Website Specification - National

http://www.mx5.com.au/

- Purpose of this single webpage is to provide a landing page for access to each state's club website and a link to the next NatMeet event site.
- This page needs a redesign to modernise and make it more appealing
- Functionality to remain as current
- Key text phrase required to maintain Google ranking No.1 search term for "mx5 club": *"This is the home page for the Mazda MX-5 Clubs of Australia. This page provides access to the home pages of each of the Mazda MX-5 Clubs in Australia and information about NatMeet."*
- Bottom navbar (text labels only) to replace text links providing links for users of older browsers

Website Specification - NSW

http://www.mx5.com.au/nsw

1. Introduction

1.1. Deficiencies of current site

- Old website design is very dated, cluttered and graphic design is unappealing
- Inconsistent navigation between pages
- Some of the content is very out of date
- Appropriate members of the club are unable to update the content themselves (flat html)
- Difficult for members to find relevant information
- Buy & Sell section is onerous to manage
- Events Calendar managed outside existing website
- Difficult to use homepage to highlight latest news and events

1.2. Objectives of redesign and build

- Modern clean and visually appealing website which is fast to access
- Provide members with easy access to key information
- Easy and prominent promotion of latest news and events
- Allow non-technical administrators to easily add and update content (text & photos)
- Events Calendar managed within the website and promoted more widely
- Facility for members to submit buy& sell ads for moderating prior to publishing ie. allow members to generate the content themselves
- Regalia promotion and order placement facility

- Reduce or eliminate our dependence on IMG for management of events, bookings & payments, membership database management with tools that are fully integrated into our own website.
- Featured photo gallery from recent events

1.3.Design Principles

- Key deliverable is a modern, open and easy-to-use interface providing access to key content
- Homepage must incorporate elements as per wireframe mock-up. Wireframe sizes / spacing / locations etc is for illustrative purposes only. We do not have a set design in mind.
- Some key websites have been provided with likes and dislikes to guide the design of the website.
- Prefer dark text on a light background as opposed to the reverse.

1.4.Technical Principles

- Design must be responsive to screen resolution.
- Mobile device compatible: iPhone3, iPhone4, Android.
- Compatible Browsers: MSIE7,MSIE8, MSIE9, Safari 5, Safari 6, Safari 7, Chrome 20, Chrome 21, Firefox 14, Firefox 15, Mozilla (based on site stats for Aug 2012)
- Meta tags should be appropriate to optimise search engine rankings
- Headings to use H1, H2 tags to optimise search engine rankings
- All images will have alt tags
- All external links should open in a new tab/window so that the club website stays in background.
- Existing committee discussion board to continue as is: http://mx5.com.au/committee

2. Key Functional Requirements

2.1.Content Management

- Committee members have username and password to match their title eg. President, Secretary, Publications, etc.
- Permission levels to be set by technical experience level.
- Administrators can change people's permission levels.
- Excel spreadsheet to be provided with names, passwords, permission levels.
- Version control has draft and live versions. Draft versions can be previewed prior to sending them live. Most of the content providers would be administrators and able to send content live immediately.
- Permission levels:
    - User
        - Read only – no log-in required
        - Submit, edit and cancel an ad on Buy & Sell section – content is approved by Administrator before going live (note: ads are not deleted when cancelled, but are moved to an archive)
        - Submit RSVP or book Events via calendar
        - Submit Regalia purchase enquiry

        - Submit enquiries via webform
        - Join, renew or update membership
    - Contributor
        - Can add new or modify existing content subject to approval by Administrator prior to go live
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        - Can add new or modify existing content subject to approval by Administrator prior to go live
    - Administrator
        - Can modify any content across the site and the homepage
        - Can add new usernames as required
        - Can change permission levels of users
        - Can approve content and send draft version to live website
- Content management interface:
    - easy to use
    - WYSIWYG editor
    - Many of the users are technically limited – solution needs to incorporate fail-safes and guidance to allow these users to publish. For example, manages image file size, image size, and image format. Designer guidance and recommendations requested.
    - Current webhost provides free access to the following CMS tools: Drupal, Geeklog , Joomla 1.7, Joomla 1.5, Mambo, PHP-Nuke, phpWCMS, phpWebSite, Siteframe, TYPO3, Xoops, Zikula
- Buy & Sell will allow MX-5 Club member to submit content. Detail on this functionality is provided in the section headed “Buy & Sell”
- Optional inclusion of a Membership management system: includes a merchant facility for payments from new members and renewing members, plus ability to update membership records, etc. (currently hosted by IMG)

