

Requirements:

Alight Website – WordPress Relaunch

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1 General Information

1.1 Introduction

The Alight Website is subject to a relaunch. This relaunch, includes a shift of platform from SharePoint 2013 hosted in Azure to WordPress hosted at the webhost Strato.de.

1.2 Current Situation

The current website is based on SharePoint 2013, using regular publishing sites. No page layouts are being used, which means that every page is static HTML. This makes it very time consuming to update the website, and also requires a relatively high level of technical skills.

The website is in no way modular, which makes it very difficult to reuse existing content areas.

1.3 Purpose

The purpose of the new website is to increase the activity level on the website. Currently, only few updates are made, due to the time consuming process. By using WordPress, a more commonly used CMS for websites, the user friendliness should be increased, allowing less technical employees to also contribute.

Additionally, WordPress also offers better extensibility with regards to plugins, which could enhance both user experience and analytical tools.

2 Technical Basics

2.1 WordPress

The website must be developed with WordPress, newest version (currently 4.9.2). The WordPress Admin area should be available in both English and German.

2.2 Plugins

The following plugins should be used as part of the implementation of the website.

Table 1: WordPress Plugins

Plugin	Description
Advanced Custom Fields (ACF)	ACF will be used to have a modular structure of the website. These modules are all defined in this document.
WPML	WPML enables WordPress to be multilingual. The plugin has a yearly cost of 39\$. More: https://wpml.org/
Relevanssi	Relevanssi is used to enhance the standard search of Wordpress. There is a free version available, but also a premium version of.
Contact Form 7	Contact Form 7 will be used as the plugin for all contact forms on the website.
Google Analytics	Google Analytics are for analyzing purposes only.
Yoast SEO	Yoast SEO is for search engine optimization only.

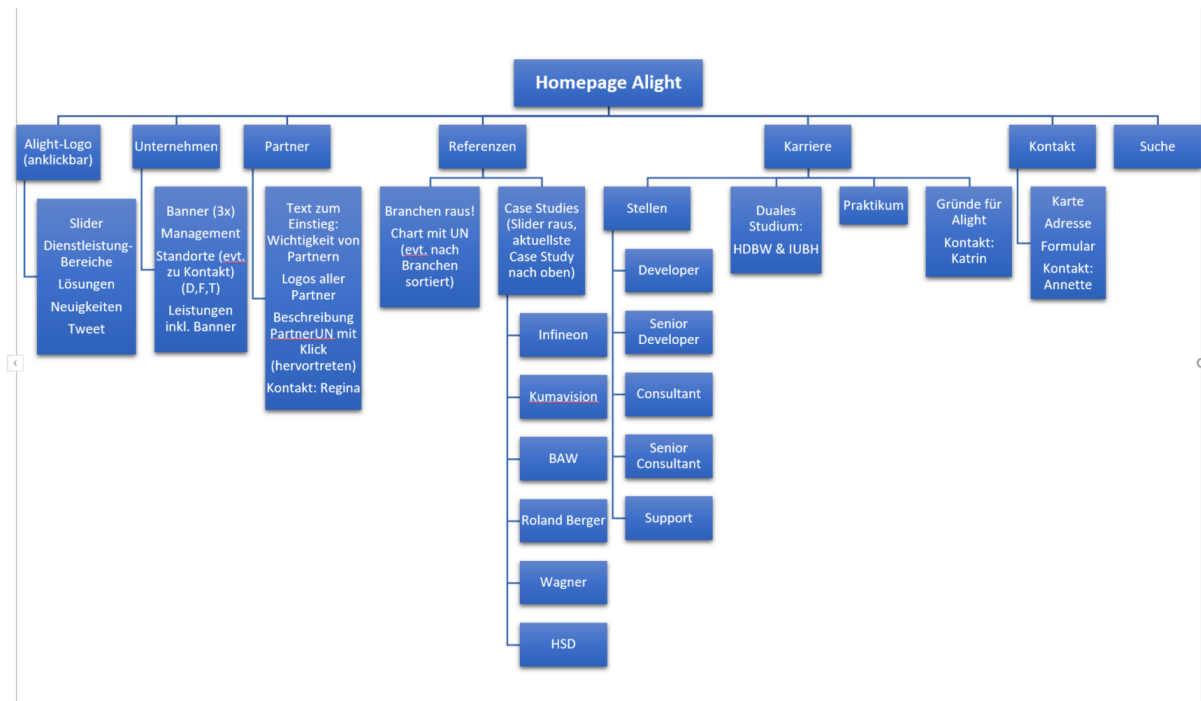
2.3 Hosting

The website will be hosted at the German web hosting provider “Strato.de”. The package WP Plus has been selected. The package includes the following:

