Content Management System Requirements Document

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Author	Peter Dean
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Ambitious for Redbridge

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Document Tracking

Revision History

Revision date	Previous revision date	Summary of Changes	By
0.1		First issue	Peter Dean
0.2	01/12/2015	2nd Draft following feedback from Communications	Peter Dean
1.0	7/12/2015		

Document Locations

Requirements Document

Business Case Document

Project Owners

This document has been distributed to:

Name	Title
Jonathan Mitchell	CAP Programme Manager

Distribution

This document has been distributed to:

Name	Title	Date of Issue	Version
Kirsty Tobin	Head of Marketing and Communications	1/12/2015	1.0
Jonathan Mitchell	CAP Programme Manager	1/12/2015	1.0
Clive Davis	Solution Architect	1/12/2015	1.0
Jeremy Ranger-Green	Solution Architect	1/12/2015	1.0

Requirements Sign-Off

The relevant Chief Officer requesting this project has reviewed the Requirement Specification and is satisfied that the required functionality for delivery is complete.

Name	Signature	Title	Date	Version
Kirsty Tobin	Email sign off	Head of Marketing and Communications	1/12/2015	1.0

1   Introduction

The Customer Access Programme has undertaken a review of all methods of contact into Council services be that via phone, post, email, face to face or web/online forms. The review of all contact with Council services had the following objectives:

- Increase customer satisfaction.
- Give a consistent level of service and customer care.
- Provide self-serve options for those who can.
- Provide alternatives to those who cannot self-serve.
- More up to date, quality and user friendly information online.
- Create a consistent infrastructure to support customer contact.

The outcome of this review was to identify the top ten services which need to be addressed to provide greater levels of self-service via digital channels to reduce the cost of service delivery.

In order to successfully implement the changes necessary the Council requires systems to be in place which can deliver on this drive to move services online.

This document details the requirements for a Content Management System to assist in the delivery of the channel shift from traditional channels to digital channels.

2   Current Solution

Currently the Council's online provision is delivered by a combination of:

- Directly developed web content and functionality (maintained by a team of web developers)
- Content Managed content which is managed in the Alterian CMS (formerly Immediacy)
- Content provided by third party solutions

There is currently no CRM system in place with customer data being stored directly within a database in the Content Management System which links to back office systems via a series of APIs

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3   Requirement Specification

Functional Requirements

Ref	As A	I Want	So That	Importance (M/S/N)
1.0	LBR Customer	To easily be able to find the services which are available to me	I do not have to spend much time navigating the site or phoning the Customer Contact Centre to find what I need	M
1.1	LBR Customer	To be able to quickly access services which I have previously used	I can access services which I have used before with fewer clicks	M
1.1.1	LBR Customer	The website to remember the most common tasks which I use	The quick access of services prioritises services which I am more likely to need	M
1.2	LBR Customer	The services which relate to my profile to be those which are most easily available to me	the relevant services to me are easier to access	M
1.2.1	LBR Customer	Services for businesses to be promoted if I am a business owner	I can easily access the services relevant to me	M
1.2.2	LBR Customer	Services for residents to be promoted to me if I am a Redbridge resident	I can easily access the services relevant to me	M
1.3	Marketing User	A customer to be provided with quick access links based on their previous transactions when they are logged in	The customer is given quick access to the transactions they have completed	M
1.4	Marketing User	A customer to be provided with quick access links based on cookies when they are not logged in	Customers who have not logged in/do not have an account are signposted to content they have used before on the machine they are using	M

Ref	As A	I Want	So That	Importance (M/S/N)
1.5	Marketing User	To be able to promote new services in addition to the commonly used services	Services which a customer may not be aware of can be promoted	M
1.5.1	Marketing User	To be able to promote services to a customer which are related to their previous transactions/profile	A customer can be encouraged to use more online services which are relevant to them	M
1.6	CMS User	All functionality and content to be available with a single sign on	I do not have to keep re-entering my password for each task completed	M
2.0	Marketing User	To be able to create flexible ad spaces across the site	I can promote messages across the site	M
2.1	Marketing User	To be able to have a number of messages displayed on the ad space which automatically scroll	I can promote multiple messages on a page from a single space	M
2.1.1	LBR Customer	To be able to click on an image within the ad space area and be taken to information related to the content	I can find out more about the message being displayed	M
2.1.2	LBR Customer	To be able to click through to the next ad space message where multiple messages are shown	I can see what other items have been promoted without having to wait for the automatic scroll	S
2.1.2.1	LBR Customer	To be able to click back to the previous message	I can continue to view a message if the auto scroll has moved to the next message	S
2.1.3	LBR Customer	To be able to see a preview (textual or visual) of what is shown on the messages not currently displayed	I can choose if there is a message which interests me without having to wait for the auto scroll to display all images	S

