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Functional Requirements Specification v.1.0

Directory website

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Revision History

Name	Date	Reason For Changes	Version

1.0   Introduction

1.1 Purpose

To leverage all of the documentation, site design, images and possibly any code (i.e. javascript or HTML) along with Point B Web's core application and content management system to "fast track" the project of creating directory website.com and all of its constituents to completion as quickly as possible.

1.2 Project Scope

Directory website.com will be a centrally housed and managed system with localized landing pages for individual cities. The project consists of the development of the central site (Directory website.com), one local city site (Seattle), and the administrative and management tools necessary to manage all aspects of the system. See diagram below.

Point B Web will leverage their existing application platform, Listings, Banners, Statistics and Content Management System (CMS) modules to provide approximately 50% of the

functionality required. The rest of the work will be done from the ground up and will be customized to meet the client's needs.

1.3   Internal (out of scope) Systems

Site design is out of scope for this project as all design has been developed already, including layouts, graphics and stylesheets. Existing design will be integrated into the site (aside from minor modifications as necessary for functionality) with the new functionality developed by PBW. There will be no e-commerce for purchasing advertisements online at this time

1.4   References

The best example of similar functionality is on www.smallfarmdirectory.com, which contains the Listings, Banners, Statistics and Classifieds modules in addition to the core platform and CMS module.

2.0   Points of Contact

2. 1   Information

2.2   Project Manager: Communication

Most communications will occur by utilizing Point B Web's Project Communication Forum: (**http://www.pointbweb.net/work**). Weekly status updates will be posted in the forum. On-site meetings will occur on an as-needed basis. E-mail will also be used for informal communication.

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3.0   Functional Components

3.1   Content Management Functionality

This will give non-technical staff the ability to maintain content administration and management via a password-protected browser interface. Content can be dynamic (having a start and expiration date) which will allow the administrator to preload data which will dynamically be available on the start date and no longer visible after the

expiration.   Also, the Content Management System (CMS) will allow the administrator to maintain an unlimited number of pages.

The CMS system will also be used to catalog the PDF documents and forms. A link to these documents from the menu will bring up and index page with titles, summaries and links to the PDF files themselves that will open in a new browser window. The central site will have is its own CMS database with its own content.

3.2   Administrative Access

The CMS system allows for multiple users to have access to the Admin area for editing site content, menu items and general configuration parameters. Administration and Management of the website is all done through a password-protected browser interface. The following users will be initially put into the system to allow access to CMS:

1.

After the initial setup, the administrator can add and remove users as needed.

3.3   Member Sign-Up Process

The sign up for members with web sites will be as is outlined in the process below, unless otherwise specified.

My babysite sign up->Select a city->Collect information: contact information, unique username -> preferred city. The user name will be their website. (www.my<cityname>baby.com/username). The user can log in to their account directly from directory website.com, but will have to choose city from the dropdown.
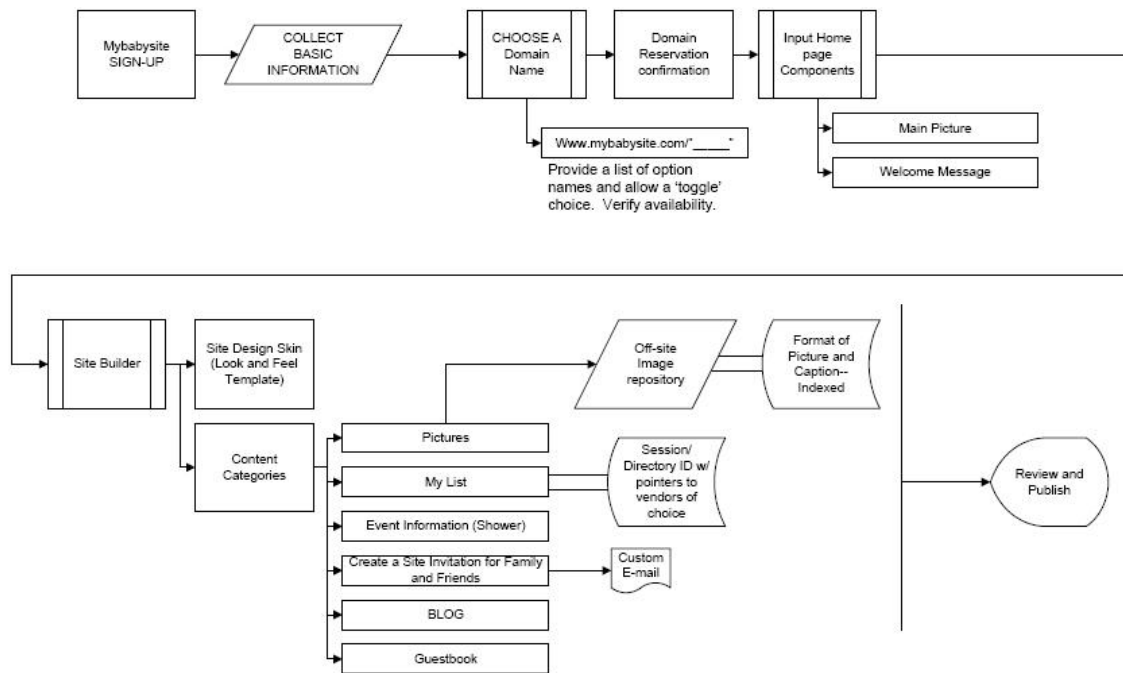
3.4 Front End Site Features