- 3 Domains
- 75 GB Harddisk (Webspace)
- 5 Databases (2 GB SSDs)
- WordPress easy install
- Automatic WordPress Updates & Backups
- Included SSL Certificate

3 Website Structure

3.1 Content



3.2 Multilingual



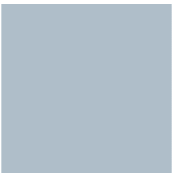




The website must be available in three languages:

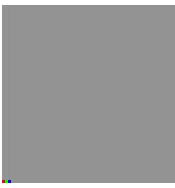

- German (Main language)
- English
- French

The multilingual features of the website will be implemented with the plugin WPML.

4 Design

4.1 Color code

	chroma	RGB	Hex
	100%	54/92/121	#365C79
	70%	114/141/161	#728DA1
	40%	174/190/201	#AEBEC9
	100%	244/124/40	#F47C28
	70%	247/163/105	#F7A369
	40%	251/203/169	#FBCBA9
	100%	100/100/100	#646464

	70%	147/147/147	#939393
	40%	193/193/193	#C1C1C1

4.2 Fonts

The font of our homepage: Open Sans

It could be varied: light / regular / bold

It is possible to download this font: <https://fonts.google.com/specimen/Open+Sans>

4.3 Logo

Alight

4.3.1 The logo "Alight." is a combination of:

A (orange 100%)

light (blue 100%)

.(orange 100%)

The background is usually transparent.



4.3.2

Alight.target

There is another logo of the product of Alight called Alight.target.



4.4 Header

The header of the page consists of four main elements:

- Logo
- Navigation
- Search
- Language Switch

This element will be available on all pages of the website.

The header should be adapted to stay on top in the browser when scrolling the page. To show a separation between header and content, the header should have a light border or shadow.

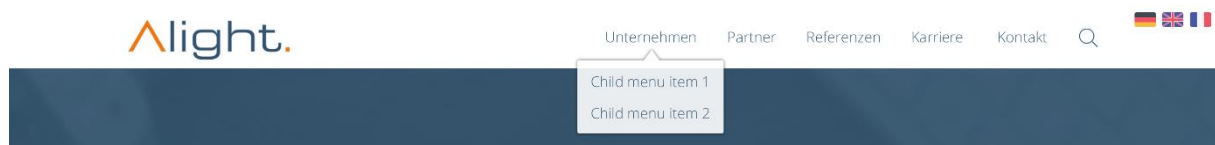


Figure 1: Header: Screen Design

Navigation

4.4.1 The navigation should be simple and only support 2 levels of navigation:

- Top Level
- Child Level



The animation of hovering and active navigation items should follow the “Underline Stroke” styles in the following link. However with Alight’s blue color instead of grey:

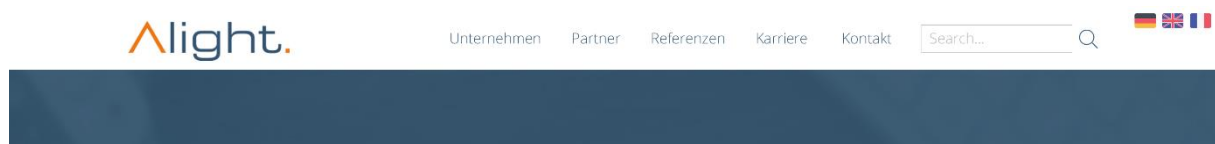
<https://codepen.io/maheshambure21/pen/QwXaRw>

4.4.2 Child items are shown in a dropdown like the screen design above, also being underlined with the styling in the link.

