



Dollar Museum - Website Specification

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Overview

This document outlines how Design33 would go about the task of launching a new, fast and engaging website for Dollar Museum

This document outlines the following key points regarding the new website project:

- Our background
- Proposed approach in developing a solution
- Outline of the project timescale
- Our exceptions to the project requirements
- Detailed cost breakdown

At Design33, our ethos is to be as customer focused as possible, ensuring that the requirements of this project are met, and that your expectations are exceeded.

Hi, we're Design33

In operation since 2011, we are experts in the deployment of bespoke and tailored websites, backed by a solid understanding of our clients needs.

During the last 12 months, over 60 clients have trusted us to create their company websites, online shops and deliver their digital projects.

We **love** what we do and we're looking forward to working with you.



Design33 is headed up by Ross Steedman. Ross is an extremely motivated web designer and has several years of experience in building websites. In particular, Ross has found his niche working with the popular content management system, WordPress.

Jason Murray specializes in programming and code. He is a motivated web developer who is passionate about new technologies and putting them to work for business. Jason has a wealth of experience with technologies such as JavaScript, HTML5, PHP and MySQL.

Our Team



Sheree Walker is an award winning artist with over 10 year's experience as a graphic designer. Her mix of technical skills & traditional training means she can bring your ideas to life on the web.



Robert Shepherd has 25 years of experience writing creative content for a range of media, on and offline. He can craft your content to deliver your message.



Ahmed Khalifa helps businesses grow and succeed online using proven SEO and marketing techniques honed over many years delivering results for national brands such as Schuh.



Danny Airlie is the latest addition to the Design33 team, filling the role of junior developer. Danny brings an enthusiastic mix of back-end and front-end specialisms to our projects, often drawing on his experience to solve complex problems.

Reference Projects

The Royal Society of Edinburgh - Scotland's National Academy

Established in 1783, The Royal Society of Edinburgh contributes to the social, cultural and economic well-being of Scotland through the advancement of learning and useful knowledge.

The RSE came to us when their estate of four different websites had fallen into disrepair. They no longer reflected the standard of services delivered by the RSE and the visual style of the sites were outdated and not compatible with modern devices.

An internal working group was put together at the RSE and we took the team through a process to understand who their users are and what they want from the site. Once we understood this, we were able to design and build a technically demanding site which features constantly changing content, multiple content authors, events systems and ties into the RSE's back end database.

As well as constructing the new website, we provided full range of services on this project including:

- Initial phase of discovery and scoping
- Digital consultation services
- Web design and development
- SEO strategy advice
- Training and on-going support

The project was delivered on time and on budget, the finished site can be viewed at <https://www.rse.org.uk>

Referee Details:

Name : Gordon Adam
 Position : Deputy Chief Executive
 Contact : 0131 240 5000



Oceanj

In 2016, Gail McKill took the decision to close her clothing and accessory shop, Ocean Jewellery on Lothian Road, Edinburgh and move the business entirely online. We were hired to help her create the OceanJ colour-scheme, branding and e-commerce website.

Over this initial period, we worked hand in hand with Gail, attending meetings and developing the brand strategy with her. Once the brand guidelines were settled on, we began producing mockups for key pages of the new site. Construction of her new WordPress site began shortly afterwards and we spent a great deal of time training Gail, supporting her in using the new site as the build progressed.

The site is now live and features over 400 products which customers can buy online. Gail also offers a 'personal shopping' experience via Facetime on Apple devices and her sales continue to grow from strength to strength.

We are working with her in an ongoing basis, supporting her going forward, helping her to develop new features and continually tweaking the site to ensure the best possible shopping experience for her customers.

The project was delivered on time and on budget. You can view the finished site here :

<https://www.oceanj.co.uk>

Referee Details:

Name : Gail McKill

Position : Director

Contact : mail@oceanjewellery.co.uk, 0131 229 6767



What We Know So Far

Dollar Museum is an independent local museum dedicated to the history and heritage of the village of Dollar in Clackmannanshire. Set up in 1988 it occupies two floors of a 19th century woolen mill with a reading room being featured on the second floor. The museum continues to grow from strength to strength, however, the supporting website is in need of a refresh both visually and in terms of the functionality offered.

The website is really Dollar Museum's window for the world to look through and currently, the site is not offering visitors the same experience they would receive if they actually visited the museum. We would be delighted to have the chance to change this with you. That might sound cheesy, but we really value our customers and we're very excited about being given the opportunity to pitch for the rebuild and development of your website.

We are experienced, positive and capable web developers who look after their clients every step of the way and we'd love to be your partner in making your museum perform online.