The following features will be represented in the UI of directory website.com

3.4.1. Listings

The listings feature will provide the following:

- Categorized Listings for advertisers & businesses
- A "featured" option, which will put the client at the top of the categorized list

Other than the featured advertisers, how do you want other advertisers sorted, random as with banner?

        1. Default sort should be by date of upload (first come, first seen).

        2. Also, We would prefer to have a precedence field for each ad, assignable by the Account Manager. That way, we have the flexibility to assign precedence as negotiated by sales team (package level, discounted accounts, etc).

Additionally, this should allow us to build future functionality in the DB, if we want to add other logic to the listing order.

3.4.1.1   Basic Package

Standard Category Page

Precedence #1: "Featured Businesses" (rotation at certain package levels)

Sort Options
        - By Name
        - By Address (City within Metro area)

Precedence #2: "Preferred Businesses"

SEARCHABLE DESCRIPTION

ADD TO MYSITE LINK

Precedence #3: "Business Listings"

CONTACT INFORMATION

CLIENT E-MAIL LINK

LINK TO CLIENT SITE
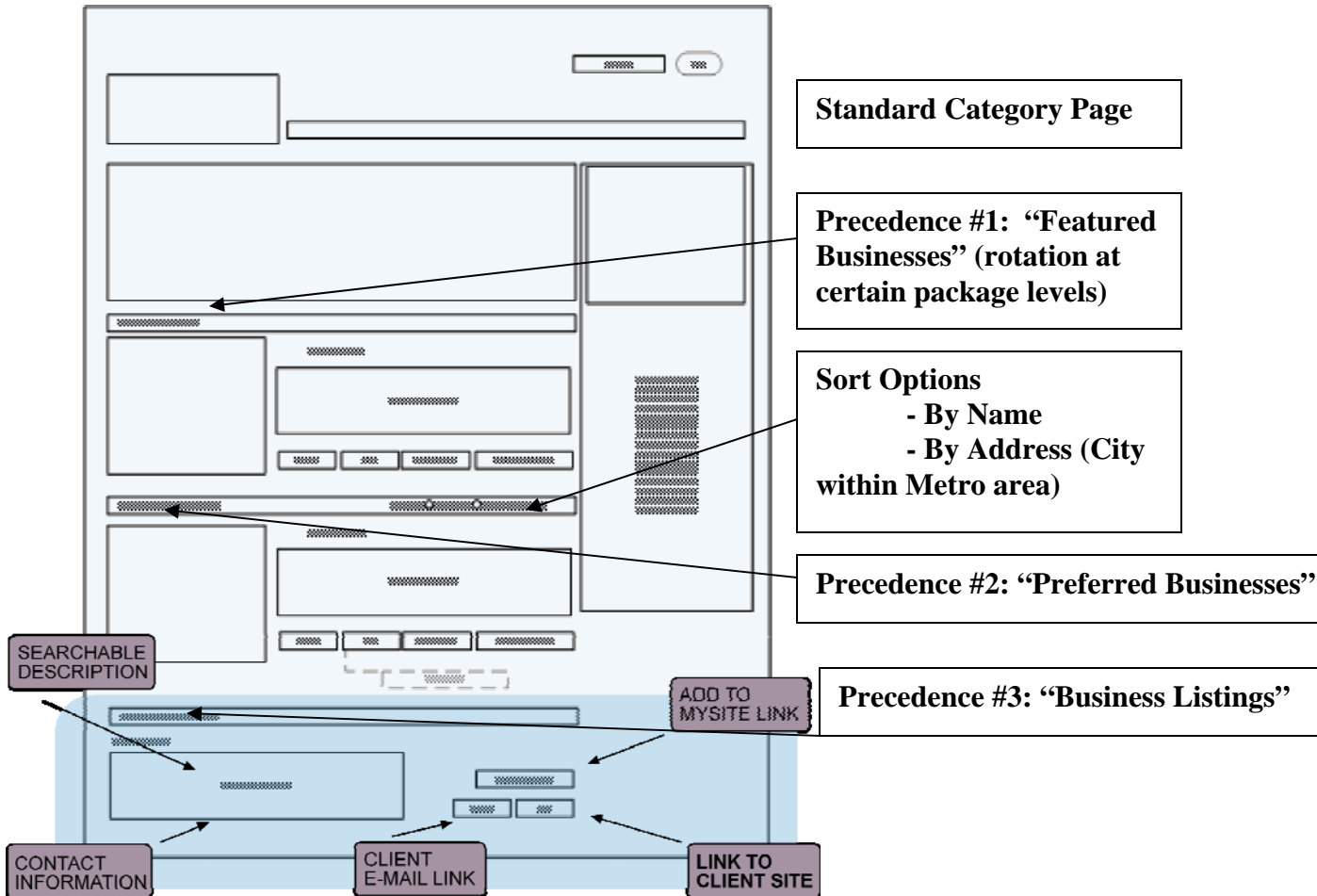
A Basic listing on the Standard Category Page would be placed below the Sort Options, under "Business Listings" and sorted per default (as noted above).