Search-Field

The Search field, when not active, will simply displayed with a search icon. On hovering, the search field will be displayed with an animation, and the navigation will be shifted to the left.

Once the user has started typing something, the search field should no longer be collapsed. If the user does not click in the search field and moves the cursor away, the search field should be collapsed again.



Language Switch

The language switch will be available on all pages. It should be marked visually which language the user is currently viewing. Clicking a flag will show the current page in the desired language.

If the page is not available in the language, the user will be redirected to the homepage in that language.

4.4.3

4.5 Footer

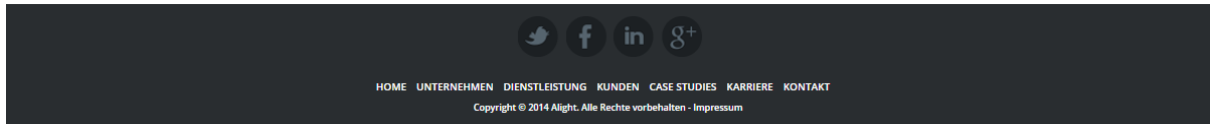


Figure 2: Footer: Screen Design

The footer should contain the following social icons:

- Twitter
- Facebook
- LinkedIn
- XING
- **(No Google Plus)**

Additional the top level menu should be displayed (without child items).

Below the menu the disclaimer should be displayed with copyright, and more importantly “Impressum”, which is a legal requirement in Germany.

The footer should have a 100% width with centered content.

4.6 Search

The search page will be implemented with the plugin “Relevanssi”.

4.7 Responsive

5 Modules

The following chapter describes all modules to be implemented with ACF. Every module will be presented with a screen design as well as the required fields and functionality.

5.1 News Slider

The news slider will be placed on the homepage of the website. The slider will be updated regularly with upcoming events, conferences and other topics.

News Slider: Screen Design

5.1.1

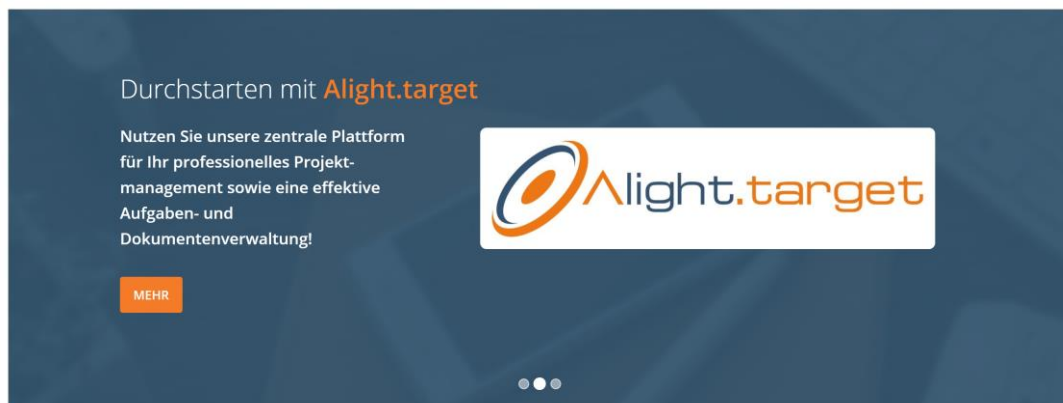


Figure 3: News Slider: Screen Design

5.1.2

News Slider: Fields

Table 2: News Slider: Fields

5.1.3

Field	Type	Description
Headline*	Richtext	The headline must have the functionality to style the text with bold fonts and orange colors (Simplified Editor).
Main Text*	Richtext	The main text should be implemented with a rich text editor.
Button Text	Text Input	Text for the button.
Button URL	URL Input	Input field with "https://" added.
Image Source	Media Library	Selection from media library.
Background	Selection	Selection from media library.

News Slider: Functionality

The news slider should have the possibility to add an unlimited amount of slides. The slider will be rotating, meaning that when the last slide has been reached, the first slide will be shown as the next.

When no button text is available, the button should be hidden.