2.2.Homepage Content

Refer to wireframe.

2.2.1. Club Logo

- Logo links to homepage of this site

2.2.2. Search

- Free text standard website search
- Search is activated by typing in the box and clicking link OR typing in box and pressing “Enter”

2.2.3. Top Navigation Bar

- Who We Are
    - Club Info
        - Content: Simple introduction to the club and what we’re about. Includes our Reason for Being, Values, Mission Statement, Vision Statement, Constitution (link to PDF), information on the Charity we choose to support (link to new page with some details of current and previously supported charities)

    - Committee
        - Content: titles, names, email address, phone number, photo of each committee member and ex-officio helpers
    - History
        - Content: history of our club, photos and text
    - Honour Roll
        - Content: listing of award recipients (MOTY, NMOTY, Presidents Award), life members, etc (refer http://www.mx5vic.org.au/clubinfo_honourroll.asp)
- Membership
    - Why Join
        - Content: what do you get, chapter information
    - Categories & Fees
        - Content: membership categories & fees, link to join / renew / update
    - Join / Renew / Update
        - Content: Links to IMG membership portal via current three links; contact information for membership enquiries
    - Member of the Year
        - Content: what is it, why is it important, how do I win it, recent winners
- Events (functionality & content described below in "Events" section)
    - All Events
    - Motorsport
    - Sydney
    - BreakFast Club
    - Canberra Chapter
    - Hunter Chapter
    - Illawarra Chapter
    - Past Events
    - NatMeet
        - Content: page describing what NatMeet is about and giving some background information of previous NatMeets.
    - Documents
        - Content: page with Code of Conduct, run notes, sign-on templates, etc Documents will be PDF attachments.
- Motorsport
    - Track Days
        - This would be the landing page for clicks onto "Motorsport"
        - Content: A brief introduction to Club Track Days, what they are, where they are, what the objective is and what is expected of competitors etc.
        - Include a prominent feature box "Next Event" to promote the next club trackday round as per http://www.motorracingaustralia.com.au/
        - Include "Motorsport Events" list for dates etc as per "Chapter Pages" layout (without the "social feed")
        - Secondary navigation level:
            - Entry – link straight to Entry Form. NOTE: on-line entry form is currently being developed

                - Supp Regs – link straight to Supp Regs PDF
                - Licence Requirements - What licences are required and why. Links to relevant application forms.
                - Rules & Classes
                - Records & Standings
                - Results Archive (with list of track day dates by year and links to PDFs)
                - Track Tips
                - Our History
            - This section requires the ability to upload PDFs.
    - Other Events
        - One page with following content:
        - Supersprint
            - Content: CAMS NSW Supersprints, Where are they held, What is required, History of our successes, Honour role of club championship and class winners by year, include basic info on CSCA Supersprints and Interclub Supersprints with links to relevant webpages.
        - Regularity
            - Content: description of regularity events and regularity relays, honour role of notable results (eg. Phillip Island 6hr)
        - Hillclimb
            - Content: description of some options available, such as http://hillclimbnsw.org.au, http://www.sdmahillclimb.com
        - Motorkhana
            - Content: a little of the club history on conducting motorkhanas, description of some current options available, such as http://www.motorkhana.com
        - Racing
            - Content: description of various racing options for MX-5 owners, eg. MX-5 Challenge, ProdSports, MRA, etc
        - Rally
            - Content: description of options such as Targa Racing, Carco, etc
    - Getting Started
        - Content: The typical day out, What do I need to compete? First-timer training, General Tips, Driving Techniques, Modifications, Flags, Licences, Driver Training Days
    - Other Organisations
        - Content: description of what CAMS provides and links to CAMS Manual website, L2S licence application form, etc, info on AASA with relevance to our track days.
- Club Zone
    - Magazine
        - Content: as per current site