3.4.1.2   Value Package

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Standard Category Page

Precedence #1: "Featured Businesses" (rotation at certain package levels)

Sort Options
- By Name
- By Address (City within Metro area)

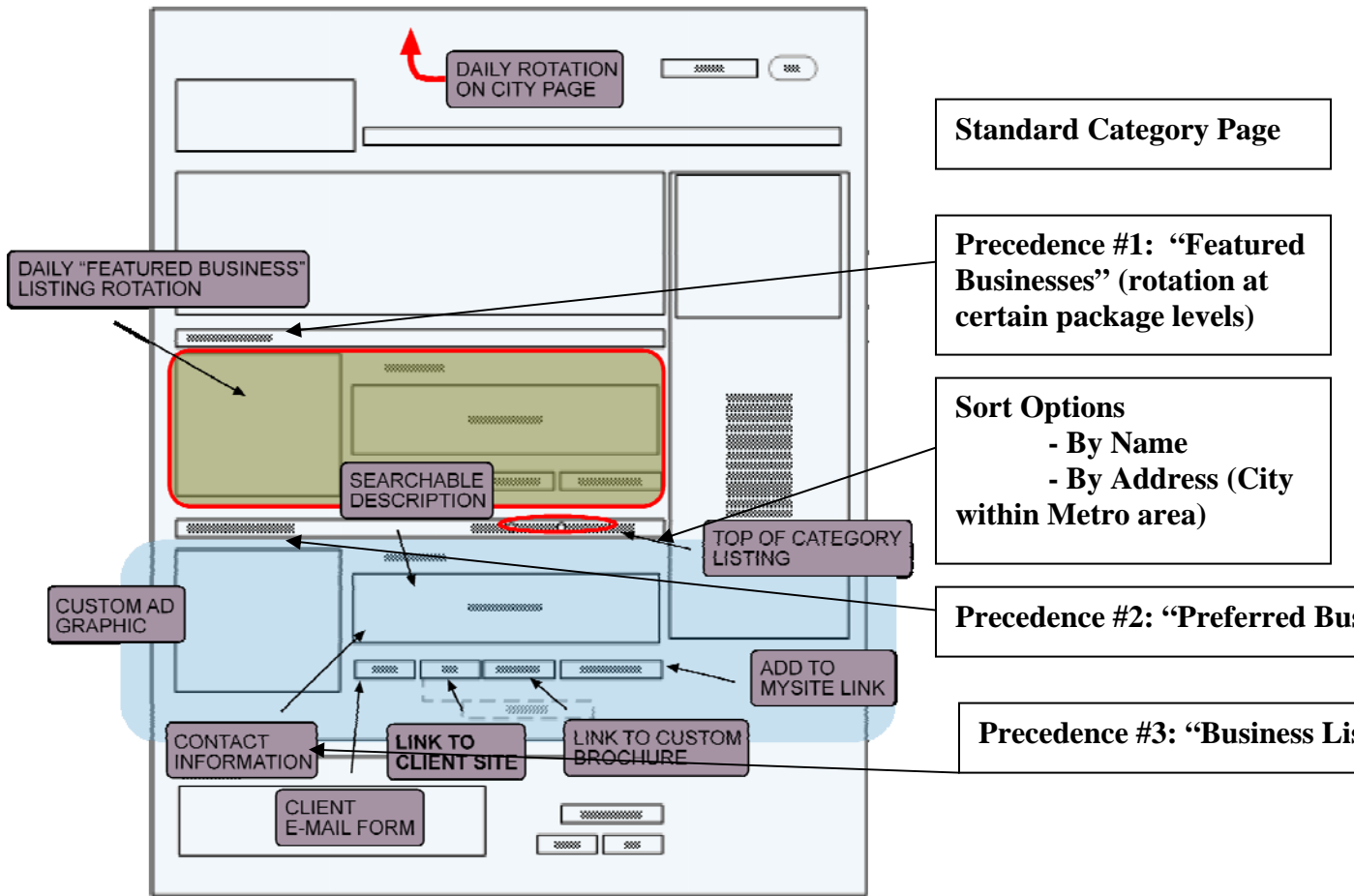SEARCHABLE DESCRIPTION

CUSTOM AD GRAPHIC

ADD TO MYSITE LINK

Precedence #2: "Preferred Businesses"

Precedence #3: "Business Listings"

CONTACT INFORMATION

CLIENT E-MAIL FORM

LINK TO CLIENT SITE

A Value listing on the Standard Category Page would be placed below the Sort Options, under "Preferred Businesses" and sorted per default (as noted above).

