



THINK.SHIFT™

HRAC WEBSITE

Specifications Document v5

15CLI7562

Prepared for: Herbicide Resistance Action Committee
Tuesday, March 15, 2016

Jenny-Lynn Sheldon, Web Architect
Mike Thiessen, Interactive Director

The purpose of this document is to formalize our understanding of **HRAC's** requirements for building their new website.

Deliverables

Think Shift is committed to an **Tuesday, May 12, 2016** launch date. This means that all the tasks and requirements specified in this document will be built and fully tested prior to the launch date.

Once the website enters quality assurance testing HRAC will be allowed 14 hours (2 days) of minor revisions broken down into two rounds of revisions. Minor revisions include content and font styling changes. Functional and large design changes will fall out of scope, in addition to revisions outside of the allocated 14 hours. Bug fixes found during this time are exclusive of these 14 hours and will be resolved during QA and within the 30-day post live warranty time.

After the 30-day warranty period ends Think Shift's support team is available for any website updates.

Think Shift's web support service level agreement is attached to this project specifications document.

Client Dependencies

In the website requirements below, there are a number of action items (client dependencies) that HRAC are required to fulfill. Each action item is to be delivered prior to the start date of the associated task by HRAC otherwise the project will become out of scope and the project scope and timeline will need to be revised. Think Shift will provide guidance where applicable.

Tasks	Owner	Date
Project Spec Doc Review	HRAC	Mar 17
Project Spec Doc Approval	HRAC	Mar 23
Alpha (Front-End) Review	HRAC	Apr 1
Alpha Approval	HRAC	Apr 6
Content Entry	Think Shift	Apr 11 – 14
Quality Assurance Testing & Revisions	Think Shift	Apr 15 – 29
Client CMS Training	Think Shift	May 2 – 4
Final Client Review & Approval	HRAC	May 6 – 9
Site Launch	Think Shift	May 12

Content Management System

Think Shift will provide CraftCMS (<https://craftcms.com/>) training for the HRAC team through a WebEx meeting. We will go through examples on updating every page layout used on the website. Any HRAC staff who will be updating the website should attend this meeting and are responsible for taking notes during this meeting. Think Shift will record the meeting (audio and video) for HRAC to use as a resource.

Any additional CMS training or CMS questions outside of this meeting will be treated as a support request.

Building for the Future

While building this website, we will build with intent to use the multi-language functionality in the future.

Board Member Area

HRAC has requested Think Shift to assist with creation of an area where board members can securely access HRAC related files and documents. This area is accessible via a link in the global header area.

The member area will be administered via CraftCMS, and will be accessible via a preset username and password. Before launch, HRAC is responsible to provide the desired username and password for all board members to share. Alternatively, HRAC can provide a list of user emails and Think Shift will set up individual accounts for each user.

Templates & Page Layouts

Here are the unique page layouts that we have customized for HRAC:

1. Global Header & Footers
2. Homepage
3. Contact Page
4. Generic Page Template
5. Herbicide Classification Page
6. Fact Sheet Landing Page
7. Resource Request Page

Note: HRAC will not have the ability to change any of the background image elements through the website. After launch, HRAC will need to contact Think Shift if any of the elements above need modification through a website support request.

Page Functionality

The following notes are used to outline the page functionality that will be built into the website.

1. Global Headers and Footers

Global headers and footers will appear site wide. This is so that navigation is uniform on the entire website and will give the website a predictable look and feel.

Header Features

- HRAC logo on the top left. Input action on this logo (click / touch / tap) will navigate to the HRAC homepage.
- First Level Navigation
- Desktop: The top level items will display drop down menus for the 2nd level child pages
- Handheld: An icon will display at the top right corner of the screen. Input action on this icon will expand the menu selections of the top pages, and a secondary input action on any of the top level pages would display the 2nd level pages.
- HRAC will not have the ability to add new top level navigation pages, but up to 7 child pages can be added on the 2nd level navigation.
- 3rd level pages can be created, but will not be visible via the header navigation
- Board Login Link (Internal Password Protected Page)

Footer Features

- Copyright Information
- Link to the International Survey of Herbicide Resistant Weeds
- Privacy Policy Page
- Terms Page

2. Home Page

The home page template will only be used on the main landing page.

Home Page Header Section

The HRAC homepage header section will feature a large brand message area first and foremost.