What You Require from Us

We've exchanged emails with you to discuss requirements and you have provided a comprehensive brief document. We felt that it would be beneficial to list what we see as the main services you require from us. We'll go into these in more detail later in this document but as a top level guide we see ourselves providing you with:

- Design and development of a fit-for-purpose website that is easy to use.
- Creation of image and document database.
- Suitable hosting, maintenance and ongoing support, for 5 years.
- Provision of staff training.

CMS (Content Management System)

We'd like to build your new website using the content management system, WordPress. At the moment, it is the most popular website builder in use and there are four key reasons we would recommend utilising it to build the new site:

- *Around 25% of all websites on the Internet are created with WordPress. This means that it is trusted, that it is robust and that it has a great community of developers around it.*
- *WordPress is open-source. This means that it is constantly being made better by teams of people all working on various parts of the core 'code'.*
- *Plugins make it extendable. We have access to huge libraries of pre-written plugins to carry out all manner of web related tasks. This means shorter development times and lower costs to you.*
- *It is easy to use. WordPress is widely regarded as being the most accessible and usable CMS available today for non-technical people who just want to get the job done.*



This popular system is versatile and sufficiently scalable enough to deliver the functionality that you require. WordPress as a platform is easy to use and it will offer you the opportunity to change or modify existing sections of the site and to easily create new content.

Due to the ease of use, WordPress lends itself well to you managing the site in the future – with minimal development input from Design33.

Both the sites mentioned in our reference projects above were built with WordPress.

Please feel free to contact the referees listed to ask for feedback.

Overview - Look and Feel of the New Site

The new Dollar Museum website will have a welcoming and knowledgeable feel to it. We'll take our lead from other sites that our target user group may use and, we'll adhere to best practices as much as possible.

The new site will be:

- Inspiring - users will want to engage with the site, this will be measured with Google Analytics.
- Interactive - it will be easy for users to quickly navigate around the site, view the resources on offer and find out how they can engage with the Museum further.
- Responsive - the site will work flawlessly across a range of devices like laptops, tablets and mobile phones.

The new site will appeal to your target markets and encourage them to make a visit in person. The website will contain an in depth description of the museum and its contents, location and opening times. It will also feature a database of photographs and documents, a search facility, a contact form, a donation facility and an out-bound purchase facility for high-quality images.

Copywriting and Photography

Every website requires copy - written words on the page - this allows you to convey your key messages and business objectives to site visitors. You've let us know that most of the content for the new site will be provided by you. If we require extra copy, we'd like you to

generate it for us. If required, we can bring in our copywriter Robert Shepherd to help produce some fresh content for the site.

We will create the required pages initially, then fill the text areas with 'dummy' Latin text. This will give you a great idea of the site's general layout until such time as your content is ready to be slotted in.

We understand that you may be sourcing some images for use on the new website. We'll help you process all of these and make them ready to be used on the web. Should more images be required, we have access to a stock library.



Specifics - What will the site do?

You provided us with a comprehensive list of functional and non functional requirements. We felt that the best approach in showing you that we've read and understood each of these was to answer them one at a time. Over the next few pages, we've listed our responses to each requirement.

#	Requirement	Response / Explain how / Give example
R 1	A selection of alternative designs to give a fresh, modern feel to the museum site	<p>We won't produce selection of finished designs. We find that this is an outdated way of producing website visuals. Instead, we will partner with you on a Discovery journey, learning about you, your users, who they are and what they want. Why are they on the website at all? Who are they? What information are they looking for? Next we'll think about branding, colour schemes and typography. We'll workshop ideas with you until we settle on something that fits you as an organisation, but also crucially appeals to your target audience.</p> <p>At this point, we'll start producing visuals. Small elements first of all, perhaps site navigation or how search results will look. By now, you'll be used to providing us with information and feedback. Once you're happy we're going in the right direction, we will then move on to full page mockups, probably of the homepage and a document page.</p>
R 2	The site must have an interactive location map and directions function	Google Maps is the best tool for this job. We've asked you about this already and you've let us know that solution works.

