Harris Pumps Website
Functional Specification Document

Prepared by: Anna Howley

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Version   1.0

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Version control

The following is a list of all changes made to this document, the person making the change, the new version number and the reason why the change was necessary.

Date	Author	Version	Change Description
29/05/2017	Anna Howley	V1.0	Creating initial specification document

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Development overview

This document provides a detailed description of the intended functionality and operation of the new Harris Pumps website

To ensure that we can provide our clients with the best possible service we have developed this document to act as a functionality blue print that the Xplore web developers will work from to construct the Harris Pumps website. Only the functionality that is outlined in this document is what will be built by the developers.

It is for this reason that we ask our client to read and sign-off this document to confirm that the functionality and design elements outlined are what they have requested.

Any functionality not outlined in this document will not be included in the final website – should you require any changes to this document please contact your Xplore Project Manager immediately so that we can work with you to produce a "blue print" that meets your requirements.

Any alterations required once this document has been approved will require re-specification and may incur additional development fees.

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Abbreviations and Terms

Abbreviations

CMS	Content Management System
Xplore	Xplore Net Solutions Ltd
RWD	Responsive Website Design

Terms

You, Your,	Harris Pumps
We, our	Xplore
Silverstripe	The open source content management system your website will be built using
Xmail	Permission based email marketing system
Alt text	Alternative Text – a concise image description that will assist visually impaired users and search engines (cannot be set on all images e.g. some with text overlays or hover functionality or background images)
URL	Website address (e.g. www.xplore.net)
H1 tag/text	A technical term for a coding tag that is added to a specific area of text to tell search engines that this is the main page heading. Your webpage relevance for specific keywords is partially decided based on these text within the <h1>, <h2> tags.
Cookie	Data sent from a website and stored in a user's web browser (while the user is browsing that website). Every time the user loads the website, the browser sends the cookie back to the server to notify the website of the user's previous activity.

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Assumptions

The following are assumptions that are specific to this functional specification document:

1. We have included estimated hours to move your new copywritten content from GatherContent into the new website, but this will need to be charged for on an actual hours used basis.

2. You agree that all content (including all graphics and text) loaded onto the website, and supplied to Xplore, is the property of Harris Pumps. We take no responsibility for any breach of copyright on the part of Harris Pumps.

3. You will use a PC and Mozilla Firefox or Google Chrome when using the Silverstripe CMS (and its associated plug-ins). The CMS does not support older browsers.

4. The website will be designed to be responsive. This means that the layout of the pages throughout the website will change, depending on the device that is used to view the website.

   While we cannot guarantee that the website will work on every device that can connect to the internet, we will endeavour to test and ensure the site presents content in an attractive manner on as many major devices as possible.

   While your website will support (display well on) other devices, these are the only devices we will test your new sites on:

   o Desktop computers with a screen resolution of 1036px and upwards

   o Apple iPad 3

   o Apple iPhone 6

   o Samsung Galaxy S6

5. SilverStripe is not a WYSIWYG (What You See Is What You Get) editor – but has the ability to preview page changes before publishing.

6. Your new website will not support the following browsers. If a user tries to view your site using one of these browsers, an alert will appear prompting them to update their browser.

   o Internet Explorer 11 and lower (Internet Explorer is no longer accepted by Google or supported by Microsoft)

   o Google Chrome – any version lower than the last 2 most recent releases (at time of writing, any versions under v54)

   o Firefox – any version lower than the last 2 most recent releases (at time of writing, any versions under v50)

   o Microsoft Edge – any version lower than the last 2 most recent releases (at time of writing, any versions under v37)

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7. You agree that passwords for the CMS are only as secure as what people make them. No website login area can be 100% secure, especially when the security of this area is dependent on the selection and confidentiality of staff member's passwords (and when they can select to be kept logged in), even when they close their browser. We cannot guarantee that unwanted third parties will not be able to access the content in your CMS.

