—This feature will allow the user to print receipts, as well as view current balance/status.
  - **Manage Profile**—Allows the tenant to update his or her contact information. Profile fields include:
    - Resident Name (auto populated based upon sign-in information/not editable)
    - Building Number (auto populated/not editable)
    - Unit Number (auto populated/not editable)
    - Email address (auto populated but editable by resident)
    - Resident phone number (auto populated but editable by resident)
    - Emergency contact name (auto populated but editable by resident)
    - Emergency contact address, city, province, postal code (auto populated but editable by resident)
    - Emergency contact address phone (auto populated but editable by resident)

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- Date lease expires (auto populated/not editable)
- **Online Move-in Checklist**— Allows the tenant to view a list of standard actions that he or she will need to complete when moving. The checklist will be an online form that the tenant can use online (as well as print out) to track his or her progress. (Interactive measurement, such as showing a percentage complete based on what the tenant checks off as a visual reminder of progress is out of scope for phase 1)
- **Healthy Wellbeing Tips** (from legal department, idea for Tenants' Centre) – Will display tips on safeguarding the building and resident health, eg. re-using old furniture, fire safety codes, and evacuation procedures.
- **Moving Made Easy**
  - TransGlobe is arranging standard/required services for new tenants (i.e., TransGlobe would arrange to have basic services (key pick-up, reserve an elevator) set up to simplify the move-in process. Services to set up utilities, phone, Internet, etc., for the tenant will not be offered at this time. Tenants will submit a form that will be emailed to the appropriate person.
    - Resident Name (auto populated based upon sign-in information/not editable)
    - Building Number (auto populated/not editable)
    - Unit Number (auto populated/not editable)
    - Email address (auto populated but editable by resident)
    - Resident phone number (auto populated but editable by resident)
    - Alternate phone number (text field)
    - Key pick-up (checkbox) with date and time drop-down menus
    - Reserve an elevator (checkbox) with date and time drop-down menus
  - Switch Package— This subset of Moving Made Easy would enable a tenant to consider other vacancies or switch apartments within the same building or complex of properties within the area. The tool would provide for a more seamless move for an existing tenant, and it would reference the appropriate steps and contacts to get the process started (paper letter to property manager with unit desired, and tenant would fill out an abbreviated application). Also, the Switch package will have a callout on the Tenant's Centre landing page. This information will be presented on the site as static content in HTML or PDF format.
- **\*Rental Rewards** — This feature will use existing functionality, and not change other than that it will be HTML content that can be accessed as a primary, or secondary navigation

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point and not just a callout from the residential landing page. It will continue to be an incentive program for “valued tenants to qualify for brand-name, every-day products at discounted prices.” It is intended to reward tenants for timely (and preferably, recurring electronic) payment of rent. It will be a callout accessible from home page as well. **The ability to redeem points, view product selection, and access available products from homepage is TBD.** Tenants accrue “T-Bucks”, which are non-transferable and can be used toward full or partial payment of catalogue items. Users will continue to print out an order form in PDF format, complete it, and mailing the paper version to TransGlobe. The ability for TransGlobe tenant to track Rental Rewards T-Bucks and make purchases with them online is out of scope for phase 1. The ability to redeem points, view product selections and access available products from the homepage is out of scope for phase 1.

## II. Commercial Segment

### Content Features

#### 1) Case Studies\*/Success Stories/Testimonials

- There should be an expansion of these, perhaps incorporating first person point of view or general client quotes, to help sell the appeal of what TransGlobe can do. This content will provide insight into all the services TransGlobe provides to its customers such as build-outs, available designers, architects, etc.

#### 2) List of Currently Owned and Managed Office, Industrial and Retail Spaces

- This feature would help users and commercial space applicants understand the clientele TransGlobe services, and it could be broken down by type of space and/or industry, preferably with drop-downs.

### Functionality Features

#### 1) Commercial Quick Search

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- Within each page of the commercial section, users will be able to perform a quick search for properties based upon the following criteria:
  - City (drop-down menu)
  - Province (drop-down menu)
  - Square Footage (drop-down menu)
  - Postal Code (text field)
  - Type of space (drop-down menu with tech, industrial, retail, office, etc.)
  - When Needed (drop-down menu with immediate, 30 days, 60 days, >60 days)

## 2) Space Calculator\*

- This is a feature currently on the site which helps smaller clients determine the amount of space that is appropriate for their commercial needs. (i.e. configure the number of conference rooms, offices, cubicles, etc). Though this tool will really be a starting point in terms of getting a prospective commercial client to consider TransGlobe, it may be useful to pair it with an actual general search. The current functionality of the tool will be retained.

