Website Requirements Document

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Introduction

The purpose of this document is to present the scope & main requirements for developing an internationally professional website for Egyptian Clothing Bank.

This document lists and describes the outlines of the functional and non-functional requirements for developing Egyptian Clothing Bank website.

This document serves as the guideline for the web agency to realize the scope of the work required. All functional requirements listed in this document should be considered as a 'base-line' from which other dependent functional requirements may-and should-appear.

Egyptian Clothing Bank assigned LOJINE Consulting to act as Egyptian Clothing Bank e-business arm to assist in planning, managing and delivering Egyptian Clothing Bank e-marketing goals which includes project managing this website project.

About Egyptian Clothing Bank:

في بدايه شهر سبتمبر 2012 كانت الفكرة في إنشاء مؤسسة تكمل هرم الأعمال التنمويه و الخيريه في المجتمع و من هنا بدأنا لنكمل المنظومة

(بنك الطعام المصري — بنك الشفاء المصري — بنك الكساء المصري)

حيث يعمل بنك الكساء المصري في مجال التنميه و الكساء من خلال-:

- توفير الكساء للسيدات المعيلات والمطلقات و الأرامل
- توفير الزي المدرسي للطلبه الأيتام و غير القادرين
- المساعدة في تجهيز العرائس (طرد مجهز ببطانيه — كوفرته — مفروشات — ملابس)
- حملات البطاطين
- التنميه من خلال المشروعات الصغيرة في خدمه المجتمع
- مشروعات تشغيل الشباب
- معارض الأسر المنتجة الدائمة و المؤقتة

الرسالة:

تحفيز وتجميع كافة القدرات والطاقات الخيرية والإنتاجية والتنموية والتوعوية والشراكات لتوفير الكساء المناسب لغير القادرين من خلال برامج وآليات فعالة ومستدامة تحقق العدالة الإجتماعية وكرامة المواطن

الرؤية:

توفير الكساء لكل مصرى غير قادر بحلول عام 2020

Business Overview

Website objectives:

1. Have a professional international modern look and easy to navigate website

2. Communicate effectively Egyptian Clothing Bank's programs and achievements to a wide range of audience, end consumers, businesses and associations

3. Reflect transparency and credibility about Egyptian Clothing Bank

4. Facilitate and encourage e-payment.

5. Encourage customer interaction and loyalty

6. Encourage and facilitate donations form Egyptians who live abroad

7. Encourage and facilitate companies partnerships

8. Be a platform for future e-marketing campaigns

Target customers:

- Individuals
  - o Egyptians living in Egypt
  - o Egyptians living abroad
- Businesses
- Associations

Website languages:

1. Arabic (default)
2. English

Egyptian Clothing Bank Website Structure

Overview:

The challenge and objective is to give visual information to various visitors interests and make easy accessibility to all Egyptian Clothing Bank website sections be no more than 2 clicks away from any page.

Structure of the home page:

The following sections to be incorporated visually: (See wireframe below)