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Overview of project scope

The following is a list of the standard plugins and custom development included in the scope of this project (as a reference for our developers):

- silverstripe content manager
- silverstripe/user forms with image upload
- silverstripe/document management system
- gallery / carousel
- site-wide text search
- google map
- custom templates (see below)

Visual design and artwork

A full redesign of the Harris Pumps website was included within the scope of this project. We have created design concepts and finalised templates for the following template/page layout types:

1. Home page template

2. Inner page template

3. Team template

4. Custom form template

5. Product overview and detail template

6. Contact page template

Because your new website will be responsive (automatically change the layout of each page to display in the best possible way on mobile devices), we are not able to provide you with a pixel-perfect design concept (providing a static snapshot of how your website will look - once it is built), that you can see and approve before the build of your new website begins. This is because this would only show you how your website would look on one type of device.

Instead, we have provided you with an in-browser design concept/prototype that you have been able to resize to see how your proposed website design will look on different devices.

Responsive websites need to be fluid, in order to cater for screen widths as large as 24 inches and as small as 3 inches. So, responsive website designs tend to evolve once all the elements are seen within the overall context of the design. To this end, our graphic designer may recommend modifications to your site design and content even once build is complete.

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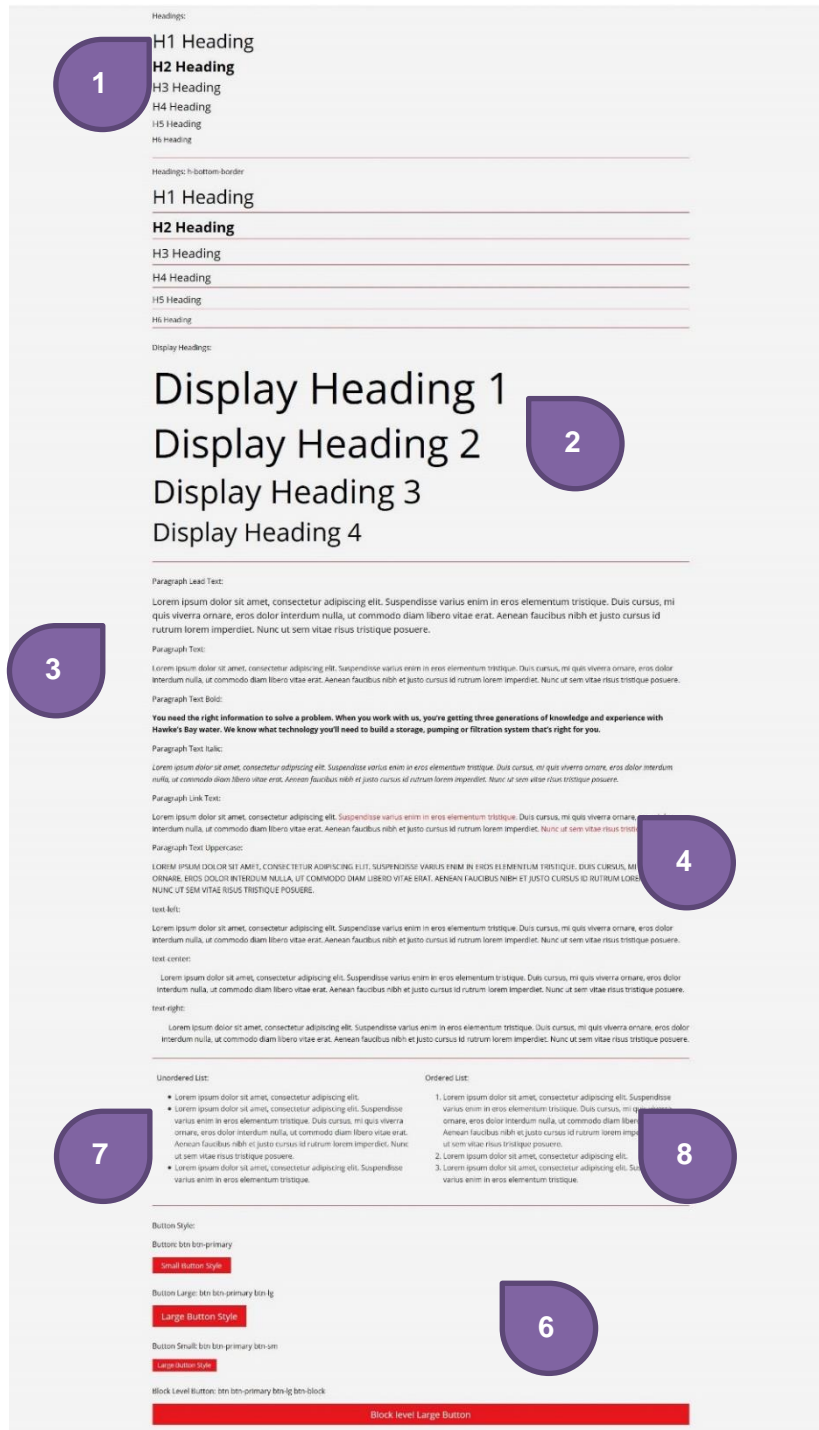Page 9 of 51