R 3	The site must have a search facility covering the site and the content	The site will have an advanced search function meaning users will be shown relevant results to their search query, but also, if no results are found, they will be offered alternative suggestions. We'll also make sure that search results are visible in the back-end of WordPress allowing admins to see what is being searched for, what is popular and what search terms are being asked for and returning zero results.
R 4	The site must have an interface to social media (Facebook, twitter, YouTube, etc) and an RSS feed	The new site will have an RSS feed and it will also connect to the Museum's social media feeds. We can both embed feeds in the site, and we can also create sharing functions allowing users to share content if applicable.
R 5	The site must be fully responsive and work across phones, tablets and PCs. Android and Apple phones, Windows 7 onwards, Apple X onwards	<p>The new website will be tested in the latest versions of the following major browsers: Internet Explorer & Edge, Chrome, Firefox, Safari. The site will be tested on the following operating systems: Windows 10, Windows 7, Mac OS Sierra. The site will also be tested on the latest version of iOS and Android.</p> <p>We will create the new website with versatility in mind and to that end, the site will feature a responsive design. This means that the site automatically detects the device resolution it is being displayed upon, and serves up a version of the site suited to that resolution.</p> <p>The user is shown a tailored version of the site for their device, be that iPad, desktop PC on Android phone. Pixel perfect across all devices.</p>

R 6	As a minimum the site must work uniformly on Internet Explorer (8 onwards), Edge, Mozilla Firefox (33 onwards), Chrome (38 onwards) and Safari (4 onwards)	<p>We've discussed this point with you and we feel that supporting browsers that are so out of date may compromise design and functionality. However, if there is a case supported by data and analytics, for supporting these browsers, then we will. We feel that as an agency, it is our responsibility to give you information and help guide you. As such, during our discovery work at the start of the project, we will identify and target key browsers and platforms.</p>
R 7	The site must have the ability to track data, e.g. through Google Analytics. (Explain how museum staff will have access to this information)	<p>We'll implement Google Analytics on the new website. This will allow you to track the engagement the site generates, how users navigate around the site. You will of course be an admin on this analytics property and have full access to it. If required, we can also setup Google Tag Manager for you, giving you easy access to reports on events on each site, like button clicks or downloads.</p> <p>Also, if you require, we'll help you setup a Google Search Console account, offering you valuable insight into the search terms your visitors used to find you and keeping you up to date with messages from Google regarding your site. Once the new site is complete, we will use Google Search Console to submit the new sitemap to Google. As an agency, we have considerable experience in this area, using Google Analytics on a daily basis and we make sure that you, as the ultimate owner of the analytics property, are included as an admin on all control panels. This gives you full access to all of your data and means you retain control of it at all times.</p>

R 8	The site must have a contact form (that generates an email to dollarmuseum@btconnect.com)	We envisage the site having at least one contact form. We'll use a WordPress plugin to accomplish this, our go-to tool for this job is Gravity Forms. At this point, it's worth mentioning GDPR and the upcoming change in the law surrounding digital privacy, user data and compliance. We'll ensure that a deletion policy is set up for any incoming enquiries, helping you become compliant with the new laws. Any contact forms submitted will be emailed to the email address you stipulated.
R 9	The site must display breadcrumbs to assist navigation	This is a great idea, ensuring that users can always find their way around the site - particularly if they are say, three or four layers of navigation deep. We'll make sure that the new site has breadcrumb navigation.
R 10	The site should allow pdf and other format downloads	You've asked us to make sure that the new site is able to offer users the opportunity to download items in various formats. We have considerable experience in this area and we'd like to discuss this requirement with you further as we think there is an opportunity for you to increase engagement with your users here.
R 11	The site should have an interface to the online resources database. Explain how this will work	This piece of work forms the heart of the website. The online resources database will be easy to use, it will visually appeal to the target user groups and it will be easy for admin users to update and maintain. We will offer users the ability to browse, search, download and interact with documents, movies, audio and images that you have provided to form the archive.

R 12	The site must have an easy to use remotely accessible content management system	We'll build the new site with WordPress. This is a state-of-the-art content management system which is fully accessible remotely, meaning that staff can work on the site from any Internet connected location. We'll provide full training to staff who will be using the website.
R 13	The online images should be protected from theft	This is a tricky one! We've already discussed this issue with you and we'd like to advise further. It is very difficult to fully protect images from theft online as all modern browsers offer the chance to 'inspect' elements of web pages, then the user is offered a range of options in regards of what to do next with that element. We'd advise caution here around listening to anyone who is promising that all of your images will be totally protected.
R 14	The site must allow identified museum staff to remotely modify content	This will be totally achievable - WordPress is very flexible and will afford your staff the ability to do this.
R 15	The site must have an interface to a payments agency for donations and purchase of images	We're very experienced in museum websites (and others!) handling donations. We will implement a flexible, easy to use system which takes into consideration issues such as Gift Aid. You've let us know that the images will be sold through a third-party supplier, so we'll make sure that this is all setup and working correctly before launch.
R 16	The site should have an event booking request facility	It's our understanding that this facility will be a system which allows users to contact the admin about booking an event. We'll ask more questions about this during our discovery session.