1. Language button: English

2. Social media icons: Facebook, Twitter and Youtube

3. Cross sectional header rotator (check modules section)

4. Horizontal menu:

    a. عن الكساء: 1 page

    b. برامجنا: 1 page

        i. برنامج توزيع الملابس: 1 page

        ii. برنامج تشغيــل وتفصيــل: 1 page

        iii. برنامج إقامة معارض بأسعار رمزية: 1 page

        iv. برنامج تجهيــز العرائـس: 1 page

    c. شارك: 1 page

        i. تبرع بمال: 1 page

        ii. تبرع بملابس: 1 page with a form to E-mail

        iii. تطوع: 1 page with a form to E-mail

        iv. الشركات: 1 page with a form to E-mail

        v. الجمعيات: 1 page with a form to E-mail

    d. عطاء كريم: 1 page

    e. عن بنك الكساء: 1 page

        i. قصتنا: 1 page

        ii. قيمنا: 1 page

        iii. اليات عملنا: 1 page

        iv. خريطة التوزيع: 1 page

        v. انجازتنا: 1 page

        vi. توزيع الميزانية: 1 page

        vii. شركائنا: 1 page
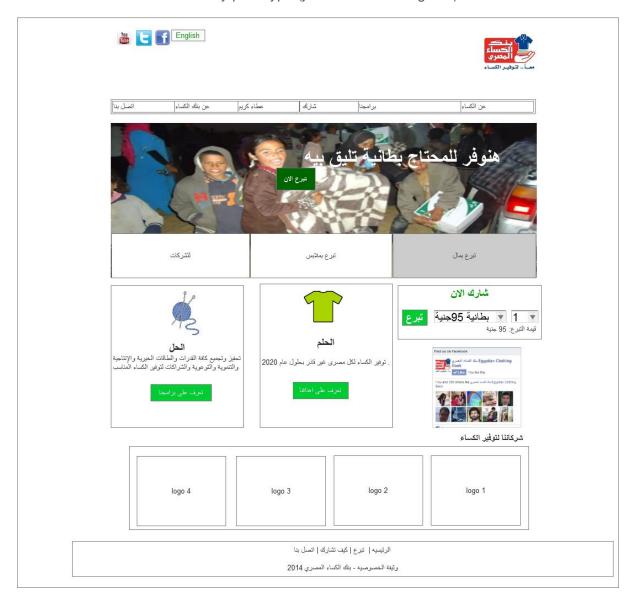
        viii. اسئلة متكررة: 1 page

f. ‫اتصل بنا‬ :1 page

NB: Horizontal menu will be available through all pages of the website

5. ‫ ,الحلم‬الحل sections (check modules section)

6. '‫ 'شارك الان‬section, that enables user to choose the amount of and donate from the home page

7. Facebook Like box

8. News Section

9. Sponsors logos sections – ‫شركائنا لتوفير الكساء‬

10. Footer (Web 2.0 style, containing the sitemap)

Other website sections:

1. Programs Pages Contains
   a. Text about the program
   b. In case of, the program accept money donation there should be a button donate now
   c. In case of, the program does not accept money donation, there should be a section illustrating how to donate

2. ‫انجازتنا‬ page contains visualization of Egyptian Clothing Bank achievements

3. Privacy statement: 1 page

Dummy prototype (just to serve as a guide)

English

اتصل بنا | عن بنك الكساء | عطاء كريم | شارك | برامجنا | عن الكساء

هنوفر للمحتاج بطانية تليق بيه

تبرع الان

للشركات | تبرع بملابس | تبرع بمال

الحل
تحفيز وتجميع كافة القدرات والطاقات الخيرية والإنتاجية والتنموية والتوعوية والشراكات لتوفير الكساء المناسب

تعرف على برامجنا

الحلم
توفير الكساء لكل مصري غير قادر بحلول عام 2020 .

تعرف على اهدافنا

شارك الان
قيمة التبرع: 95 جنية
بطانية 95جنية | 1 | تبرع

Find us on Facebook
Egyptian Clothing Bank
You like this.
You and 120 others like بنك الكساء المصري Egyptian Clothing Bank.

شركاؤنا لتوفير الكساء

| logo 4 | logo 3 | logo 2 | logo 1 |

الرئيسيه | تبرع | كيف تشارك | اتصل بنا
وثيقة الخصوصيه - بنك الكساء المصري 2014

User Interface Requirements

General requirements:

- Interface should be designed based on responsive design based on multi-screen resolution.

- All pages of the website should be dynamic, otherwise web agency should mention that in the proposal

- The interface should not stretch at higher resolution.

- Any graphical user interfaces shall use an adequate font size.

- All pages of the website should be consist with a similar structural appearance

- All user interfaces will be browser-based and will not require custom installation of the user's system, except for standard plug-in software for the browsers.

- Web agency should design the layout of the homepage and internal up-ahead (after signing the contract).

- Graphic theme: Compliant to corporate identity and logo colors (will be briefed).

- All needed graphic and images to be the responsibility of the web agency, graphic materials maybe provided by Egyptian Clothing Bank

- Creative embellishment pictures to be incorporated.