## 3) Commercial Tenant Centre\*

- The distinction between account-driven information specific to a commercial tenant, and more open forum, general information will be made at the Commercial Tenant Centre level. Here, the existing commercial tenant who has an account can log in and use features not designed for the general (non-TransGlobe commercial tenant) user.

## Content Features

- **Who to Call** – Displays the building representative’s (or other appropriate contact’s) information, in most cases a Property Manager.
- **News**—Provides news and events specific to the building (e.g., girl scouts will be selling cookies on Tuesday, elevator 5 closed for maintenance) that could affect the business day or drive interest in extracurricular events. *Note: This content will be managed by TransGlobe.*
- **Monthly/Weekly updated list of Services and Amenities**— This content will display nearby dining options, conference/convention centers, hotels, transportation routes for

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commuting purposes, changes in bus/train service, parking options, etc. *Note: This content will be managed by TransGlobe. No automated data feed of any sort is within scope.*

### **Functionality Features**

- **Create an Account** – Commercial tenants will have the ability to create user accounts for selected individuals within a corporate organization who will have access to the Tenants' Centre. The set-up of these accounts will occur on a database managed by TransGlobe or the client tenant. For each person given access to the Commercial Tenant Centre, the following will be captured:
  - First Name
  - Last Name
  - Title
  - Username
  - Password
  - To enter the Tenant Centre for the first time, the tenant would provide the username and password provided by the corporate tenant.
  - Once access is allowed the first time, the user will be required to change his or her username and password.
- **Service Request**— Tenants will be able to submit maintenance requests by submitting a form that will be sent via email to the appropriate person(s). *Note: The tracking of maintenance requests by tenants is not in scope for phase 1).* The form will collect:
  - Tenant Name (company name auto populated based upon sign-in information)
  - User's First and Last Name (auto populated based upon sign-in information)
  - User's Title (auto populated based upon sign-in information)
  - Building Number (auto populated)
  - Suite Number (auto populated)
  - Email address (auto populated)
  - Tenant contact number (text field)
  - Alternate tenant contact number (text field)

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- Type of issue (text box or drop-down menu with pre-determined issues, ie. plumbing, electrical, HVAC)
- Location of problem (text box or drop-down menu with pre-determined locations, ie. reception, conference room, kitchen)
- Detailed description of problem (text box)
- **Parking Permit/Security Pass Card Request** – Allows tenant to request a parking permit or security pass card for his or her particular building. A form will be submitted to the property manager of the building with the following fields:
  - Tenant Name (company name auto populated based upon sign-in information)
  - User's First and Last Name (auto populated based upon sign-in information)
  - User's Title (auto populated based upon sign-in information)
  - Building Number (auto populated)
  - Suite Number (auto populated)
  - Email address (auto populated)
  - Tenant contact number (text field)
  - Alternate tenant contact number (text field)
  - Parking pass requested / Security Pass card (check boxes)
- **General Feedback**—Form on which general feedback can be provided to TransGlobe, which should then generate an Email Auto Response. The form will collect:
  - Tenant Name (company name auto populated based upon sign-in information)
  - User's First and Last Name (auto populated based upon sign-in information)
  - User's Title (auto populated based upon sign-in information)
  - Building Number (auto populated)
  - Suite Number (auto populated)
  - Email address (auto populated)
  - Tenant contact number (text field)
  - Alternate tenant contact number (text field)
  - Type of question (drop-down menu with pre-determined types, ie. general, common areas, parking, utilities, events)

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- Question/Comment (text field)

### 3) Drill-Down Map Property Search\*

- The user will drill down through a series of maps to find commercial space.
- The first map will display a map of Canada. The provinces with TransGlobe properties will be highlighted in a distinct color from the other provinces.
- After clicking a province, the second map will display the province selected and all the cities with TransGlobe properties will be marked with an icon. When the icon is rolled over, the city name will hover next to the icon. City names will be displayed at the bottom of the map for the user to link directly to that city without finding the icon on the map.
- After clicking a city, a property search results page will display all the properties within the city selected. The results will be displayed in table format with sortable column headings:
  - Address
  - City
  - Postal Code
  - Floors
  - Number of available units
- After clicking a property, the property page will display with links to view property information and available spaces.