    - Regalia
        - Content: shopping cart facility to display and allow selection of regalia items, submit via email to regalia officer. Payment and order to be arranged directly. Suggestions welcomed on possibility of full merchant facility.
    - Buy & Sell
        - Content: “Submit Ad” link/button, “Update Ad” link/button, “Cancel Ad” link/button, paragraph of text describing terms & conditions, listing of current ads sorted with newest at top.
    - Share
        - Content: Feeds from Facebook, YouTube, Flickr, Car Domain, etc; link to mx5cartalk forum
        - Refer http://www.mx5.com.au/canberra/index.html for example
        - Advice sought from designer
        - Photo Gallery
            - Content: general content page to allow administrators to add links, formatted text, photos. Photos likely to be hosted externally and linked via this page.
            - If designer has suggestions on how this might be achieved simply, please advise.
    - Talking Technical
        - Content: collection of pages
        - This section will require a secondary navigation to incorporate multiple pages of content.
    - News
        - Content: teaser archive of news & announcements listed in order of date, newest at top. Link to full news story.
        - News article will have Date, Title, Teaser text, Image, Full Text.
- Chapters
    - Canberra
    - Hunter
    - Illawarra
        - These sections will require a secondary navigation to incorporate multiple pages of content.
        - Ability to add chapter-specific Facebook, Twitter, feeds required
        - Content will be built using existing templates and content management system.
        - All pages will be free content pages. Optional inclusion of a blog module instead of free text.
        - Incorporate Events box from homepage onto landing page for each Chapter, with results filtered to that Chapter’s category
        - Direct access to Chapter sub-site via sub-domain eg. http://canberra.mx5.com.au
- Contact Us
    - Content: introductory paragraph including mailing address, webform (functionality defined below in “Contact Us”)

2.2.4. Hero Photos

- Rotating hero photo and brief text description, with numbered pages
- High quality photo & design
- Ability to add and replace photos in future
- Links to pages with more content
- Should cover the categories of:
    - Motorsport (links to motorsport page)
    - Social Activities (links to Events Calendar)
    - Magazine (links to magazine page)
    - Regalia (links to regalia page)

2.2.5. News & Announcements Box

- Free text field with smaller photo to promote big announcements or news eg. display of new MX-5 at motorshow (for design concept, sample photos & text to be provided).
- Link for more information.
- Content feeds from news stories under “Club Zone: News”
- Displays the most recent news story as a teaser
- Consider possibility of listing the next few news titles & dates in short form, dependent on design.

2.2.6. Events Box

- Featured event displayed under a heading “Featured Event” with a teaser description and link for more information
- Administrator needs to select which event is featured and linked to, and write a teaser description
- Below the featured event would be a list of the next three events under the heading “Upcoming Events”. This list would contain Date and Event Name only, then a “more info” link.

2.2.7. Sponsors

- Icons for each sponsor linking to their website
- Include the logo for the club’s chosen charity organisation, linking to a page with some details of current and previously supported charities
- Currently have four sponsors – use their logos as shown on website (ACDC, Carco, Hume Smash Repairs, Blue Mountains Mazda)

2.2.8. Legal notices

- Small font footer with copyright notice

2.3.Content Specification & Functionality

2.3.1. Events

- Navigation & Results Presentation
    - Events will be assigned a “Category” according to which part of the club they belong to.