Styles

http://harrispumps.webflow.io/typography

We will build your website with the pre-defined content styles (for example headings) that were included in the in-browser design concepts you have approved. You will be able to apply these styles to new text that you add to your site. However, to ensure overall site consistency, you will not have the ability to select different fonts, sizes or colours from those pre-defined by our designer.

Any changes to your overall site styles will have to be completed by a developer.

We will provide the following pre-defined styles for your site (as defined at the design phase):

1. 6 heading and sub heading styles
2. 4 Display headings
3. Generic paragraph text style
4. Text link style
5. Horizontal rule style
6. Button style
7. Bulleted (unordered) list style
8. Numbered (ordered) list style
9. Quote style
10. Accordion style
11. Form style

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Styles screenshot

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hr:

Form:

**Name:*

**Phone:*

**Email:*

**Message Subject:*

**Message:*

* Required Fields

Submit

Accordian Style:

FAQ: Frequently asked questions about water and water systems.

How much water pressure do I need in my home?

How do I find out if my water is safe to drink?

What are some common signs of bad water?

I've had my water softened, and now it feels slippery and I can't wash soap off. Can you increase the hardness?

How often should I change my water filters?

What is the process for installing a new residential water system?

What is the process for installing an industrial or farm supply?

"As a new farm owner I sought the help of Harris Pumps to assist with my irrigation needs. The store was stocked with all the products I needed and the staff were professional and very helpful and able to answer all my questions. I will definitely be a return customer."
- Anna Howley, *Xplore*

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Files area

We will set up the files area of your CMS so that the documents and images are grouped and labelled as follows. We recommend you continue with this logic when you add files to the CMS in the future.

These folders will also be the folder that any files uploaded directly to a page (rather than through the files area) are automatically saved to (and the folder that automatically opens when you go to edit or add content to these areas).