Non Functional Requirements

Next, you outlined some non functional requirements and asked us to respond to them. Again, we've outlined our responses below.

#	Requirement	Response
NFR 1	<p>The site must have the capacity to store 10,000 pages of text (20Kb / page =200 Mb), 5,000 images (3Mb / image = 15 Gb), 200 Multimedia files (Video and sound files) (1hr @ 720p = 1Gb = 200Gb)</p> <p>OR this could be provided by links to YouTube (please specify solution)</p>	<p>This is a great deal of content. Initially, we'd recommend hosting the video content on a YouTube channel setup by the museum. This has several benefits, which we'd be happy to discuss with you! In terms of the other content, we'd be happy to offer you an unlimited hosting plan, meaning that you will have as much disc space as you need to host your files and images. This hosting platform is based in the UK and is based on fast, solid state disc drives. You'll have access to the hosting should you need it and it won't be shared with anyone else. Also, we'll organise all of your content in the back-end of WordPress in an easy-to-use fashion.</p>
NFR 2	<p>The site should serve all pages at under 1 second per page over a 1Mb/s line</p>	<p>We've discussed this with you and, with the greatest of respect, we feel that this is unrealistic for every page on the site. For a pages serving video content along with 3mb images, the page load time will never be under 1 second. We are however committed to fast websites and we will work with you to ensure that the new website is as fast as it possible can be.</p>
NFR 3	<p>The site must have scheduled and unscheduled downtime of less than 1 hour per calendar month or provide costed options for downtime</p>	<p>We're committed to providing our clients with 99% uptime, as close to 100% as we can be. We have active monitoring systems on all of our maintenance sites.</p>

NFR 4	The site should support up to 100 concurrent users with no performance degradation	Hosting the site on our reliable platform will mean this won't be an issue. We regularly work with sites who have tens of thousands of users and hundreds of users all requesting resources at once.
NFR 5	The site should support up to 10 staff concurrently performing content management	Similar to the above reply, we work with teams large and small. A team of ten staff will be accommodated easily by our platform.
NFR 5	The site must have daily incremental backup	The site will be backed up at least once per day, incrementally. The backups are stored on AWS servers within the European Union.
NFR 6	In the event of failure the site must be reinstated within 24 hours	In the event of a disaster and a situation where we need to restore the site from a backup, we can commit to having this actioned within 24 hours.
NFR 7	Security - https is required throughout the site	We're committed to encryption online. We only build sites on HTTPS now.
NFR 8	The site must be maintained with security patches within 5 working days of their release.	The timetable for rolling out patches to security updates isn't quite as simple as saying "they have to be done inside of 5 days". We tend to read the update, wait to see if it's stable, then apply it. Normally this does happen within 5 days, but I'm not sure we'd like to be held to it. A case in point right now is an update to a major e-commerce plugin who's updates have been breaking some shops due to a bug. The update is still technically out there, but we haven't applied it to our e-commerce customers yet. We'll wait on the next stable one. Happy to discuss further if this is a deal-breaker for you.

NFR 9	The site should be monitored for attack by hackers and denial of service.	We employ state-of-the-art WordPress specific monitoring systems to help protect against attacks like this.
NFR 10	Identified museum staff must have access to technical support during office hours	Our support hour are 9.30 - 5.30 weekdays and we have a ticket system for out of hours support. If you are a priority support customer, you'll also have access to key staff members mobile phone numbers.
NFR 11	The supplier must provide a training course in use of the content management system at the museum at a date to be mutually agreed	We love training our clients! We're happy to come to you to provide a half day training course detailing everything you will need to know for the effective day to day management of the new Museum site going forward.
NFR 12	Please provide 2 references (name, organisation and contact phone number) who can be contacted about their experience of working with you for web development, training and support	<p>Desmond Thomas, Curator The Royal Regiment Of Scotland Museum 0131 310 5040 http://www.theroyalregimentofscotland.org/</p> <p>Major Robin MacLean, The Royal Scots Dragoon Guards Museum 0131 310 5138 https://www.scotsdgmuseum.com/</p>

Warranty, Ongoing Support and Aftercare

We're on our journey to become one of the UK's top ten WordPress agencies. With that in mind we will fix bugs and deal with any issues free of charge for 60 days after your site goes live.

In terms of ongoing support, if you require it, we'd be happy to support you free of charge for a period of 12 months initially, then review. On a monthly basis, we will carry out security updates on any WordPress plugins and on the WordPress core files themselves.

