
Website Specification Documentation

Dated: June 8, 2015

Client: Robert's Rules of Innovation

Project: robertsfulesofinnovation.com responsive website build

Website URL: <http://www.robertsrulesofinnovation.com/>

Project Due: ASAP -- But no later than June 22, 2015.

Contacts: Project Manager
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Purpose of this document:

This purpose of this document is to define the specification requirements for the website development portion of the new Robert's Rules of Innovation website.

Description:

The client has requested a re--design of their current website to increase leads and to make the site more mobile friendly. The client requests a site that is fully responsive, mobile friendly, cleanly coded, search engine optimized and a pleasurable experience for the users.

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1. Provisional Site Structure (структура сайта)

Sitemap (карта сайта):

- Home
- Books
 - Robert's Rules of Innovation
 - Book 2
 - Audio Book
- Speaking
 - Robert Brands
 - Topics
 - Testimonials
 - Workshops
 - Book Robert
- Blog
- About Us
- Order now

2. Technical Specifications

Web Programming:

1. Кодить в HTML5 и CSS3 (в соответствии с W3C)
2. Адаптивность для Смартфонов, Планшетов, Десктопа
3. На Wordpress
4. Wordpress blog template need to be designed as well
5. Формы - используем jotforms
6. Custom favicon and manifest icons/tiles for iOS, Android and Windows mobile need to be present and загружаются вместе с загрузкой сайта loaded when the site loads.
7. Подключить плагины (Yoast Wordpress SEO, W3 Total Cache, Disqus Comment System, JotForm Integration, and WordFence)
8. Search Engine Optimized

Accessibility:

The site need to adhere to best practices in regards to accessibility.

Rich Data:

Подключить Google Rich Snippets data (microdata) to help search engines discover the content more easily

3. Functional Requirements

- Home
 - Innovation coach кнопка-ссылка ведет на – <http://www.innovationcoach.com/>
 - У Слайдера должно быть 3 параметра (book 1, 2 and audio book) каждая кнопка ведет на соответствующую страницу.
 - INNOVATION – буквы должны переворачиваться как на сайте – <http://www.robertsrulesofinnovation.com/> каждая буква — это ссылка на соответствующую страницу.
 - Workshop – это ссылка на – <http://www.newproductvisions.com/workshops>
 - Блок “последние новости” – вытащить 3 последние блог-поста w/photo (с фоточкой)
 - Вытащить testimonials (отзывы) из – <http://www.robertsrulesofinnovation.com/speaking--engagements/testimonials> - которые размещены на странице testimonial
- Books
 - Robert’s Rules of Innovation
 - Look inside – Вытащить страницы отсюда в слайд-шоу – http://www.amazon.com/Roberts--Rules--Innovation--Corporate--Survival/dp/0470596996/ref=sr_1_1?tag=innovcoach--20
 - Purchase the book – это ссылка на – http://www.amazon.com/Roberts--Rules--Innovation--Corporate--Survival/dp/0470596996/ref=sr_1_1?tag=innovcoach--20
 - Customer Reviews on Amazon (отзывы на Амазоне) – вытащить из – http://www.amazon.com/Roberts--Rules--Innovation--Corporate--Survival/dp/0470596996/ref=sr_1_1?tag=innovcoach--20
 - From the inside flap – вытащить оттуда фоточки и создать слайд-шоу – http://www.amazon.com/Roberts--Rules--Innovation--Corporate--Survival/dp/0470596996/ref=sr_1_1?tag=innovcoach--20
 - Purchase this book –d
 - Robert’s Rules of Innovation II
 - Нужны ссылки от клиента. Книга вскоре поступит в продажу.
 - Audio Book
 - Purchase the Audio Book (купить аудио-книгу) – <https://www.cdt.digital.com/rroi/index.php>

- [View all testimonials \(смотреть все отзывы\) – вытащить из – http://www.amazon.com/Roberts--Rules--Innovation--Corporate--Survival/dp/0470596996/ref=sr_1_1?tag=innovcoach--20](http://www.amazon.com/Roberts--Rules--Innovation--Corporate--Survival/dp/0470596996/ref=sr_1_1?tag=innovcoach--20)
- **Speaking**
 - **Robert Brands**
 - [Introduction to Robert Brands \(Краткое представление брендов\)](#)

- Скачать Fact Sheet - это pdf вот этой страницы – http://www.innovationcoach.com/pdfs/Robert_Brands_One_Sheet.pdf
- Testimonials будут скролиться автоматически и могут управляться вручную кнопками Pull testimonials from here but remove dates. <http://www.robertsrulesofinnovation.com/speaking--engagements/testimonials>
- YouTube ссылка ведет на – <https://www.youtube.com/user/InnovationCoach>
- Book Robert ведет на – <http://www.robertsrulesofinnovation.com/book--robert>
- INNOVATION заголовки ведут на соответствующие страницы.
- **Topics**
 - Вставить (Embed) YouTube видяшку из – <https://www.youtube.com/user/InnovationCoach>
 - Book Robert ссылка на – <http://www.robertsrulesofinnovation.com/book--robert>
 - INNOVATION заголовки ведут на соответствующие страницы.
- **Testimonials**
 - Вытащить testimonials (отзывы) из – <http://www.robertsrulesofinnovation.com/speaking--engagements/testimonials>
- **Workshops**
- **Book Robert**
- **Blog**
 - INNOVATION titles (заголовки) ведут на соответствующие страницы.
- **About Us**
- **Order now**

4. Non-Functional Requirements

Usability:

Site needs to be a mobile first designed site to that it works on smartphones, tablets, and desktops using the latest [довести сайт до Google Mobile Friendly стандарта как можно ближе.](#)

Security:

Сайт должен быть безопасным — предпочтительно использовать WordFence

Loading times:

[Скорость – это ключевое требование. Сайт должен загружаться приемлемое количество времени без особых задержек.](#)

5. Procurement Process

We would like this site completed in as timely a manner as possible while following the specifications in this documentation. **Сроки - самое позднее до 22 Июня, 2015.** The point of contact on this project will be Arina, Project Manager – arina.kasevych@gmail.com. We will respond in a timely manner to all requests by the development team in order to keep the project moving forward in order to complete the development phase by the date above.

Все ресурсы (контент, дизайн и тп) требующиеся для завершения проекта подгружены в Дроп-бокс (будут права на общее пользование) All resources needed to complete this project have been uploaded into a Dropbox directory which we will share with you once you are ready, just forward us your developers email address so that we can share the directory with you. Once we share the directory we will forward you an email with instructions on where to find all the content needed to complete the build including: all copy, images, and design mockups.

6. Design Mockups

The following design mockups will be provided in raw format (Adobe Illustrator File) via the shared Dropbox link once we have the developers email address.

- Home
 - Robert's Rules of Innovation
 - Robert's Rules of Innovation II
 - Audio Book
 - Introduction to Robert Brands
 - Topics
 - Testimonials
 - Workshops
 - Book Robert
 - Blog
 - About Us
 - Order Now
 - **INNOVATION – Inspire & Initiate template (шаблон) – У всех заголовков одна и та же структура (layout).**
-

7. Conclusion

If you have any questions related to the development of this site or specification documentation please contact me immediately so we can resolve any issues before you begin development in order to prevent having to re--develop anything laid out in this documentation.

Project Manager

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