For example: if you want to add a new photo to the Team page and you go to choose the file for the photo in the CMS on the Team page the folder *Images/Team* will automatically be selected for you to choose an image from.
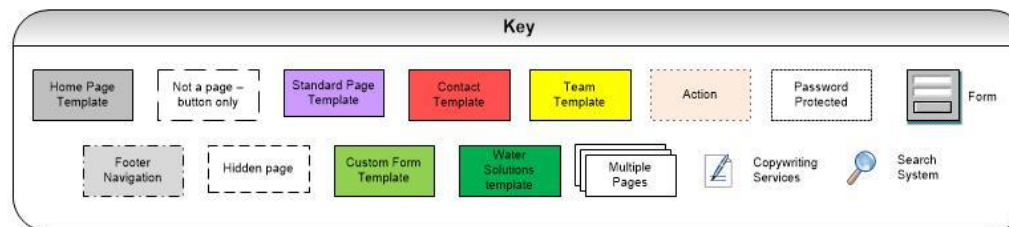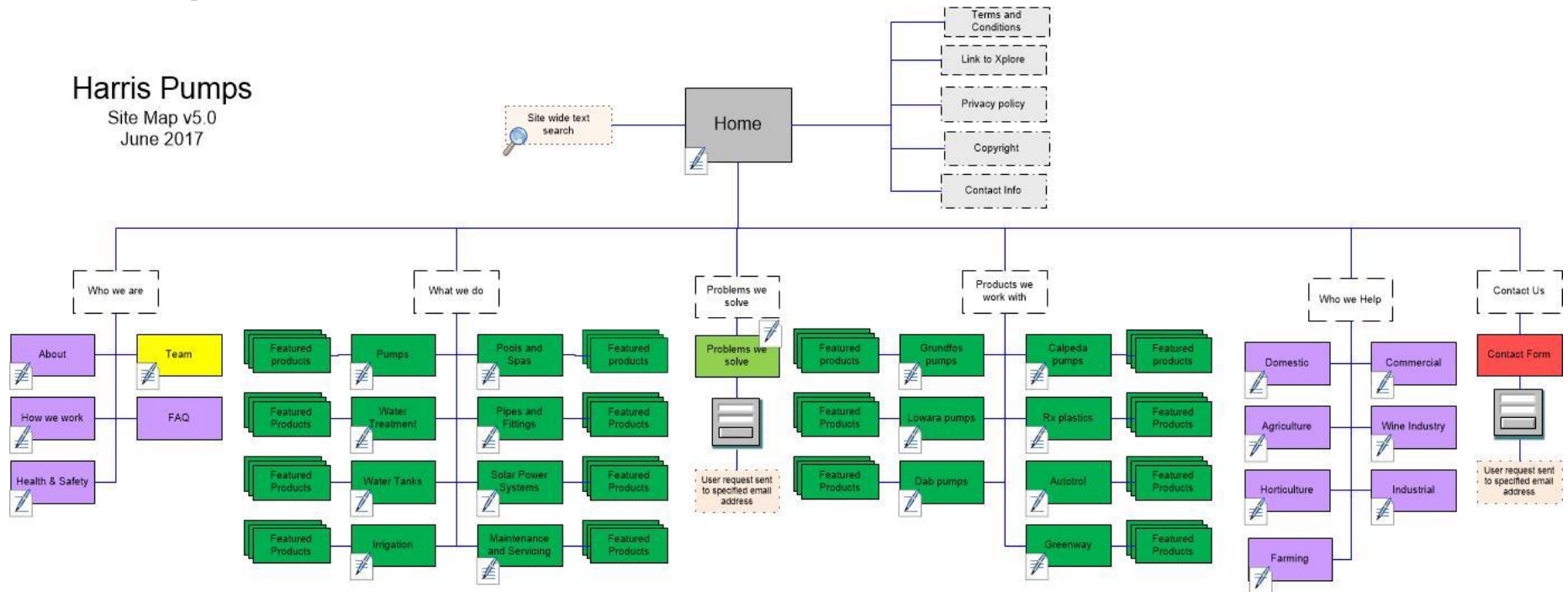
Ref #	Type of document	Parent Folder	Sub Folder
1	Company logos	Logos	Harris Pumps Logos
2	Brand Logos	Logos	Product Brand Logos
3	Product images	Images	Products
4	Team images	Images	Team
5	Inner page images	Images	Inner page
6	Hero and gateway images	Images	Home page images
7	Product Specification docs	Docs	Product Documents
8	Testimonial Images	Images	Testimonials
9	Other images	Images	

The max size for a file upload will be set to 2MB. If you believe that it is likely that you will need to upload larger documents please let us know.

