



CLIENT Full-Site Use Case Report

Prepared for: REDACTED

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Executive Summary

CLIENT (CLIENT) requires a new website to replace what is currently at CLIENT.COM. This project entails using CMS #2 as the content management system and a hosted solution for servers and storage. Content from the existing CLIENT site must be migrated to the new system ahead of launch. Because CLIENT is housed within the CLIENT, there are numerous e-commerce criteria which must be met and a pre-selected payment processor must be used. CLIENT seeks a CMS #2 development firm which can develop according to the use case(s) and features outlined below. CLIENT's deadline for launch is April/ May.

This is a multi-phase project. Critical features and settings necessary for launch have been identified under Phase One. Phase Two further outlines the additional features which will eventually be built either by the development team hired or will be built within CLIENT itself.



Background

CLIENT.COM was built by an outside developer on the CMS (see: URL). OLD CMS is the CMS adopted by the CLIENT'S PARENT COMPANY and mandated for use by all department websites housed on CLIENT'S PARENT COMPANY servers. CLIENT was never given access to stylesheets or other critical data, and as such, needed to gain approval through CLIENT'S PARENT COMPANY channels before initiating any major changes.

CLIENT is a relatively new group inside of the CLIENT'S PARENT COMPANY. As such, it is still evolving. New programs are being developed, personnel with varying degrees of technical ability are being added, and new demands for monetization have become realities. Because of OLD CMS's inflexibility, CLIENT has experienced difficulty adapting its current digital assets (and asset management) to a CMS that cannot accommodate module additions/ subtractions and content area additions/ subtractions without enormous effort.

CLIENT contracted with Webbmedia Group to identify all of the features and tools necessary for the new CLIENT.COM. Additionally, Webbmedia Group provided CLIENT with a list of recommended CMS options, back end developers, front end designers and hosting solutions. Webbmedia Group also prepared this use case document to be used to both solicit proposals from developers and to begin the process of development once a vendor has been hired.



Description of Project

CLIENT.COM is the public face of CLIENT, but it serves more purpose than simple public relations. CLIENT desires a malleable website that is nimble enough to easily add in the latest social media network APIs or to quickly create a microsite for a new event the ORGANIZATION holds.

The CLIENT website is the gateway for several programs that each may require:

- Registration for admission
- Registration for events/ conferences
- Payment for various products
- Searchable archive of video
- Publicly-accessible live video streams
- Restricted live video streams
- Searchable archive of photos
- Searchable archive of speaker headshots, bios, presentations, videos
- Blogs, wikis, discussion forums
- News pages
- Other content pages

Additionally, more than one organization creates content for CLIENT.COM:

- CLIENT creates and approves content
- Individual CLIENT REDACTED may create and publish content
- Partner ORGANIZATIONS publish content
- Some partner ORGANIZATIONS also need to publish and maintain a searchable database

Because CLIENT is part of the CLIENT'S PARENT COMPANY payment system, its website must use only the approved payment processing vendor, COMPANY. COMPANY routinely works with ORGANIZATIONS to custom-build payment modules for various content management systems, however it has no experience with CMS #2. COMPANY has offered to build a CMS #2 module for CLIENT at little or very low cost. Please see "Phase One/ Settings" below for more details.

While CLIENT REDACTED have adapted to the current CMS, they need to be able to manage content and permissions, to facilitate event registration and ultimately to bring more traffic to its website.

CLIENT will need hands-on REDACTED on the CMS #2 system and to be provided with written documentation as well as a user guide once site development has completed.



NOTE: CLIENT REDACTED use only Apple computers and do not currently have any PCs. CLIENTs computers are not currently configured to run or emulate Windows. It is unlikely that this will change in the near future.

About CLIENT
REDACTED



Wireframes and Design

Please note that CLIENT intends to hire a designer to formally create wireframes for each page of the site. The images below are only to illustrate descriptions listed in “Phase One Settings/ Module Requirements.”

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Phase One Settings/ Module Requirements

Global Settings

- **Back end theming** for admin view and content entry.
- **Breadcrumb navigation** at the top of each page.
- **Tags** associated with each content entry, including video and photos. (Exact Tags/ Taxonomy TBD by CLIENT).
- **Navigation**.....

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Content Migration

CLIENT needs to migrate all of the content currently at CLIENT.COM into the new site. Content should be moved into the correct new categories and should be tagged correctly per CLIENT. All content should be migrated ahead of launch.

The CLIENT website and all its content is currently stored on CLIENT'S PARENT COMPANY servers.



Phase One Features Requirements and Descriptions

The new CLIENT.COM site should require at least 12 page types. They will likely include:

- Home page.....

1. Multiple Permissions - CLIENT needs to.....

2. XYZ Content Area on Home Page (see Fig. #1 in Wireframes).....

3. Advertising (Phase Two, likely, but still TBD).....

CLIENT will work with designer to determine possible future banner ad sizing.

4. Navigation: Top, Horizontal (see Fig. #2 in Wireframes).....

5. Navigation: Left Side, Vertical (see Fig. #4 in Wireframes)



Explanation and use cases for categories in this section:

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6. Affiliate Link Box: Left Side, Vertical, Below Navigation (see Fig. #6 in Wireframes)

7. XYZ Widget: CLIENT has expressed an interest

8. E-commerce Engine

Because CLIENT is part of the CLIENT system, it must use a payment processor called COMPANY.....

COMPANY was configured to work with OLD CMS, the CLIENT'S PARENT COMPANY-accepted CMS. Webbmedia contacted COMPANY to research what options exist for using it with CMS #2 as a payment collection system.

COMPANY works with its clients to custom-build a module of that client's particular CMS and then, we were told, completes the installation to enable various levels of e-commerce.



COMPANY developers are not familiar with CMS #2 and have never built a module for it. That said, they are willing to do this as part of the CLIENT redesign because the CLIENT'S PARENT COMPANY is a current and longstanding client.

This process for COMPANY to develop a module can take about 90 days. COMPANY would prefer to begin working with the development team hired by CLIENT as early in the process as possible.

COMPANY Contact Information

The technical lead for COMPANY's Business Solutions is based in PLACE. He is open and willing to speak with developers at any time.

Name: NAME
Phone: 1-866-3.....

The team leader, who CLIENT will need to contact to initiate the process, is:
Name: NAME
Phone: 8.....
Location: PLAC

Additional questions can be directed to:
Name: NAME
Phone: 1-866-3.....
Location: PLACE

Function and Features

CLIENT needs to use the COMPANY system to process a variety of payment types:

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CLIENT must contact COMPANY before e-commerce work is initiated.



9. Discussion Forum

CLIENT desires a discussion forum with.....

10. Email Newsletters

CLIENT would like to distribute

While CLIENT will use an outside provider for Email services, it will likely need a signup form somewhere on CLIENT.COM.



Phase Two Features

After the site has launched, CLIENT intends to include the following features and elements in full:

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Timeframe for Development

CLIENT intends to begin work on site redesign and development as soon as possible. CLIENT is familiar with Agile Development and needs to be made aware of project sprint schedule. CLIENT will designate a project manager, who will have weekly meetings with the hired development team.

It is CLIENT's goal to launch the completed site with all migrated content and features outlined in Phase One by April 30, 2010.



Contact Information

Description	Contact
Project Lead	REDACTED
Multimedia Specialist/ Current Webmaster	REDACTED
Systems Administrator	REDACTED