Once any work has been carried out, you'll be emailed a tailored report showing what actions we've carried out on your site. This may be things like updating WordPress, installing new plugins or updating existing ones and any other maintenance tasks carried out. We've provided a cost for this service in this document.

Timescale and Process

Confirmation of Availability

Design33 can start this project late March 2018.

Proposed Project Plan

The project will be broken down into 4 sections : Discovery, Design, Development and Deployment. Our approach to these is detailed below. Please note we will **issue our first invoice** when this proposal is accepted. This guarantees you time in our development diary.

Discovery Stage

Design33 conduct detailed discovery around all aspects of the current online footprint. We'll need access to all of your control panels including access to your Google account, DNS control panel and current hosting. We'll meet with you to scope out your customer journeys, customer personas and to develop a sitemap.

Design Stage

We will produce 'mockup' images of key website pages - these will most likely be homepage and one other inside page. Once you're happy, the designs are signed off – **second Design33 invoice is issued.**

Development Stage

WordPress is installed on our servers and the development site is created, you'll have full access to oversee the build. The new site is then created in line with all our planning and documentation. Once key pages are completed in line with mockups – **third Design33 invoice is issued.**

Deployment Stage

Once the site is close to launch we go through our unique pre-launch checklist. We'll train you in using the site and carry out final speed tests. Site live – **Design33 issue final invoice.**

Time-scales - We'll have the new site ready within 12 weeks.

Exceptions to Requirements

This section outlines conditions and amendments Design33 would like to put in place regarding aspects of the project. Some of these next points may sound harshly worded, but they're designed to keep both parties talking nicely to each other!

Imagery and Other Media

Other than any photographs you've hired us to produce or copy we've written, you are responsible for providing imagery, video and media for use on the new website.

You are also solely responsible for ensuring that all media on the site complies with UK Copyright law. **For clarity, this means that we are not responsible for any copyright infringement claims against media used on the site, past, present or future.**

Any digitising of paper format media or any other digital conversion work, must be carried out by the Museum.

All media must be delivered on time and in accordance with the agreed project plan. Failure to do so may mean delays in finishing the site, which we cannot be held responsible for.

Training

Training will be offered to you and your staff. If additional training is required in the future, this will be chargeable at a discounted rate of £50 per hour, plus VAT.

Extra Features and Add Ons

If during the build process it becomes clear that you would like an extra feature or add-on not specified in the agreed documentation, extra costs may be incurred, but at a reduced rate of £75 per hour, plus VAT.

Detailed Costing

Year 1 costing for the website project :

Item	Price
Discovery phase meetings, sitemap generation, domain configuration and orientation. Design of website key pages, homepage & one other inside page.	£1,050
Professional coding and build of bespoke WordPress website based on all previous documentation.	£2,400
Fast, UK based SSD, managed web hosting for 1 year	£150
SSL Security certificate	£0
	VAT at 20%
	£720
	TOTAL
	£4,320

Ongoing Services

You asked us to show you pricing for some other services:

Service	Cost ex VAT
Fast, UK Based SSD, managed hosting for 1 year	£150
2 hours of support time per month for 1 year	£840

Schedule of Payments

Normally, we operate on a 50%, 20%, 20%, 10% model, so including VAT, the schedule of payments for your project would look like :

Proposal acceptance	:	£432
Design Phase	:	£1,296
Development Phase	:	£1,296
Deployment Phase	:	£1,296

We can be flexible on our invoicing terms, please ask for further details.

Please note Design33 is registered in Scotland as company number SC520101.

Our VAT registration number is 244 85 36 87.

Final Points

Copyright Compliance

All images used on the site will comply with UK copyright law. It is the responsibility of Dollar Museum to ensure this is the case.

Disclaimer

While Design33 take necessary measures to protect against loss of data, intrusion prevention and data corruption, Design33 accept no liability for the data, website, media or databases held on any servers. Design33 accept no liability for any malfunction caused to any system due to the use of any products supplied. Products are supplied 'as is', Design33 disclaim all warranties, expressed or implied, without limitation.

Sole intellectual property rights remain with Design33 until all outstanding invoices have been paid in full. Design33 reserve the right to take down or change any website in development until such time as all invoices have been settled in full.

Ownership is transferred to Dollar Museum only when all invoices are paid in full.

Single Site Agreement

The solution to be built by Design33 is for a single instance use by Dollar Museum. If you love our work so much and would like to use our designs elsewhere, we'd love to have a credit! :-)

Confidentiality

The information contained within this document is private and confidential. The information in this document is intended for the recipient only. This document may not be reproduced or transmitted without permission from Design33, with the exception being in replying to this document.

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