Images should be resized to take up 50% of a slide. When no image has been selected, the image should be hidden.

5.2 Flexible Icon Columns

The flexible icon columns will be placed on the homepage of the website. The slider will be fix.

Flexible Icon Columns: Screen Design

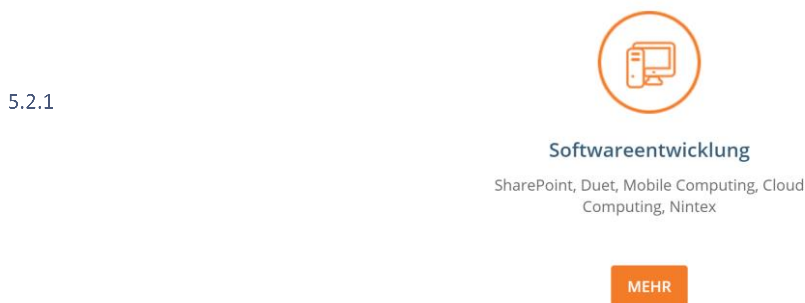


Figure 4: Flexible Icon Columns: Screen Design

Flexible Icon Columns: Fields

5.2.2

Table 3: Flexible Icon Columns: Fields

Field	Type	Description
Headline*	Richtext	The headline must have the functionality to style the text with bold fonts and orange colors (Simplified Editor).
Main Text*	Richtext	The main text should be implemented with a rich text editor.
Button Text	Text Input	Text for the button.
Button URL	URL Input	Input field with "https://" added.
Icon Source	Media Library	Selection from media library.

5.2.3

Flexible Icon Columns: Functionality

The flexible icon columns should be having a flexible position on the website. It depends on the amount of icon columns. That means, if we have a collection of 4 those icons, we want to arrange 2 icon columns next to each other, and additional 2 flexible icon columns below. However we have 3 icon columns, they should arrange next to each other (i.e. the figure below).



In another example we don't need the button "MEHR" (more) under the flexible icon columns. It has to be flexible if you need the button or not. (i.e. the figure below)



5.3 Image Container

5.3.1 In the image container takes the picture the whole background of the container.

Image Container: Screen Design



Image Container: Fields

Field	Type	Description
Headline*	Richtext	The headline must have the functionality to style the text with bold fonts and orange colors (Simplified Editor).
Main Text*	Richtext	The main text should be implemented with a rich text editor. The colour of the text must be flexible. There must be the possibility to add bullets.
Sub-headline Text	Richtext	The headline must have the functionality to style the text with bold fonts.
Button	-	-
Icon Source	Media Library	Selection from media library.

5.3.2

Image Container: Functionality

5.3.3 The image container should have the possibility to arrange the sub-headline and the main text in a flexible position, depending on the background. Additionally we should adapt the colour of the text.

The background should take the whole width of the desktop, not only a fix square.

5.4 Text/Image Container

The text/image container is a container with a dark or bright background, arranged with an image, a headline, mostly a sub-headline and text.

5.4.1

Text/Image Container: Screen Design

IT-Beratung

IT-Roadmap, Service Management, Programm- und Projektmanagement, Qualitätsmanagement

Optimierte Prozesse sind Voraussetzung für Effektivität und Effizienz im IT-Bereich. Dieses Ziel erreichen Alight-Experten durch den Einsatz bewährter Methoden und Standards:

- **Strategisch** mithilfe einer IT-Roadmap, in der langfristige IT-Ziele aus den Geschäftszielen abgeleitet und ein Projektportfolio für deren Realisierung definiert wird.
- **Taktisch** indem Sie eine effiziente Organisation und kluge Prozesse für die Umsetzung Ihrer Strategie finden.
- **Operativ** durch kompetente Beratung bei der Projektplanung und -durchführung sowie bei der Übergabe an den Betrieb und bei der Betriebsführung.



Text/Image Container: Fields

Field	Type	Description
Headline*	Richtext	The headline must have the functionality to style the text with bold fonts and orange colors (Simplified Editor).
5.4.2 Main Text*	Richtext	The main text should be implemented with a rich text editor. The colour of the text must be flexible. There must be the possibility to add bullets.
Sub-headline Text	Richtext	The headline must have the functionality to style the text with bold fonts.
Button	-	-
Icon Source	Media Library	Selection from media library.