Ref	As A	I Want	So That	Importance (M/S/N)
2.2	Marketing User	To be able to have a library of ad space messages which can be used across multiple pages	I do not have to create content multiple times	M
2.3	Marketing User	To have flexible ad spaces which can display a combination of Council Wide messages and message specific to the page	The messages given to the customer can be both relevant to what they are looking at and also display important messages	M
2.3.1	Marketing User	To be able to set the importance of a piece of ad space content	A piece of content can take precedence over other content	M
2.3.1.1	Marketing User	To be able to set the importance of content at site and page level	Site level messages of high importance take precedence over page level message	M
2.3.2	Marketing User	To able to set start and end dates for content	The content is only displayed when relevant	M
2.3.3	Marketing User	To be able to schedule content	The content automatically displays when it is necessary	M
2.4	Marketing User	To be able to customise the location of the ad space messages on pages	The CMS allows flexibility on how ad space is used	M
2.5	Marketing User	To be able to have additional ad spaces to display external advertising	The website can be used to generate income	S
2.6	Marketing User	To be able to have an ad space style space which can be used to promote emergency messages	Information of significant importance can be promoted when necessary	S
2.7	Marketing User	To be able to use a different types of media in the ad space	I can use the media appropriate to the message	M

Ref	As A	I Want	So That	Importance (M/S/N)
2.7.0.1	Marketing User	To Be able to display images on the ad space	I can use the content type which best promotes the message being delivered	M
2.7.0.2	Marketing User	To Be able to display Text on the ad space	I can use the content type which best promotes the message being delivered	M
2.7.0.3	Marketing User	To Be able to display Video on the ad space	I can use the content type which best promotes the message being delivered	S
2.7.0.4	Marketing User	To Be able to display Animattion on the ad space	I can use the content type which best promotes the message being delivered	S
2.7.0.5	Marketing User	To Be able to display Audio on the ad space	I can use the content type which best promotes the message being delivered	S
2.7.0.6	Customer	To be able to control the volume of audio content which is displayed on the website	The volume can be adjusted so that it is appropriate to my surroundings	M
3	LBR Customer	To be able to access the same functionality regardless of the device I am using	I am not restricted by my choice of technology if I want to undertake a transaction	M
3.1	LBR Customer	The experience I receive to be appropriate to the device I am using	I am not expected to make something work on my device which had been designed for another type of device	M
4	LBR Customer	The LBR homepage to provide personalised content based on my previous actions on the site	I am presented with content which is most relevant to me	M

Ref	As A	I Want	So That	Importance (M/S/N)
4.1	Marketing User	The homepage to be personalised based on the information held within the users account	The content is most relevant to the customer	M
4.1.1	Marketing User	The homepage to be personalised based on information held in cookies if a user is not logged in	Relevant content can be provided if a user is not logged in but has used the site on the device previously	M
5	Marketing User	To be able to view detailed analytics within the CMS based on a user's activities	I can track actions specific to a user	S
5.1	Marketing User	To be able to track user journeys within the CMS	I can see the monitor the success and efficiency of user journeys	S
5.2	Marketing User	To be able to view in-page analytics directly from the CMS	I can see how users interact with my pages	S
5.3	Content owner	To be able to be notified when a page has not been updated for a specified time	I can check the page for ongoing relevance and correctness	S
6	Marketing User	To be able to include social media feeds on a page	A customer can see the social media activity of the council	M
6.0.1	Marketing User	To be able to include different social media feeds on different pages	The social media content is relevant to the page being viewed	M
6.1	Marketing User	To be able to include links to sign up to social media feeds	A customer can be encouraged to follow social media content	M
6.1.1	Marketing User	To be able to have links to different feeds on different pages	The customer is signing up for content relevant to the page they are visiting	M
7	CMS User	To be able to update content directly into a template	I can easily change the content within the site design	M