3.4.1.3 Optimum Package

DAILY ROTATION
ON CITY PAGE

Standard Category Page

DAILY "FEATURED BUSINESS"
LISTING ROTATION

Precedence #1: "Featured Businesses" (rotation at certain package levels)

SEARCHABLE
DESCRIPTION

Sort Options
- By Name
- By Address (City within Metro area)

TOP OF CATEGORY
LISTING

CUSTOM AD
GRAPHIC

Precedence #2: "Preferred Bu

ADD TO
MYSITE LINK

CONTACT
INFORMATION

LINK TO
CLIENT SITE

LINK TO CUSTOM
BROCHURE
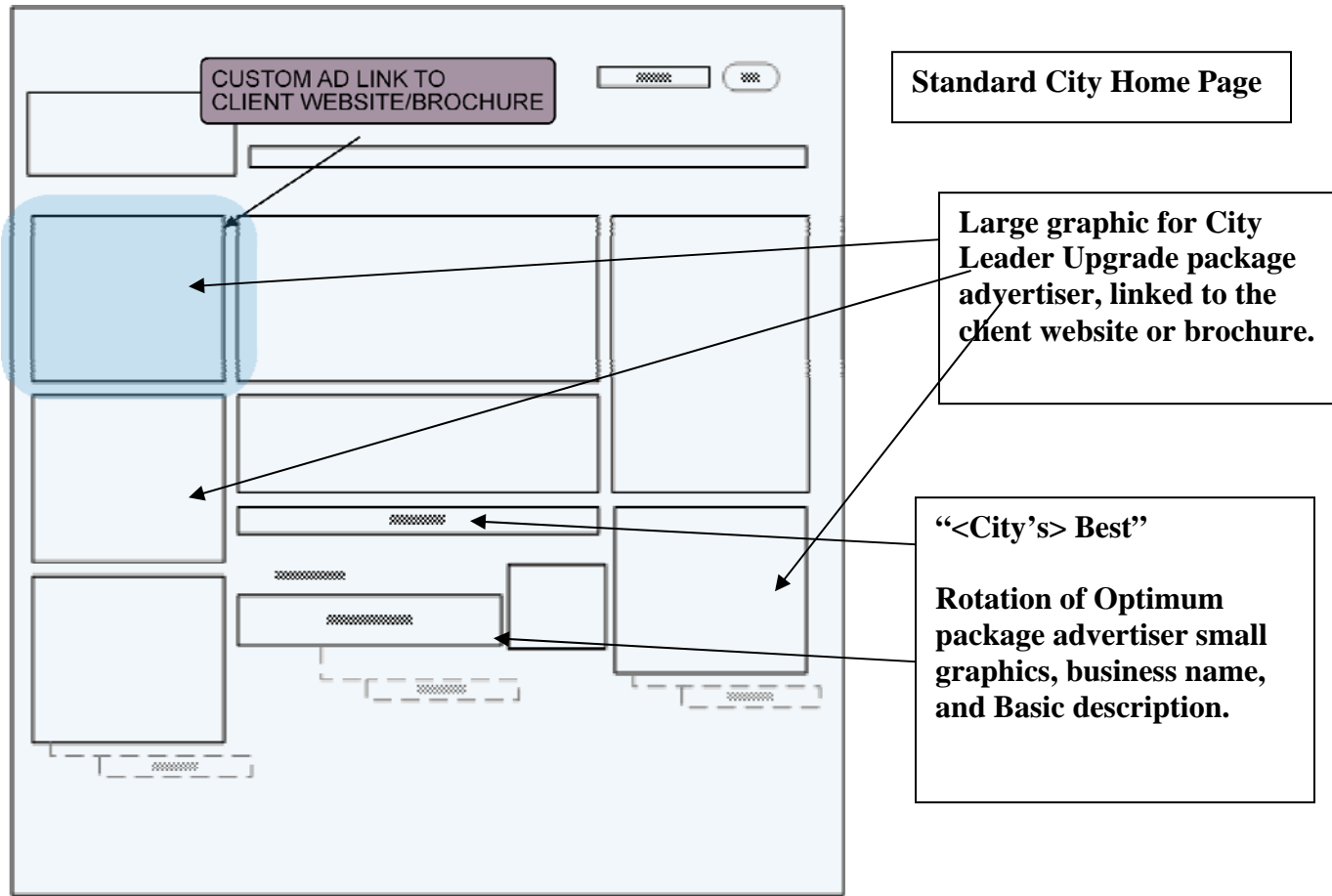
Precedence #3: "Business Lis