### 4) Property/Space Displays\*

- *Note: The content displayed for properties and units such as descriptions, photos and amenities will be managed by TransGlobe and will rely on this data being entered in YARDI.*
- For the commercial side, the site aims to drive prospective clients to contact TransGlobe directly to discuss leasing office space, and in a limited way, to offer some resources to tenants via the Tenant Centre. Therefore, the property displays must be more high-end and luxurious looking. The displays MUST show accurate details on parking, transit routes, building amenities, conference locations, square footage, proximity to landmarks, etc. More sophisticated type should be used for text areas. *Note: The display of information relies on the data entered into YARDI.*

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- 
- Each property page will have the same layout and display the following general information:
    - Address
    - Phone
    - Amenities list
    - Property Type
    - Total square footage
    - Space Available
    - Year built
    - Ceiling Height
    - Rail Line (Yes or No)
    - Parking
    - Brief description
    - Number of stories
    - Annual rent price
    - Percent leased
    - Loading docks
    - Drive-ins (Yes or No)
    - Security information
  - A large exterior photo of the property will be displayed on the page. Thumbnail images of other images (both interior and exterior) may be clicked to display larger.
  - The property page will display a link to a map with driving directions to the property.
  - A link to E-mail this property on the property page will display a contact form to the user. The contact form information will be sent as an email to the appropriate person(s). The contact form will collect:
    - First Name
    - Last Name
    - Cell Phone Number
    - Alternate Phone Number

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- Email Address
  - How much space or you looking for? (drop-down menu)
  - When do you need it? (drop-down menu)
  - How much parking do you require? (text box)
  - Type of space needed (drop-down menu)
  - Special wants/needs (text field)
- The property page will include a map with driving directions.
  - The property page will include a link to View Available Space, which will display, in table format, all the available space at the property. The results may be sorted by any of the criteria displayed:
    - Building Number
    - Unit Number
    - Type
    - Square footage
    - Cost per square foot
    - Availability

#### 5) Ability to Access PDF Floor Plans (or other basic building unit/floor plan information)

- **(TransGlobe is currently exploring these possibilities)** This feature may be a link to a password-protected section with pre-existing plans. *Note: This floor plan content will be managed by TransGlobe.*

#### 6) Build-Out Service

- Few customers realize the customization services (build-outs, available teams of designers, architects, etc.) that TransGlobe provides for its clients. This could be a small segment that illustrates visually, perhaps with before/after comparisons (with photos and mini-case studies), the full extent of TransGlobe's leasing/custom-build solutions.

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## **III. Common Features (for Residential and Commercial Pages)**

### **Content Features**

#### **1) French Site Build**

- Link or call to action to visit French site build (from English version), with HTML content that explains how user may be directed to the French version, and that the hierarchy will be similarly structured.

#### **2) Affiliation with Better Business Bureau Callout**

- This will be a good business practices stamp of approval with a link to the Better Business Bureau site in the footer.

#### **3) Eco- or Environmentally Friendly Policy**

- This short section will illustrate TransGlobe's commitment to protecting the environment, whether through fuel supply or HVAC practices, or in the construction materials used to renovate or build out commercial spaces. Also, it will speak to the energy efficient Prius cars some staff are provided with, etc. This content will be included in the About Us link on the site.

#### **4) Large Print) Residential/Commercial Tenant Testimonial Quotes (rotating or static)**

- To further personalize the face of TransGlobe's respective segments, personable, but not overly cloying, quotes will be featured from those having a favorable experience living/working in a TransGlobe building.

#### **5) About Us\***

- This section will be updated and should feature regularly updated information about the company with featured employee and senior management bios, and FAQs

#### **6) Useful Links**

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- This page will contain links related to real estate organizations, equal housing lender information, etc.