    - Navigation lists all of the Categories plus All Events and Past Events
    - Admin can add more Categories in future as required. These will then appear in the Events top navigation drop-down.
    - "All Events" and "Past Events" is unfiltered by category
    - All categories except "Past Events" show future events only, listed in date order with the next event at the top
    - Past Events shows events that have already occurred, in date order with the most recent at the top
    - For multiple events occurring on same date, sort via the following priority: All-Club, Motorsport, Sydney, BreakFast, Canberra, Hunter, Illawarra
    - "All-Club" Events are intended to appear across all categories. All-Club Events do not require a navigation listing as they will always appear in all Event lists.
- Event Content:
    - Each event will have the following fields: Date, Category, Event Name, Event Summary (text only with basic formatting – refer existing calendar), RSVP Date (may be blank), Details (content field allowing entry of detailed information including text, links, photos, booking form PDFs, payment link via IMG. Field may be blank.)
    - At launch, categories will be: All-Club, Motorsport, Sydney, BreakFast, Canberra, Hunter, Illawarra
    - Only one category can be selected. Events that involve multiple categories will be entered separately.
    - Event booking capability required for members to lodge an RSVP. Data required is Name and Member Number. This data is to be logged in a database attached to the relevant Event. Access to a list of RSVPs for each event is required for Administrators.
- Event Listing Display
    - Tabular format: column headings are "Date" (Date format "Sun 4 Aug"), "Chapter" (use category field), "Event" (content is Event Name and Event Summary below it), "RSVP/Book" (If RSVP date has been included list here. Format "RSVP by Sun 4 Aug". If "Details" have been included, add link text "More Info" and link to page containing details content)
    - Each event should be colour coded to differentiate by category
    - Include a "Print" button so that members can access a "printer friendly" listing of events according to whatever filter they apply (date range, by Chapter, motorsport only, etc –would include All-Club events in each case).

2.3.2. Regalia

- A range of regalia is sold by the club. Regalia items include shirts, jackets, caps, beanies, patches, in a variety of colours and sizes. Discussion on how to best represent this on the website is required. Current thoughts are a shopping cart type of representation.

2.3.3. Buy & Sell

- We would like to allow club members (not non-members) to submit their own ads for buy & sell.

- Input is sought from designer for the most appropriate method of achieving this functionality.
- Users will need to be able to update the ad they list and cancel it when not required anymore. Adequate security needs to be provided for this.
- Old ads will need to be automatically removed after three months.
- All ads including those automatically removed and those removed by the user are archived and NOT deleted.
- New or updated ads will not go live until they are approved by an Administrator.
- Administrator needs to be able to edit the ad to correct formatting or remove objectionable content.
- Administrators will be notified when an ad is submitted or updated.
- Removal of ads does not require Administrator approval.

2.3.4. Contact Us

- Webform with following fields:
    - Type of enquiry: Membership, Advertising, Sponsorship, Regalia, Magazine, Motorsport, Events, Other
    - Name
    - Email Address
    - Phone Number (optional)
    - Enquiry Description
- All fields except phone number are required
- Submit button will send enquiry as a formatted email to relevant address (list to be provided)

2.3.5. Secondary Navigation

- Pages requiring a secondary navigation due to multiple pages at the third level of the tree, will have secondary navigation box automatically added to the page.
- Secondary navigation will only show one layer. If users create further nested layers, these will be treated as orphan pages from a navigational perspective.

2.4.Options to be Investigated

- Individual pricing requested for the following optional modules:
    - Event booking payments (currently hosted by IMG)
    - Membership management system: includes a merchant facility for payments from new members and renewing members, plus ability to update membership records, etc. (currently hosted by IMG)
    - Email Newsletter (currently hosted by IMG)
    - Regalia shopping cart (refer 2.3.2)
    - Buy & Sell (refer 2.3.3)

2.4.1. Event booking payments

- Links in with functionality defined in 2.3.1
- Where are event has an associated cost, members are able to login, register for the event and submit payment for that event.

- Joint members (refer 2.4.2 for definition) can login as an individual and book/pay for both people.
- Will need to have facility to accept payments from non-members with a different payment amount (members may receive subsidies).