CLIENT
E-MAIL FORM

An Optimum listing on the Standard Category Page would be placed above the Sort Options, under "Featured Businesses" and subject to a rotation pool, as flagged in the CMS by the Account Manager. Optimum listings will be, by default, at the top of the "Featured Businesses" listings and sorted within the Optimum group by the default sorting noted above. Additionally, Optimum listings are subject to a rotation pool on the main City page, as flagged in the CMS by the Account Manager.
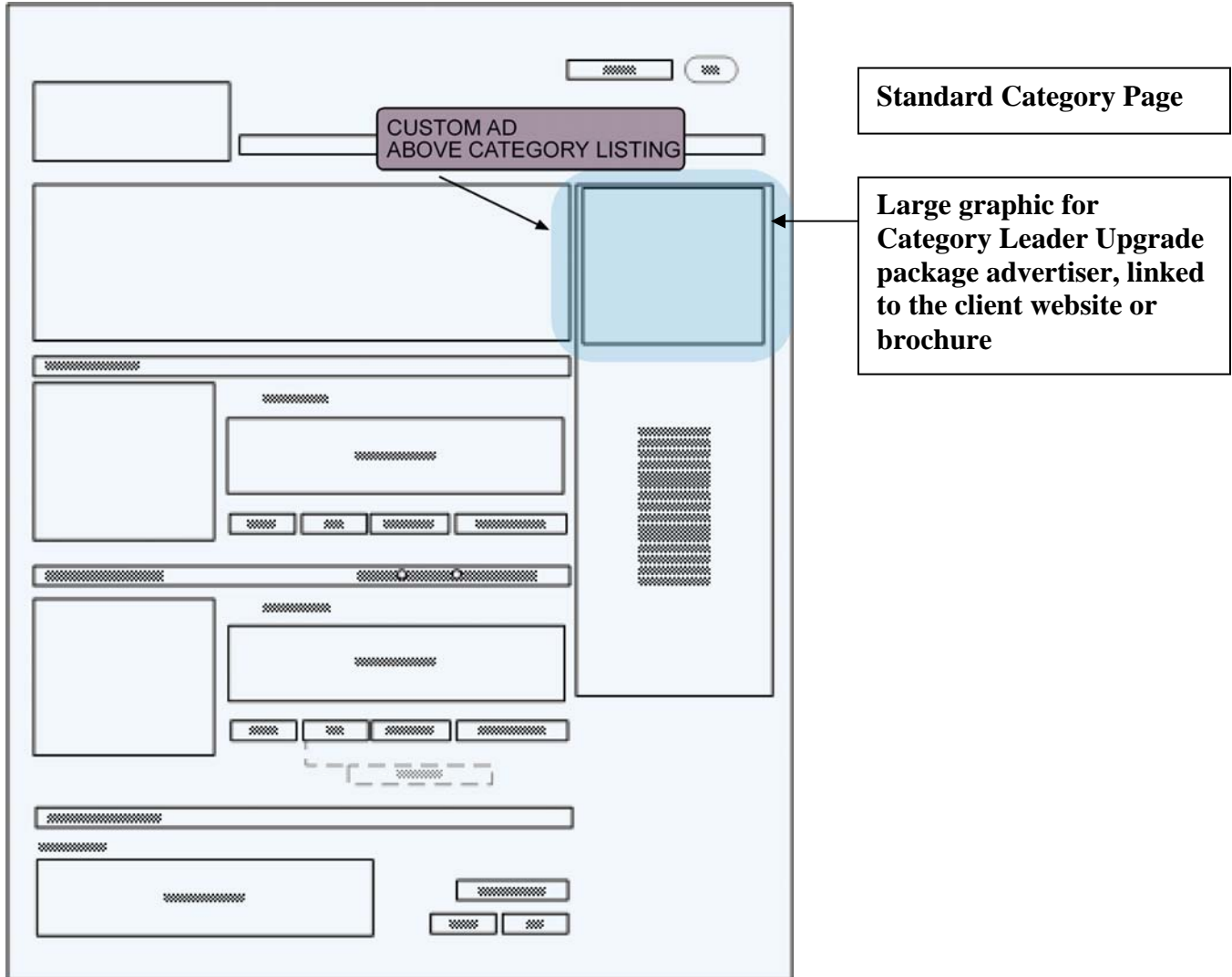
3.4.2   Upgraded Advertising

3.4.2.1 City Leader Upgrade

Standard City Home Page

CUSTOM AD LINK TO
CLIENT WEBSITE/BROCHURE

Large graphic for City Leader Upgrade package advertiser, linked to the client website or brochure.