- Vender will refrain from putting his name in any section of the website e.g.: 'Developed by …', 'Powered by …', 'Designed by …', etc.

Technical requirements:

- Using web 2.0 standards.

- Markup used should be HTML4 or HTML5 + CSS3.

- Flash animation is not to be used; HTML5/ JQuery or MooTools should be deployed instead of flash.

- JavaScript/ HTML drop-backs should be provided for major navigation elements in case the user doesn't have the required plug-ins.

Usability requirements:

- In any page, user should scroll (vertically) no more than 2 times

- All page shall load in a reasonable time

- System forms should be readable and reachable.

- Systems forms should handle invalid input e.g.: Telephone field should only contain numeric numbers not characters, etc.

- User friendly URL's to be used e.g.: www.egyptianclothingbank.com/clothing, www.egyptianclothingbank.com/school-uniform, etc.

- Backend to have user friendly messages to illustrate specifications Example: uploaded picture dimension must be 150*150

- A favicon to be included (placed in the browser's address bar).

Browser compatibility requirements:

- Website front end to be fully compatible with the following browsers:

  - Internet Explorer v.8.0 and above.
  - Firefox v.17 and above.
  - Chrome v.20 and above.
  - Safari v.5 and above.

- Website back end to be compatible at least with Firefox or Chrome.

Modules and Plugins

This section clarifies some functional details of main modules & components requested in Egyptian Clothing Bank website.

Standard open source CMS to be used in the development process; such as: Drupal, Joomla, wordpress, etc.

All used plugins should be open source and legally obtained and should be compitable with the latest versions of CMS

Latest version versions of CMS to be used

Content Management System (CMS):

Allow management of pages & content for websites administration - should provide but not limited to the following:

- Multi-language support
- Administrator's management with multilevel roles
- Ability to add, edit, delete all pages.
- Ability to sort pages in the menu
- Menu manager
- Media manager
- Search engine/ user friendly URL's
- Ability to control page name for each page
- Ability to insert meta tags for each page (title, description and keywords)
- Ability to insert alt tags for images

Changes made from backend should take effect in real time

Cross Sectional Header Rotator:

Rotating slides of wide visual, with a button for each slide (each button should have it is corresponding slide)

Each slide contains:

- A Snippet
- Button for a call to action

Admin should be able to edit the visual, promotional message, description and button text

2 Clickable sections in the homepage:

2 clickable section to be present in the home page, the admin to be able to edit the title, the snippet, the picture, the link and the text in the button

Mobile Compatibility:

The website should be viewed in an optimized version through mobile phones.

FAQ manager:

The Frequently Asked Questions (FAQ) module allows the website admin, to add/edit/delete questions and answers and set questions order.

Careers:

Basic career Modules that enables the admin to add/edit/delete job posts

Breadcrumbs:

Path breadcrumbs module to create breadcrumbs for any page with any selection rules and load any entity from the URL

Google Analytics Integration:

Google analytics to be integrated to enable detailed statistics about the website visitors, their origin and the time spent on the website, etc.

Facebook Like Box:

A social plugin to let users 'Like' Egyptian Clothing Bank's Facebook page through the website by one click, also users can find how many already likes the page, and which of their friends also 'Like' the product page.

Facebook Like button:

The Like button lets users share 'articles/news/programs' they like from Egyptian Clothing Bank website back to their Facebook profile with one click, when a user clicks on the like button a story appears on the news feeds of his friends.

Share This plugin:

'Share this' feature on every page of the website, let users easily share, tweet, e-mail posts and pages.

E-Payment Module:

- Integration with a merchant account payment system
- For each of the Egyptian Clothing Bank programs a form to be filled with required info
- Reporting about transactions status by customer/ program/ amount
- System should include serial numbered invoices
- Send automated email transaction notification to customers

Map Module (Identical to Egyptian Food Bank's map):
http://www.egyptianfoodbank.com/distribution-map

Map of Egypt which displays all Egypt's governorates, on mouse hover on each governorate, a box displaying the following data appears:

- اسم المحافظة Governorate name
- اسماء القرى المحتاجة Needy villages names
- عدد الجمعيات Affiliate charity organizations count

Security Requirements

This subsection documents the security requirements that specify the extent to which the website shall protect itself and its sensitive data and communications from accidental, malicious, or unauthorized access, use, modification, destruction, or disclosure.