2.4.2. Membership Management System

- System for accepting new and renewing memberships, maintaining all membership records, updating of details for individual members, full admin access, link with other functionality on the website (event bookings, regalia purchase, Buy & Sell).
- Existing members of all types (see below for definitions) can log into the website to provide the following functionality:
    - Auto population of member details in forms for event bookings, regalia purchase, buy & sell, contact us
    - Access to membership details and ability to edit/update
    - Access to renew membership with existing details
- Membership database to record a variety of required data as per "Membership Database Fields.xlxs". Advice is provided on format of fields and compulsory/optional requirements in this spreadsheet. Existing membership data is to be imported from a CSV file.
- The club has several member types:
    - "Full Members" are for single adults,
    - "Joint Members" for adult couples etc (Joint 1 is the primary member, and Joint 2 is the secondary member – Joint 2 members do not receive the club magazine),
    - "Associate Members" are those that do not own an MX-5 (no voting rights but otherwise same as "Full" and "Joint"),
    - "Life Members" (automatic renewal with no payment required – most are also Joint members),
    - "Junior" is for under-18yo members,
    - "Corporate" is for sponsors.
- Joint members need to be linked such that they are able to join/renew using one payment (not one payment for each person). They also need to be able to login as individuals but book and pay for events and update personal details on behalf of both joint members.
- Merchant facility required for acceptance of membership payments. Facility to be a secure third party service. No credit card details will be stored on the MX-5 Club website. Payment data reporting needs to be in a form that can be imported into MYOB to simplify accounting.
- Other payment methods allowed include cheque, money order or cash (no direct debit). Members who chose one of these alternate payment methods, will not be financial until their application is processed by an administrator. Their status will be set to "pending". See "Administration Tools" below.
- Each member to have a unique username and password that are created by and can be edited by the user.
- Facility required for forgotten username and password. User enters an email address and their username and password is sent to that address where it matches an entry in the database.

- For new members, the financial date is 12 months after they complete their online membership application and payment. That is from the date they become active in the database.
- There are occasional paper applications, for which the application date is taken as the date of processing by an administrator.
- When a member renews, their new financial date is 12 months after their old financial date (not 12 months from the renewal payment date).
- Automatic email sent to members two months before their financial date, with reminders at one month and one week. Once a member becomes unfinancial, they receive further automatic monthly email reminders until at three months they are advised that they are no longer a member of the club. Each of these messages will be tailored with a different message and link to the renewal webpage with their profile.
- The final email to departing members will include a link to an exit survey rather than the renewal webpage. This will be a page on the website that allows the ex-member to select from a list of options a reason for leaving the club and add a comment. This will submit to the membership database as well as an email being sent to membership@mx5.com.au.
- When a member leaves the club at three months after their financial date, their records are marked "inactive" but retained on the database. They can rejoin the club but a new membership record is created. Once a member becomes inactive, they can no longer access that account or log into the website.
- A member becomes inactive when payment has not been received within three months of their financial date. Note that financial dates are spread throughout the year, and generally align with the anniversary date for each member.
- Membership Administration tools:
    - Accessible by administrators only
    - Export of membership database in variety of reports in CSV format (mailing list, unfinancial members, all active members, complete list including former members)
    - Membership administration allows
        - search by surname, email address, membership number, and/or status to return multiple nearest matches for editing.
        - administrators can change the pending / active / inactive status of a member and edit any other membership records.

2.4.3. Email Newsletter

- Administrator tool to allow bulk emails to be sent to members.
- Emails are text only with simple formatting and links
- Select required membership category to receive the email, choose sending email address from a drop-down list, enter the subject and compose the body of the message (with simple WYSIWYG editor: format left/centre, bold/italic/underline, able to include website and email link), automatically add unsubscribe link
- Unsubscribe link takes the member to a webpage which allows them to unsubscribe their email address from all email communication from the club by clicking on a button. This is flagged in the membership database by the field "eMail List". We would like a personalised message to appear on this page.
- Preview the email message

- Send the message only to members with “eMail List” flagged as “Yes” and that match the selected category.
- Full list of email addresses of recipients are not viewable to recipients. Only the recipients email address can be seen.