

# Website Development Brief

From: Reeza Awoodun, TechEd Marketing

Date: 1st September 2017

Budget: Please Quote

Delivery deadline: 31st October 2017

## **Background:**

ATEC is a series of national and regional events designed to support practitioners involved in service delivery, research or policy development in assistive technology, to support users with disabilities (sensory, cognitive or physical).

The aim of ATEC is to showcase excellence in assistive technology that removes barriers to learning and work.

The conferences and events allow delegates to listen to and meet with experts, develop their CPD, get training, learn from new initiatives, debate on the current big issues and network with like-minded people.

The conference scheduling has evolved so events will need to be promoted simultaneously (2-3 at a time). The current website structure doesn't facilitate this.

The current website can be found at: <http://www.ateconference.com/>

Ticket sales are managed through a third party service - Eventbrite. The optimal solution would be for this to be handled internally, through a built in ecommerce solution.

## **Project Purpose:**

To develop a new website platform for go live 1st November, that will:

1. Develop the theme of the website to keep it fresh and engaging
2. Communicate the broad aims of ATEC and the services provided
3. Calendar of events
4. Promote the individual conferences/ events available (microsite for each)
5. E Commerce functionality to handle ticket sales via digital payment options or invoicing
6. Meets accessibility requirements for users e.g. high contrast, change font size, text to speech friendly etc.

And ideally if budget permits:

7. Buyers to create their personalised agenda (choose breakout seminar options) for each event - not required for all events
8. Exhibitor stand/ seminar booking system

### **Example Competitor sites:**

<http://www.salford.ac.uk/onecpd>

<http://www.westminsterforumprojects.co.uk/conferences/westminster-education-forum>

<https://www.optimus-education.com/services/events>

<http://www.capitaconferences.co.uk/>

### **Functional Requirements:**

#### **MVP**

1. Home page containing:
  - a. What is ATEC
  - b. Video content
  - c. Summary of upcoming events - each has image, event title, location, date/ time and links to event microsite
  - d. Associate partners/ sponsor logos
  - e. Sign-up to newsletter
2. Centralised calendar of events (each event links to microsite)
3. Microsite for each event. Each microsite to include:
  - a. Event description
  - b. Event image
  - c. Optional video content
  - d. Sponsor logo
  - e. Partner logos
  - f. Profile of speakers and their topics
  - g. Agenda
  - h. Location/ travel details
  - i. Listing of exhibitors (company name, logo and description)
  - j. Booking details
  - k. Book an exhibition stand - link to exhibitor booking form (Gravityform)
4. News section
  - a. Summary of blog posts with links to read individual posts
5. Testimonials page
6. Links to ATEC social media platforms - Twitter, Facebook, LinkedIn and YouTube
7. Exhibitor page

- a. List of events available and link to exhibition stand/ seminar booking form (GravityForm)
- 8. Submit paper/ register as speaker page/ form (Gravityform)
- 9. Previous events list page - title, date, sponsor and link to PDF conference guide
- 10. Contact Us page
- 11. E-commerce functionality to handle ticket purchases via credit card, paypal or invoice (institutions only)
- 12. E-commerce functionality to set-up and accept discount codes
- 13. E-commerce functionality to manage qty of tickets available for each event. Choice to show if remaining tickets available is shown.
- 14. Setup email templates for each event:
  - a. Confirmation of ticket purchase, plus any supplementary info
  - b. Auto reminder to attend: 7 days before and 1 day before
- 15. Post purchase, email confirmation is sent, plus reminders
- 16. Become an ATEC Member - benefits page and online sign-up/registration with payment (we may not immediately launch with this)

Functionality if budget permits:

- 17. Post purchase, customer is directed to choose their breakout seminar options (this feature to be enabled if required). ATEC admin can configure:
  - a. Number of days
  - b. Number of breakout sessions each day e.g. 5 sessions throughout the day
  - c. Start and end time for each breakout session
  - d. Number of seminar options available within each breakout session
  - e. Add title for each seminar option
  - f. Set capacity for each seminar option
  - g. Choose to allow delegates to either:
    - i. Rank their preference of seminar options available for each breakout session or skip
    - ii. Choose one option (where capacity is still available) or skip
  - h. Summarise delegate breakout choices for each event in a grid tabular format, with an additional column for ATEC admin to confirm final allocation
  - i. Auto reminder for delegates to complete their seminar break options, if available but not completed
  - j. Once ATEC admin has approved each delegates seminar preference, an email is automatically sent out confirming their choices

Ticket booking e-commerce system, with configuration qty available constraints

### **Technical Specifications Requirements:**

- Wordpress CMS, hosted on a linux AWS EC2 instance

- Responsive theme (HTML 5) optimised for both desktop and mobile devices
- Database: MySQL
- Forms to use GravityForms
- Exhibitor contracts to be delivered through WP E-Signature
- Complies with W3C accessibility requirements  
<https://www.w3.org/standards/webdesign/accessibility> (which will be tested by a 3rd party)