Ref	As A	I Want	So That	Importance (M/S/N)
7.0.1	CMS User	Template to be flexible to allow different content types to be used anywhere within the page (subject to style guidelines)	Pages can be created which suit the message which is being broadcast	M
7.1	Content Owner	For content updated by a CMS user to be entered into a workflow for approval	I can ensure that the content is correct before it is published	M
7.1.1	Approver	To be able to preview the content which I am approving	I can review the content	M
7.1.1.1	Approver	To be able to preview multiple pages in the approval process	I can bulk review content to save time	S
8	Marketing User	To be able to create templates and branding for specific pages to support specific campaigns	Content which is related to marketing campaigns can benefit from a consistent look and feel	S
8.1	Marketing User	To be able to specify start and end dates for the campaign specific templates	The templates are only used during the duration of the campaign	S
8.1.1	Marketing User	Templates to automatically be applied on the start date applied	So that the campaign commences at the correct time	S
8.1.2	Marketing User	Templates to revert to the original template when the end date has passed	The original templates are used when the campaign finishes	S
9	Marketing User	The CMS to check for broken links and produce send a notification to the content owner	Any links which are not working can be fixed	M
10	Marketing User	To be able to create photo galleries to be included within pages	Photos can be used to promote services	M
10.1	Marketing User	The customer to be able to upload in images in jpg and png file formats	Customers only provide images in common formats	M

Ref	As A	I Want	So That	Importance (M/S/N)
10.2	LBR Customer	To be able to filter content within photo galleries	I can view the images which I am most interested in	N
10.3	Marketing User	To be able to store all photos in photo libraries	All photos are in a single location	M
10.3.1	Marketing User	To be able to add tags and meta data to images	Images which relate to a subject can easily be identified	M
10.3.2	Marketing User	Tags and meta data are mandatory field when images are added to a library	An image can always be found	M
10.3.3	Marketing User	Content within the library to be reusable across multiple pages	The same images can be shared across many locations	M
10.3.4	Marketing User	To be able to upload multiple documents to the image library in a single actions	I do not have to spend a large amount of time uploading images	M
10.4	CMS User	To be able to search photo libraries within the CMS	I can find images to use within my content update	M
10.5	CMS User	To be able to edit and crop images directly within the CMS	I can adjust an image to meet my requirements	M
10.6	CMS User	To be able to embed video content into a page	I can share video with customers	M
10.6.1	CMS User	To be able to embed video from external video sharing sites	I can reuse content hosted elsewhere	M
11.0	CMS User	To be able to add news content on pages	Visitors are able to see important information when they come directly to a page	M
11.1	CMS User	To be able to create service specific news content to appear on my page	The customer sees news which is relevant to the page they are viewing	M
12.0	LBR Customer	To be able to easily navigate to the content which I am looking for.	I can move around the site without searching	M

Ref	As A	I Want	So That	Importance (M/S/N)
12.1	CMS User	To be able to introduce secondary navigation menus on a page I am creating	A customer can easily navigate to relevant content from the page they are visiting	M
13	CMS User	To be able to schedule content for publication	Content can be made available when it is appropriate	M
13.0.1	CMS User	Scheduled content to automatically be published on the date and time scheduled	Content is made available at the right time	M
13.1	CMS User	To be able to schedule content for expiry	Content can be removed when it is no longer appropriate	M
13.1.1	CMS User	Expired content to be automatically removed from the site when the expiry date and time is reached	Content is not displayed when it is no longer relevant	M
14	CMS User	The CMS to have a spell checker	My content is spelt correctly	S
14.1	CMS User	The spell checker to dynamically check the content I am creating	I can correct misspellings as they occur	S
14.2	CMS User	To be able to add service specific words to the dictionary	Words which I use regularly that are not in a standard dictionary are not checked	S
15	CMS User	To be able to search for a page within the CMS	I can easily locate a page I want to edit	M
15.1	CMS User	To be able to navigate to a page within the CMS using a tree navigation	I can easily navigate to a page I want to edit	M
15.2	CMS User	To be able to edit directly from the webpage if I am signed in as a CMS user	I do not need to access a different system to edit content quickly	N
16.0	Content Owner	The CMS to be SEO friendly	My content can be crawled by search engines	M