"<City's> Best"

Rotation of Optimum package advertiser small graphics, business name, and Basic description.
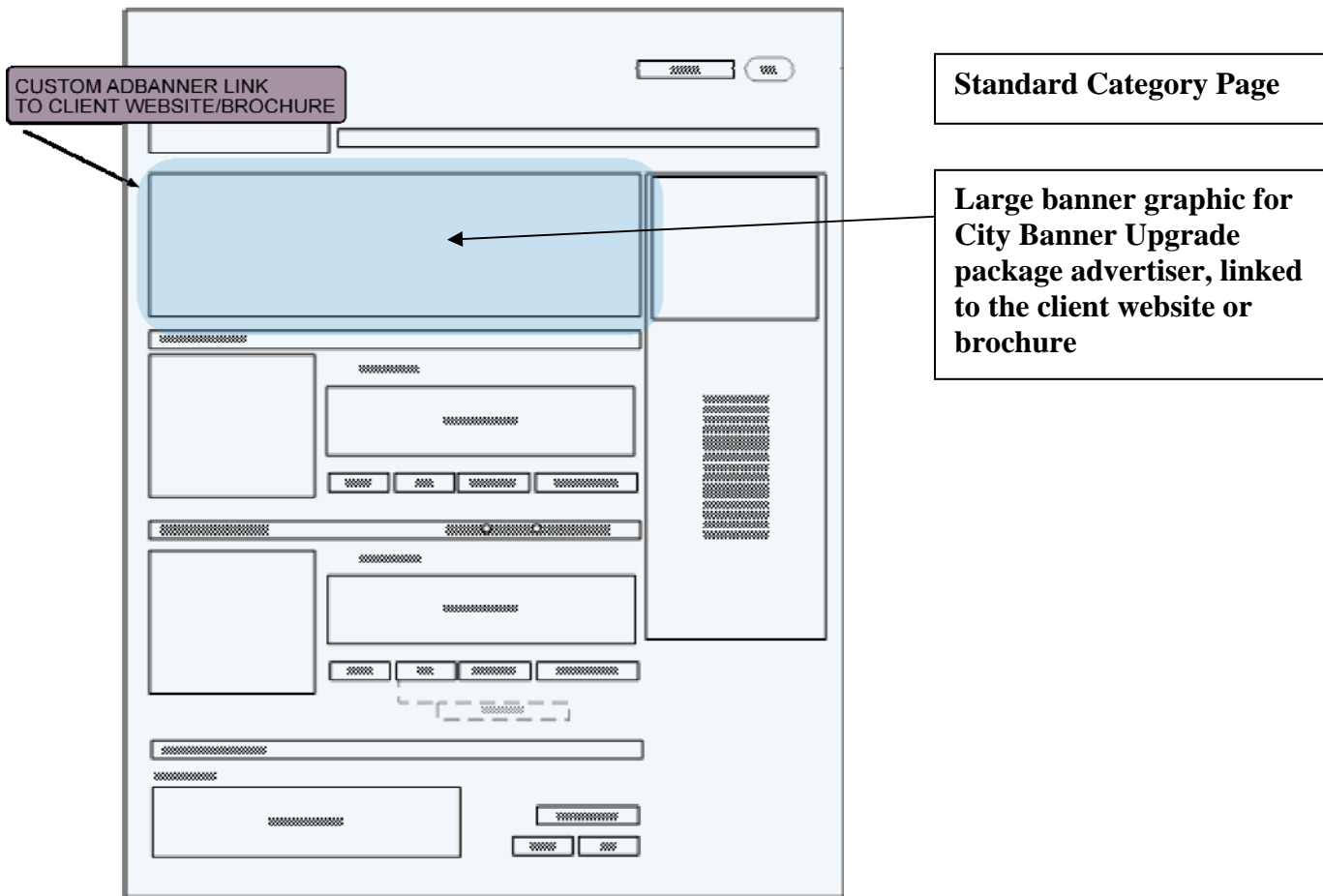
A City Leader Upgrade (purchased with a Value or Optimum package) is the advertiser's large graphic displayed on the main City Homepage. The listing precedence should be a field in the listing record—Left to Right, Top to Bottom.

3.4.2.2 Category Leader Upgrade

Standard Category Page

Large graphic for Category Leader Upgrade package advertiser, linked to the client website or brochure

CUSTOM AD
ABOVE CATEGORY LISTING

A Category Leader Upgrade (purchased with a Value or Optimum package) is the advertiser's large graphic displayed above the Category Navigation block on each Category Page—One Category Leader ad is available for each Category Page. However, functionality should be added that allows rotation for this ad spot in the future.

3.4.2.3 City Banner

Standard Category Page

CUSTOM ADBANNER LINK TO CLIENT WEBSITE/BROCHURE

Large banner graphic for City Banner Upgrade package advertiser, linked to the client website or brochure

A City Banner Upgrade (purchased with a Value or Optimum package) is the advertiser's large banner graphic displayed above the Featured Businesses listing block on each Category Page—One City Banner ad is available for each Category Page. However, functionality should be added that allows rotation for this ad spot in the future.