Text/Image Container: Functionality

5.4.3 The image container should have the possibility to arrange the sub-headline and the main text in a flexible position, depending on the background. Additional we should adapt the color of the text.

The background should take the whole wide of the desktop, not only a fix square. The picture should not be fixed on one side of the container. It must be possible to arrange the image on both sides, left and right.

5.5 Map Container

Google Maps should show/map the four different locations of Alight: Munich, Nuremberg, Tunis, Paris

5.5.1

Map Container: Screen Design



Map Container: Fields

Field	Type	Description
Map*		The map of googlemaps

Map Container: Functionality

The map should show all four locations at a look. You must click on the map and googlemaps is opening in this moment.

5.5.3

5.6 Headline

Headline: Screen Design

Wir erbringen erstklassige Lösungen

5.6.1

Figure 5: Headline: Screen Design

Headline: Fields

5.6.2

Field	Type	Description
Headline*	Richtext	The headline must have the functionality to style the text with bold and italic fonts (Simplified Editor).
Color*	Radio	Two colors should be available: <ul style="list-style-type: none"> - Navy - White

5.6.3

Headline: Functionality

The headline should be a module, which can be placed everywhere, both in containers and directly in the page. The orange horizontal line is always shown.

5.7.1

5.7 Sub-Headline

Sub-Headline: Screen Design

5.7.2

SharePoint, Duet, Mobile Computing, Cloud Computing

Figure 6: Sub-Headline: Screen Design

Sub-Headline: Fields

Field	Type	Description
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Headline*	Richtext	The headline must have the functionality to style the text with bold and italic fonts (Simplified Editor).
Color*	Radio	Two colors should be available: <ul style="list-style-type: none"> - Navy - White

Sub-Headline: Functionality

The sub-headline should be a module, which can be placed everywhere, both in containers and directly in the page.

5.7.3

5.8 Testimonials

Testimonials: Screen Design

5.8.1



Figure 7: Testimonials: Screen Design

5.8.2

Testimonials: Fields

Field	Type	Description
Person*	Input Text	The person write in plaintext.
Company*	Input Text	Company is placed below the person.
Picture*	Media Library	Pictured selected from existing media or uploaded.
Main Text*	Textarea	Main text of the testimonial. Also only plaintext, but in a textarea.

5.8.45.8.3

Testimonials: Functionality

Testimonials should be centered but placed next to each other. Usually there will always be two testimonials placed next to each other. There should be a maximum of two testimonials in one row.

5.9 Text/Image Columns (logo)

Text/Image Columns (logo): Screen Design

Case Studies



Social Intranet mit Office 365

Die Entwicklung eines globalen Intranets für die WAGNER Gruppe ist ein wichtiger Schritt, um sowohl die Kommunikation als auch die Zusammenarbeit zwischen den verschiedenen internationalen Standorten zu verbessern und damit eine unternehmensweite Einheit zu schaffen.

Laden Sie sich diese aktuelle Office 365 Case Study herunter und entdecken Sie weitere spannende Fallstudien aus unseren Kundenprojekten.

[DOWNLOAD](#)
[MEHR](#)

5.9.1

Figure 8: Text/Image Columns: Screen Design

Text/Image Columns (logo): Fields

5.9.2

Field	Type	Description
Headline*	Text	Text in one size, navy.
Logo*	Media Library	Logo selected from existing media or uploaded. But it should be possible to create a text column without picture or logo.
Main Text *		A headline on the beginning of the main text. The main text of the text/image columns is only plaintext, but not too long. For more text you must click the button "more".
Button Text	Text Input	Text for the button. The button should be optional. And if there is a button, then only one, not two.
Button URL	URL Input	Input field with "https://" added. (... only one field).

5.9.45.9.3

Text/Image Columns (logo): Functionality

We need to add one, two or three text/image columns next to each other. It depends on the number of columns and maybe we can arrange the order themselves.