Ref	As A	I Want	So That	Importance (M/S/N)
16.1	CMS User	The CMS to suggest SEO friendly tags, keywords and metadata	The correct tags can be added to content	M
16.2	Content Owner	The CMS to check content for SEO and suggest changes	My content achieves the best possible location in search results	M
16.3	Content Owner	To be able to create an index of downloadable files	The council can meet the requirements to provide an index of content	M
16.4	Content Owner	Expiry dates of content to be search engine friendly	The correct message is passed to search engine robots to indicate the page is no longer available	M
16.5	Content Owner	All content created within the CMS to be indexed and searchable once published	A customer can find any content on the website from within the search	M
16.5.1	Content Owner	To be able to make a page not searchable by exception	Pages which should not be available within the search can be accommodated	M
17	Content Owner	Pages to automatically adapt where a block of content is not available	Pages do not show spaces which have no content	M
18	CMS User	To be able to embed calendar functionality on a page	I can provide information to customers based on upcoming events and milestones	M
18.1	CMS User	To be able to show events and milestones as clickable links within calendars	A customer can click to find about more about something which is displayed in the calendar	M
18.2	CMS User	To be able to create bookable events within a page	A customer can book onto events and services	N
19.0	LBR User with accessibility requirements	All content to be accessible to me	I can access the services I need without barriers	M

Ref	As A	I Want	So That	Importance (M/S/N)
19.1	Content Owner	The CMS to be compatible with the highest level of accessibility	All customers can engage with my content	M
19.2	CMS User	To be able to draw from a series of accessible templates	I can easily make my content accessible	M
19.3	CMS User	The CMS to check the accessibility of my content	I can be sure that the content I am creating can be viewed by all	M
20	Content Owner	To be able to approve content before it is published	I can ensure the content is correct before it is made available on the site	M
20.1	Content Owner	To be able to reject content which is not correct	Content which is not correct is not published	M
20.2	Content Owner	Content which I reject to be sent back to the CMS User who created for correction	The errors can be fixed	M
20.2.1	Content Owner	To be able to provide an explanation of the changes which are needed when content is rejected	The user knows what needs to be changed	M
20.2.2	Content Owner	To be able to edit a page which needs minor changes	I do not have to send a page for correction when the correction is minor	M
20.3	Content Owner	All content changes to be recorded in an audit trail	It can be seen who completed which action on a piece of content	M
21.0	Content Owner	The CMS to provide version control on content	The versions of the content can clearly be identified	M
21.1	Content Owner	The CMS to keep a copy of all versions of the content	All previous versions are available for review	M
21.2	Content Owner	To be able to roll back to a selected previous version of content	I can revert back to a piece of content which is more relevant	M
22.0	CMS User	To be able to create customisable templates	I can create templates for pages which can be reused	M

Ref	As A	I Want	So That	Importance (M/S/N)
23.0	Content Owner	24/7 365 days support to be available for the CMS	Any issues can be resolved whenever they occur	M
24.0	CMS user	To not be to edit pages already being amended by somebody else	I don't make conflicting edits	M
24.1	CMS user	To be notified of the person that is currently editing a page	I know who has it locked	S
25.0	CMS User	To be able to submit the content I have created for approval	I can send my content for publication	M