The banner advertising feature: (NOT A TRADITIONAL BANNER)

- **Will allow for a random display of various client banners, however will have priority if related to a category of other content**
- **What does 'have priority mean? How is that displayed?**
- **Can be in multiple categories**
- **How do you want the banner rotation defined?**
- **If an advertiser has a banner, they also must have a listing**

3.4.3   Website Builder

The website builder will support the following functionality:

- Members (Registered users) can select a template (with a choice between 3 colors) and add content upon logging in to their account. We are assuming users are local--YES.
- There will be drop-down to choose in which city the user wants to create their site.
- The URLs that are assigned will be **www.my<cityname>/membername** --WE WANT THESE TO BE CITY SPECIFIC.
- Members can add pictures and text to their sites. Their sites will also include a blog, guestbook, my list, WHICH IS THE LIST OF THEIR PREFERRED ADVERTISERS, image repository, and an email option.
- Members can add listings or banners to their sites by going to the ad and clicking "add to my site" option.—POPULATES "MY LIST".
- A "Report Inappropriate Content" feature will be available on each user 'site'. If selected, administrator will be alerted immediately via email.
- Websites will have basic security, requiring login and password to view content. Websites will not be publicly viewable.
- Members have an option to invite a list of family and friends to view the site (Invite Friends and Family)—sending an e-mail with some standard "Please visit my new baby's website" language and the appropriate login and password information.

3.4.4   Administrative Functionality

Aside from functionality listed in section 3.1 (Content Management Functionality) The administrator can do the following:

- Create a content start and expiration date capability for "staging" content
- Limit parameters for all members 'websites'
    - BLOG – unlimited text, no images (if possible)
    - Pictures/Images--Max of 6, for right now, with a message that indicates that it is best to rotate new pictures to keep family and friends up to date.
    - Invite Family and Friends--unlimited, if possible—otherwise the upper limit.
    - My List—unlimited, sorted by category. These need to be live links, as they will be clicked by the site's visitors.
    - Event Page—Event Name (Julie's Baby Shower, John's Christening, etc.) basic calendar information (when, where, what to bring, etc.), with map link, if possible.
    - Guestbook—unlimited, no images.
- Update, manage and edit content as desired

- Report Inappropriate Content" feature to deactivate a website for violation of acceptable use policy
  - If site is deactivated, user will receive automatic notification
- Assign account managers to have access to 1 or more city

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3.4.5   Account Management Functionality

The account managers will have their own unique login. PBW is assuming there will be a separate account manager per city—FOR RIGHT NOW, ALLOW ADMIN TO SET "1 OR MORE" CITY ACCESS TO ACCOUNT MANAGER ACCOUNTS--?   The account manager will have specific menu items for performing the following functions:

- Set up account for advertisers to access click-through statistics.
- Select a city and view statistics
- Create a content start and expiration date capability for "staging" content
- Control listings sort order
- Upload an advertisement banner based upon:
  - City
  - Category
  - Precedence Level, based upon package (as noted in DIRECTORY WEBSITE-Service-Source-032806.xls)
    - Basic
    - Value
    - Optimum
    - City Leader upgrade
    - Category Leader upgrade
    - City Banner upgrades – THESE ARE THE BANNER ADS—SEE ABOVE.
  - Action Flags
    - City Homepage precedence rotation
    - Category Featured Business rotation
  - Time to Live – (expiration date)

3.4.6   Advertiser Account Functionality

Advertisers will be able to login based on username and password given to them by the Administrator. The advertiser will be able to:

- Edit and modify listings
- Edit and modify banners
- View statistics on banners and listings

3.4.7 Brochure

The detailed page of the listings will function as a "Brochure" for advertisers without a website. If the advertiser has a website, the account manager will enter the URL and the "brochure" link will open the advertiser's website in a new window. If the advertiser doesn't have a website, the account manager instead fills out the detailed fields and the "Brochure" link opens the detail page for the visitor in the directory website website which is formatted as their "brochure".

3.4.8 AD Links

All advertisements will contain the following options:
* E-mail – email link to company
* Web – link to website for advertisements or brochure (see description above)
* 'Add to My Site' – only available to users with current websites

3.4.9 Other Design Specifications

The Advertise With Us page will be a Contact Form that sends an email to the administrators. It will also contain a contact phone number.-USE EXISTING PAGE FORMAT (advertise.html).

3.5 Back End Features
The following features will be represented in the back end of directory website.com:

3.5.1 Domain

The city landing pages need to be individually domained and have city-relevant keywords.

3.5.2 Reporting

Need traffic reports calculated by client/directory visits, exit links to client site, parse visit paths to determine how many visitors exit through cities other than their own – what is needed here?