The logo or picture should be optional, also the button. There should be the possibility to cancel.

The length of the text depends.

If possible, the background of the columns should be colored variable. In the example there is a grey background behind the logo. That should be optional and flexible, i.e. the text might have a background, too.

5.10 Text/Image Columns (person)

Text/Image Columns (person): Screen Design

5.10.1



Dr. Habib Lejmi

ist promovierter Wirtschaftsinformatiker an der Universität Erlangen-Nürnberg. Er ist seit dem Jahre 2000 im IT-Beratungsumfeld in verschiedenen Positionen tätig, zuletzt als Managing Consulting und Teamleiter bei einem internationalen IT-Beratungshaus. Die Arbeitsschwerpunkte von Dr. Lejmi sind Prozess- und Applikationsberatung (ERP, CRM, ECM) sowie Programm- und Projektmanagement. Als Geschäftsführer bei Alight ist er für den Consulting-Bereich und für das Business Development zuständig.

Figure 2: Text/Image Columns: Screen Design

5.10.2

Text/Image Columns (person): Fields

5.10.3

Text/Image Columns (person): Functionality

5.11 Twitter Feed

5.11.1

Twitter Feed: Screen Design



Figure 9: Twitter Feed: Screen Design

Twitter Feed: Fields

Twitter Feed: Functionality

5.12 Contact Card

5.11.2

Contact Card: Screen Design

5.11.3

5.12.1



Dr. Ralf Kuhn

beschäftigt sich seit 2003 mit dem Entwurf, der Architektur und Entwicklung von Anwendungen auf Basis .NET und Microsoft SharePoint Server.

Als Geschäftsführer bei Alight ist er für die Bereiche Entwicklung und Vertrieb zuständig.

 Kontaktieren

Figure 10: Contact Card: Screen Design

Contact Card: Fields

5.12.

Field	Type	Description
Name*	Text Input	The name of the person.
Main Text*	Richtext	The main text should be implemented with a rich text editor.
Image*	Media Library	The persons profile picture. Should be possible to select from existing media and uploading additional content.
Email	Text Input	The persons email address

5.12.3

Contact Card: Functionality

All fields in the contact card should be required except the email. If the email has not been filled, the contact button will be hidden.

The contact button will be a link to "mailto:{email}".

5.13 Contact Form


Contact Form: Screen Design

Sie haben Fragen?

5.13.

Annette Seum
Assistenz der Geschäftsführung

+49 89 4161476 99
info@alight.eu



Alight Consulting GmbH
Alte Landstraße 27
85521 Ottobrunn

Bitte hinterlassen Sie Ihr Anliegen:

Name

Email

Nachricht

Absenden

www.alight.eu

Figure 11: Contact Form: Screen Design

5.13.2

Contact Form: Fields

Field	Type	Description
Headline*	Richtext	Text up to form should be implemented with a rich text editor.
Main Text*		Text only in one size, should not be variable.
Form*	text	An interest should be write down his message. The text must have only on size.

Button	Text Input	Send the email to: info@alight.eu
Fields		You have to fill in the fields. The color should be a light grey with a little shadow behind.

Contact Form: Functionality

5.14 Partner Listing

5.13.3

Partner Listing: Screen Design

5.14.



5.14.2

Figure 12: Partner Listing: Screen Design

Partner Listing: Fields

Field	Type	Description
Partner Name*	Text Input	The name of the partner
Main Text*	Richtext	The main text should be implemented with a rich text editor.
Logo*	Media Library	The logo of the partner.
Size	Dropdown	There are 3 different size: <ul style="list-style-type: none"> - Small (25% wide, normal height) - Wide (50% wide, normal height) - High (25% wide, double height)

Order	Number	An ordering of the partners, ranking from lowest to highest.
-------	--------	--

Partner Listing: Functionality

The partner listing should be a flexible module for adding an unlimited number of partners, with logos. The module should automatically arrange the logos according to the fields order and size. There should never be any "white space" without a logo.

- 5.14.3 On hovering an icon, the logo should have an overlay with dark background and an orange button, which opens a pop up with the Partner Name and Main Text fields.