Non Functional Requirements

Ref	As A	I Want	So That	Importance (M/S/N)
26.0	IT Infrastructure Manager	The CMS to be able to be hosted on premise in a virtual server environment	The CMS can be hosted within the current LBR infrastructure	M
26.1	IT Infrastructure Manage	The CMS to be able to be hosted in the cloud	The CMS can be compatible with any future changes to infrastructure within the Council	M
27.0	Web Developer	The CMS to generate code which is compatible with all modern browsers	I do not have to amend code for pages created by the CMS	M
27.1	LBR Customer	All code generated to be HTML 5 Compliant	Code to meet the most current standards of code	M
28.0	LBR Customer	All code generated by the CMS to meet accessibility standard	The code can be used for pages for all customer	M
28.1	LBR Customer	Code to be W3C AAA WCAG2 Compliant	The code meets the minimum accessibility requirements	M
28.2	LBR Customer	CSS and Javascript to be created accessibly	All content is accessible	M

Ref	As A	I Want	So That	Importance (M/S/N)
29.0	Web Developer	Compatible with Microsoft ASP.NET Membership and Identity Framework 2 to enable single sign on	Customers can access all content from the same account	S
29.1	Web Developer	Support for single sign on	visitors have a seamless experience	M
30.0	Web Developer	The CMS to have an open API for sharing data with other systems	I can integrate the site with other systems	S
31.0	Web Developer	The CMS to be compatible with SQL Server 2012	The databases can be compatible with the Council's most recent database technology	S
32.0	Web Developer	To be able to developer my own plug ins for the CMS	I can make the CMS extensible to the needs of the business	S
33.0	Marketing User	I want to be able to create microsites using existing content from the main site	Sites for specific campaigns can be created quickly.	M
33.1	Marketing User	I want to manage multiple websites from a single CMS	I can manage them more effectively	M
34.0	Infrastructure Manager	The system to be able to run on a server farm, with two or more nodes with high availability	I can bring one server down at a time without affecting website availability.	
35.0	Content Owner	To be able to put content behind a log in	Access to sensitive information can be restricted.	M
36.0	Web Developer	The system to be fully documented and supported	Problems can be resolved quickly.	M
37.0	Marketing User	To be able to integrate content from third party applications such as social media	Customers can see the activity on other platforms	M

Ref	As A	I Want	So That	Importance (M/S/N)
38.0	Web Developer	Sites to run under HTTPS:	Site data can be secure.	M
39.0	Infrastructure manager	The CMS to run on the latest supported version of the Microsoft Windows Server OS	It runs on a secure environment	M
40.0	Web Developer	To be able to directly query SQL database	I can extract content	M
41.0	Web Developer	To be able to deliver metadata (including geographic data) which will allow for an external search application	I can provide a flexible search which can be filtered by the customer	M
42.0	Content/web developer	To be able to create intelligent forms with workflow and back office integrations	I can quickly create integrated transactional pages	S
43.0	Customer	to have all applicable data known about me to be pre populated into forms	I don't have to re-enter this information	S
44.0	CMS User	the templating system to create responsive designs out of the box	pages can be viewed in different size devices	M
44.1	CMS User/Content so	To be able to preview content as it would appear to customer	I know what it will look like on all devices	M
45.0	CMS user	to be able to use a "word style editor"	I can create content easily	M
45.0.1	CMS user	To be able to edit content in a WYSIWYG function	I can see what my content will look like as I create it	M
45.1	Advanced CMS user	I want to be able to edit page HTML directly	I can create complex content	M
46.0	Marketing user	to be able to restrict styles and formatting	I can ensure a consistent look and feel of pages	M
47.0	Infrastructure manager	the CMS to have 2 factor authentication or only be accessible from behind the Redbridge firewall	we comply with security standards	M

Ref	As A	I Want	So That	Importance (M/S/N)
48.0	Systems administrator	Comprehensive editing permissions	I can control who can access pages and functions	M
49.0	CMS User	deleted/expired pages to correctly return 404 errors	search engines remove old pages from their indexes	M
49.1	CMS User	moved pages to correctly return a 301 status	search engines update their indexes	M
49.2	CMS User	All users to be able to report broken links and missing content	Steps can be taken to correct errors	S
50.0	CMS user	To be able to paste content directly removing any superfluous formatting	I can create content quickly	M
51.0	CMS User	To be able to access integrated document store	I can select and publish downloadable documents	M
52.0	CMS User	To categorise the content using standard taxonomies (i.e. IPSV)	Government content is standardised	M
53.0	CMS User	To be able to use the CMS editor in any modern browser	I can use the browser of my choice	M