The brand message area will consist of:

- A headline
- A short description
- Link to the About Us page

Feature Information Area (What's New)

The featured information area is the second section on the homepage and will contain links to other pages.

There will be 4 sections that will be differentiated by a different colour, and can link to internal or external pages. External links will open in a new window.

Each section will consist of:

- The title of the information area
- A short description
- A call to action button beneath the short description

HRAC will have the ability to modify all of the above elements via the CMS.

3. Contact page

The contact page will house the contact details for HRAC.

The contact page consists of:

- Page title
- A short description
- Contact Information divided in 2 sections:
 - HRAC Staff/Chair Contacts (contact information)
 - HRAC Members (Listing of Committee Members) (optional)

HRAC will be able to update the contact information details via the CMS, including the sort order.

4. Generic Page Template

The generic page will house all content on the HRAC website.

This template will be used on every page, except for the home and contact pages.

HRAC will not have the ability to add new top level navigation pages, but up to 7 child pages can be added on the 2nd level navigation.

The generic page consists of:

1. Page title
2. A short description
 - Used as a featured page summary area, but also for search engine optimization.
3. Content Area (WYSIWYG)
 - WYSIWYG: What You See Is What You Get
 - See below for examples of WYSIWYG Editor Feature Types
4. Submenu to related pages
 - Navigation is set via CraftCMS
 - Only pages in the 2nd and 3rd level navigation will display here
 - HRAC is not capable of creating pages beyond the 3rd level
5. Social Sharing Buttons
 - Buttons that will allow the entire page to be shared on the following social media channels: Facebook, Twitter, LinkedIn and email
6. Additional Resources
 - Resources can either be internal links, external links which will open to a new window, or a file download.
 - HRAC will have the ability to link various files with corresponding icons to a page via CraftCMS

5. Herbicide Classification Page

Think Shift will design and create a new page that will house the herbicide classification information complete with an on page form to filter and search through the data.

This section is currently being estimated as a separate project. Functionality in this section is not included within the original HRAC Website budget. Separate wireframes and technical specification document sheet to follow for this section.

The page will house all of the information that currently resides in on:
<http://hracglobal.com/pages/classificationofherbicidesiteofaction.aspx>

There will be 2 views of this page:

- **Default View:** Classification Group, Site of Action, Chemical Family & Active Ingredient
- **Specific Country:** Same as above including Products related to the Active Ingredient

Functionality will be based on the following data relations:

1. A classification group can be related to one or more chemical families.
2. A chemical family can be related to one or more active ingredients
3. A product can be related to one or more active ingredients
4. A product can be related to one or more countries
5. An active ingredient has the option to be listed in the HRAC classification system and not part of WSSA classification system

Possible Data Filters include:

- Classification Group
 - Drop-down list
- Active Ingredient
 - Drop-down list (disabled until Group is selected)
 - Auto populated based on what Group was selected
- Search Field
 - Text Field that will search by Product Names, Ingredients or Chemical Family
- Product Country (Product View Toggle)
 - Drop-down list
 - On launch – list will only be populated with Canada and USA
 - Unselected by default
 - If a country is selected, the product view will display
- Submit Button
- Link to Start Over (Clears all filters)

On load, the page will show all information available using the non product view. Interacting with the on-page data filters will refine the data being displayed.

If the search text returns no results, the page will display a message alerting that the search term was not found. The hierarchy of the drop down filters, eliminates the possibility of a drop-down only filter search returning zero results.

6. Fact Sheet Landing Page

The fact sheet landing page will be a link to the various fact sheet pages on the site.

The fact sheet landing page consists of:

- Page title
- A short description
- A listing of all the fact sheets, each consisting of:
 - Fact Sheet Title
 - A short description of it
 - Call to action button (More Details)
 - The button can either be a PDF download, or a link to a 3rd level page containing HTML text and a PDF download.

7. Resource Request Page

The resource request form will be used to specifically request HRAC resources that are not on the website.

The resource request page consists of:

- Page title
- A short description
- Content Area (WYSIWYG)
- Request Form:
 - Name (text input field)
 - Email Address (text input field)
 - Request Description (text area input field)
 - Submit Request (button)

Upon submission of the form, the request will be emailed to a specified HRAC contact. HRAC is responsible for providing that email address to Think Shift.