## Notes

- **Content Management System (SiteCore).** Content will be updated on TransGlobe/back-end side. The vision is for it to be a leave-behind, robust application/tool that can be used to update all segments of the site (content, photos, links, etc.).
- **YARDI Data Access** – YARDI is only providing a “push” of data for use in the TransGlobe Web site. No data may be written to the YARDI database. Parts of the TransGlobe’s YARDI database or the entire database may need to be replicated (or mirrored) and updated periodically.
- **YARDI integration.** There needs to be an integration of YARDI with the Content Management System so that the property information/detail pages in existing YARDI database can be real-time, accurate, and updated on a selective or uniform basis, depending on the particular information that needs to be added (property price changes, space availability, square feet corrections, etc.).
- **Breadcrumbs.\*** These may need to be moved to left side of page for higher visibility, and must reflect more accurate/reliable pathways which the user took to arrive at a page.
- **All text.** Will be written in British English (colour, centre, etc.).
- **Distance Measurement.** Measurement on property detail pages (YARDI) and in direction/map pages should be in meters and kilometers.
- **Interior Area/Space Descriptions.** Will contain measurements in square feet.
- **Alt-text for Building Photos.** Ensure the text next to building photos displays building name and address so users can reference them easily within property searches.
- **Basic Floor Plans/Building Layouts.** These items should be provided (updated versions) for all properties if possible.

## Functionality Features

### 1) Email This Page/Refer a Friend/Colleague Tool

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- The pages this feature will be included on will be determined. Email this property is out of scope. For Residential, use “Refer a Friend”, for Commercial, the word “colleague.”

## 2) Print this Page Tool

- User can print any page on the site (though we may want to discern which pages are most appropriate since Flash applications sometimes don’t print well). Map, building, floor plan, and directions can be printed from the pages on which they reside as well.

## 4) Live Chat\*

- This is a feature currently on the site that allows tenants/potential tenants to have a text chat with a customer service representative. Hidden fields would need to be constructed so that the customer service rep would understand this is a commercial/residential-related question and general context (from the page he or she opened the live chat from).

## 5) Customer Service Contact Form (anonymous except for email)

- This form will allow tenants/applicants to anonymously contact TransGlobe’s customer service representatives.
  - If the request comes from a link on a specific property page, include a reference to give more context to the customer service rep (form fields to specify which building).
  - Simone Webb (Customer Care Manager) has a list of common elements that should be presented to the user to help provide faster/more accurate responses from customer service (e.g. in Vancouver no pets are allowed in any TransGlobe properties, so a “do you have pets” check box could save 5-10 emails before customer service realizes that the potential tenant has pets and cannot live in one of their Vancouver buildings). These fields include:
    - First Name
    - Last Name
    - Cell Phone Number
    - Alternate Phone Number
    - Email Address
    - How many bedrooms are you looking for? (Drop-down menu)

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- Do you have pets? Y/N (Radio buttons)
- Is there a particular area in which you are interested? (text box)
- Do you require parking? Y/N (Radio buttons)
- Move-in Date (text field)
- Special wants/needs (text field)
- Creating/directing emails to different accounts (e.g., [vancouverinfo@gotransglobe.com](mailto:vancouverinfo@gotransglobe.com)) would help direct/manage traffic.
- The person submitting the form will receive confirmation via email response.
- Offer executive team e-mail addresses?

#### 6) Apply for Job Online\*

- This feature will highlight TransGlobe's currently posted/available job openings. Functionality is on the current site and allows a job applicant to fill out contact information and enter his or her resume in a Web form. The information is then emailed to [careers@GoTransGlobe.com](mailto:careers@GoTransGlobe.com). The application also sends or displays application confirmation.

## IV. Administrative (TransGlobe side) Features

### 1) Web-based Waiting List

- Allow potential tenants to get on a waiting list for a building that doesn't currently have any vacancies (or a building that has recently been acquired and pricing info is not available). TransGlobe's customer service reps will then be able to contact potential tenants as apartments become available.

### 2) Lease in Progress Status

- TransGlobe's customer service reps will be able to view the status of online applications and identify stalled applications and follow up with the applicants.

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### 3) Manage Jobs

- TransGlobe's human resources department will have the ability to manage the job postings that appear in the careers section of the TransGlobe site.

### 4) Manage News

- TransGlobe's marketing department will have the ability to manage the news stories and press releases that appear in the News/Press Release section of the TransGlobe site.

### 5) Manage Building Specific News (Moving Made Easy & Checklists)

- Property managers will have the ability to manage news messages that are specific to individual properties. These news items are viewed from the Tenants' Centre ([tenant news might be created at the city, regional, or national level](#)).

### 6) Manage Building-Specific Setup Guide

- Property managers will have the ability to manage property-specific setup instructions that will be available in the Tenants' Centre.

### 7) Account Management

- Ability for TransGlobe representatives to manage user accounts.

### 8) Marketing & Legal Department Access?

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