ADVERTISER REPORT
- How many clicks on my ad/brochure?
Total by month.
- Where are they coming from?
Total by city. (regressively parse visit path to determine initial landing site).
- How many "My Lists" am I being added to?

DIRECTORY WEBSITE ADMIN REPORT (TRAFFIC FACTS-like reporting) . WE CAN GIVE YOU ACCESS TO OUR ACCOUNT AT GODADDY FOR EXAMPLES OF THE CURRENT REPORTS.
- Detailed clickthrough metrics
- Referrer
- Keyword
- Region
- Clicks by Ad (Client #)
- Etc.
- Ads added to MyLists
- Derive popularity ratings
- Referred clicks from MyLists
- Derive peripheral advertising reach (non-members, purchase-likely demographic category).

3.5.3   Authentication

Basic authentication is required for members. This will include a unique username and password. Baby websites are secure.

3.5.4   Listings

- Items are able to exist in multiple categories
- When featured item is selected by admin, item moves to the top of the list
- Expiration date removes listing from view ~~and notifies owner to renew~~(future functionality)
- Clicks and Views will be tracked and statistics viewable by owner this will include: Click-through statistics, indexed by advertisement link, indicating referrer, region, and destination. <mark>need clarification</mark> Let's discuss so that we can work out the appropriate terminology.

3.5.5   Banners

- Expiration date removes banner from view ~~and notifies owner to renew~~(future functionality)
- Clicks and Views will be tracked and statistics viewable by owner. This will include Click-through statistics, indexed by advertisement link, indicating referrer, region, and destination. <mark>need clarification</mark> Let's discuss so that we can work out the appropriate terminology.

3.6   DNS

For the purposes of cutover from the old site to the new site, the nameserver entries will need to be changed at launch. These are managed at the registrar that manages the domain name – currently Go Daddy. The administrative contact at directory website.com will need to make the necessary changes to the domain record or grant access to Point B Web to make the changes.

There will be multiple city sites accessible through a centralized interface. Cities will be subdomains of the main DIRECTORY WEBSITE site, but with their own unique domain names.

3.7   E-Mail Functionality

All city e-mail (advertise with us, contact us, etc., will be routed to the DIRECTORY WEBSITE.COM mail server. – This can be passed on, or we can use ours. NEED TO DISCUSS SPECIFICS REGARDING THIS AND HOSTING REQUIREMENT.

3.8   Search Tool

A search tool will be available on all pages. This will allow the user to search for content, documents, and listings by using key words or phrases. Should this include the babysites?—NO. JUST ADVERTISEMENTS.

3.9   Web Control Panel

The web control panel (CPanel) provides an interface to various features of the web hosting package itself: Statistics, FTP, File management and others. There are links in the CMS admin Home Page directly to the most commonly used features of the CPanel. NEED DEMO. CAN STATISTICS BE EXPORTED TO EXCEL?

Access to the web control panel is via one master login that is separate from the CMS logins. This login information should be kept secure as it allows access to every aspect of the website.

3.10 SEO

All pages on this site will be stored in a database and are searchable via the search engines and are optimized based on the keywords as defined by DIRECTORY WEBSITE.COM and currently are as follows:

A combination of city/township names and industry-related terms. For the purposes of this initial dev effort, resulting in the main site and the Seattle derivative site:

DIRECTORY WEBSITE: baby, infant, nursery, doula, midwife, child, children, birth, newborn, prenatal, photographer, boutique, stroller, baby boy, baby girl, neonatal, mother, holistic, free website, free webspace, pictures, family.

MYDIRECTORYBABY: baby, infant, nursery, doula, midwife, child, children, birth, newborn, prenatal, photographer, boutique, stroller, baby boy, baby girl, neonatal, mother, holistic, seattle, tacoma, bellevue, kirkland, free website, free webspace, pictures, family.

The description of the product that will be used for SEO is as follows:

For expectant families, DIRECTORY WEBSITE provides direct access to the most attractive local retailers and service providers, simplifying the search process. For retailers and service providers, DIRECTORY WEBSITE provides relevant Internet market reach, unattainable on an individual basis.

I have carefully assessed the Functional Requirements Document for the directory website.com website.

MANAGEMENT CERTIFICATION - Please check the appropriate statement.

_____ The document is accepted.

_____ The document is accepted pending the changes noted.

_____ The document is not accepted.

We fully accept the changes as needed improvements and authorize initiation of work to proceed. Based on our authority and judgment, the continued operation of this system is authorized.

Name

_____   _____
POC, directory website.com   Date

Appendix A: Issues List

Need clarification: Discussed the possibility of rolling out additional (5?) cities later in the year. This was not accounted for in proposal, how will this be done? ONCE WE ARE LIVE WITH THE MAIN AND SEATTLE SITES, WE WILL DISCUSS A ROLLOUT SCHEDULE AND COMMUNICATION STRATEGY.