- Secured communication layer SSL is required for backend login (https://...)

- Site to be security ready against SQL injections and cross site scripting.

- A malware monitoring and cleanup service to be incorporated to the website like Sucuri or McAfee Secure for Websites, logo to be displayed also to ensure customer confidence and trust

- Admin Login URL should be long and hard to predict; avoid using traditional URLs such as www.egyptianclothingbank.com/admin

Hosting Requirements

- Linux based.

- Shared hosting.

- Dedicated IP address.

- Hosting to provide automatic daily backups for up to 30 days.

- Server uptime should be at least 99.99%

- Indefinite power backup.

- High-speed upstream and internal network.

- Load balancing & balanced firewalls/routers.

- Backup and disaster recovery technology.

- 24x7 monitoring and event handling.

- 24x7x365 customer support guarantee.

- Provide traffic reports logs and analysis.

- POP3/ POP3 secure e-mail support

- IMAP/ secure IMAP e-mail support

- Preferably to be based in the USA.

Quality Control Requirements

- Industry standard development software and database platform to be used.

- All delivered software code must be developed in a standardized, structured, and documented manner to facilitate future expansion of the system, and its future integration with other systems.

- The website(s) should gracefully handle invalid input (i.e., detect invalid input, request valid input, and not crash) from all externals such as human actors & site administrators.

- Markup should be validated against w3c markup validator http://validator.w3.org with no errors (warnings could be accepted) to make sure that the coding of the website is neat and standardized.

- Same applies for CSS: http://jigsaw.w3.org/css-validator to make sure that CSS is correct and valid, however errors and warnings maybe acceptable in CSS.

- Website delivered will have zero broken links or missing files links/ errors.

- Website should be tested using automated testing tools to ensure all the modules are working properly

- Manual of how to use website backend to be submitted with the website

- Website to be delivered and guaranteed against programming bugs for twelve months from date of delivering the final version. Should any such problems arise, the web agency is obliged to fix those bugs free of charge.

Proposal Submission Rules

The web agency shall meet the following rules when submitting their proposal:

- Provide full company profile & references.

- The web agency must indicate the followed methodologies and practices applied in requirements analysis, and software development / implementation process and management throughout all the stages of the project.

- Describe the systems development methodologies, IT planning, updating and quality assurance procedures and tools commonly used by web agencies firm in this type of engagement.

- Provide a detailed time plan for deliverables.

- Web agency may suggest creative solutions and ideas to be implemented.

- Out of scope: Content (text) development and proof reading, translation to different languages and data entry.

- However web agency to be responsible for the initial content data entry (will be submitted to web agency in electronic format).

- In case of the content not delivered from Egyptian Clothing Bank, the website to be submitted with Lorem Ipsum

- Timeline to be submitted in calendar week

- Cost estimate to be submitted in EGP.

- In the submitted proposal web agency should separate the fees of the website development from the fees of the hosting

- PS: When contracting with Egyptian Clothing Bank, web agency will sign this website requirement document and commit to it

Web agency selection criteria:

#	Criteria	Weight
1	Company profile & references	20%
2	Proposal comprehensiveness & business understanding	20%
3	Suggesting other modules or features to contribute positively to the website	15%
4	Project delivery time	20%

Deadline:

The deadline for receiving a detailed proposal with cost estimate for the mentioned features is Tuesday 18 March 2014

Proposals and any inquiries to be submitted by email to:

Maha Magdy – Marketing Communication Coordinator, Egyptian Food Bank
m.magdy@egyptianfoodbank.com

Sherif Basyouni - Senior Marketing & Fundraising, Egyptian Clothing Bank

s.basyouni@egyptianclothingbank.com