Content

Search

Search functionally is important so all relevant content can be found.

The new HRAC website will use Custom Google Search. (<https://cse.google.ca/cse/>) Because Custom Search is based on Google's core search technology, we are confident that it will serve getting high quality, relevant results. The free version of Custom Google Search is ad-supported, but the ads can be removed for an annual fee of \$100 USD.

WYSIWYG Editor Feature Types

Below is a list of the feature types the website CMS WYSIWYG will provide when entering content onto generic pages:

1. Bold
2. Underline
3. Italic
4. Paragraph
5. Headlines (H2 – H6)
6. Left, right, center justify
7. Decrease and increase indent
8. Insert/Remove Bullet Points
9. Insert/Remove Numbered List
10. Insert/Edit Link
11. Insert/Edit Unlink
12. Insert/Edit Anchor
13. Insert/Edit Image – Note: Images should not be resized in the CMS. The image should be created at the proper size.
14. Edit HTML Source
15. Paste as plain text
16. A custom template to create an image with lightbox effect
 - Input action on the image will display a full screen view of the image.

Content Migration and Redirects

Think Shift will create the page structure in the CMS including all pages that have been outlined in the approved sitemap. Although Think Shift will be doing the content entry for the website, HRAC is responsible for reviewing all website content prior to site launch.

Think Shift will be responsible for setting up 301 redirects before the website launch. This will link all of the pages from the old website to their new location on the new website.

Setting up a 301 redirect is more than just a “cleaning house” issue to keep your website architecture and files in order. The 301 redirect is one of the most important tools available to help your search engine optimization efforts. Why? 301s will help you maintain your existing search engine rankings so you do not lose traffic after the transition to another URL.

Source: <https://www.dealerinspire.com/what-is-a-301-redirect/>

Web SEO Essentials

Search engine optimization is crucial to your website. SEO will help people find meaningful content and build trust and credibility in your online brand.

1. Page titles and meta tags for static pages are manually set on the CMS whereas article pages are dynamically created. These fields are mandatory and must be done before the page can be closed. Page titles should be prefixed “[Page Title] | HRAC”
2. Images embedded using the CMS contain the ‘alt’ tag.
3. XML Site Map submitted to Google. This site map file helps Google gather information on how the website is structured.
4. Creation of the Robots.txt. This file allows us to tell which pages we don’t want Google to index.
5. HTML/CSS page speed testing and optimization (how quickly the page loads).
6. Minifying JS and CSS to decrease load times

Quality Assurance

Think Shift will thoroughly quality assurance/test the website ensuring the all the requirements as described above are met. QA will consist of two weeks of testing and revisions. During this time no additional content can be entered or functionality modified.

Testing and Compatibility

We will perform Quality Assurance testing on our work to ensure the website is built to work well in the browsers listed below.

Operating System	Firefox	Chrome	Safari	IE	Edge
Windows 7	Latest	Latest	N/A	9+	N/A
Windows 8	Latest	Latest	N/A	10+	N/A
Windows 10	Latest	Latest	N/A	11	Latest
Max OS X	Latest	Latest	7+	N/A	N/A

Mobile Operating System	Android	Chrome	Safari
iOS (7, 8, 9)	N/A	Latest	Latest
Android 4	Latest	Latest	N/A
Android 5	No*	Latest	N/A

*As of Android 5.0 the stock Android browser and the Chrome browser share the same “WebView” so it is no longer necessary to test the web site in both of these browsers.

Accessibility and Usability

We make your website following the latest standards from the W3C (World Wide Web Consortium):

1. HTML5 specification compliance
2. WCAG Priority II compliance
3. Google Page Speed/YSlow score of 80% or higher

We also follow the latest best practices in the web development industry:

1. Responsive Web Design
2. Progressive Enhancement
3. Graceful Degradation

Google Analytics

Think Shift will incorporate a new Google Analytics code into the website to monitor site traffic.

The new website will also be set up in Google Webmaster Tools. This will include submitting a new sitemap to Google.

Website Hosting

We will be switching from the current web hosting to Media Temple which supports PHP based content management systems like CraftCMS. Think Shift will be responsible for setting up the new hosting.

Approved by

Date

Anything not explicitly defined as in scope in this document is considered out of scope and may be subject to additional cost, delivery time, or both.