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Sitemap

Harris Pumps
Site Map v5.0
June 2017

Site wide text search

Home

- Terms and Conditions
- Link to Xplore
- Privacy policy
- Copyright
- Contact Info

Who we are
- About
- How we work
- Health & Safety
- Team
- FAQ

What we do
- Featured products — Pumps — Pools and Spas — Featured products
- Featured Products — Water Treatment — Pipes and Fittings — Featured Products
- Featured Products — Water Tanks — Solar Power Systems — Featured Products
- Featured Products — Irrigation — Maintenance and Servicing — Featured Products

Problems we solve
- Problems we solve
- User request sent to specified email address

Products we work with
- Featured products — Grundfos pumps — Calpeda pumps — Featured products
- Featured Products — Lowara pumps — Rx plastics — Featured Products
- Featured Products — Dab pumps — Autotrol — Featured Products
- Greenway — Featured Products

Who we Help
- Domestic — Commercial
- Agriculture — Wine Industry
- Horticulture — Industrial
- Farming

Contact Us
- Contact Form
- User request sent to specified email address

Key

Home Page Template	Not a page – button only	Standard Page Template	Contact Template	Team Template	Action	Password Protected	Form
Footer Navigation	Hidden page	Custom Form Template	Water Solutions template	Multiple Pages	Copywriting Services	Search System

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Navigation

The website navigation will be designed as per the information architecture (sitemap).

- **Primary Navigation**
  A burger menu will be present on all screen sizes. When the burger menu is opened it will overlap the page content and stay open until the burger icon is selected. The primary navigation items will act as headings for the secondary navigation and will not be clickable. There is a maximum of six primary navigation items allowed. The primary navigation items will be displayed from left to right in the order they are in the CMS site-tree.

- **Secondary Navigation (Sub Pages)**
  Your site will support secondary navigation. The secondary navigation items will appear listed below the primary navigation items. These pages will need to be assigned to one of the six primary navigation items or it will be hidden from the menu. They will appear in the order they are in the CMS site tree.

- **Tertiary Navigation**
  Your site will not support tertiary navigation as it is not recommended on responsive websites (it requires too many clicks for those with smaller screens, etc.).

The SilverStripe CMS will allow you to add, edit and delete pages featured in the navigation bar.

Note: the look and placement of your navigation bar **will not be editable** using the CMS.
This bar will only accommodate so many navigation items (as determined by the design), which means it will be possible to run out of room for new pages on your navigation bar.

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Search Engine Optimisation (SEO) tools

We will set up your site to be optimised for SEO according to your SEO strategy. The SEO tools you will have available in your new website to continue to optimise your site will include:

1. **Set page titles**

   Page titles have significant influence on both your search engine ranking and likelihood of social sharing of your website. It's important that each page in your website has a unique page title that provides a concise overview of the page content (which will then be coupled with the meta description on Search Engine Results Pages).

   Harris Pumps will automatically be appended to the end of all your page titles.

2. **Set meta descriptions**

   A meta description is a single paragraph of text that summarises the content of a web page. It is the text a user will see when your website comes up as a search result in Google, etc. Poorly written meta descriptions will often result in low click through rates from search engines (even if you rank number one). So, you should write unique meta descriptions for every page or article in your website.

   These should be no longer than 155 characters (including spaces) and include keywords as advised in your SEO strategy

3. **Set alt text for images (where possible)**

   You should include descriptive alt text for all your images (including target keyword phrases where relevant to the image). This not only helps to optimise your website for search engines; it also improves the user experience for anyone who is visually impaired. However, it's important to note that background images and some icons cannot have alt text set on them.

   Note: Image file names can also have a significant impact on your search engine ranking. To help boost your ranking, give any images you add to your website good, descriptive (but not too long) file names – especially if the image content relates to your target keyword phrases.

   Rather than uploading a photo with the same file name it had when it was copied off the company digital camera (e.g. DCM230215.jpg), it would help to optimise your website to rename it to be something like quality-blue-pen-with-lid.jpg. This is also important because, where you do not set alt text on an image, the filename will automatically generate default alt text (e.g. "Quality blue pen with lid").

4. **Internal linking and setting alt text for text links**

   Make sure you use internal linking tools to link pages within your site to each other (particularly within blog articles).

   The CMS will include functionality that will automatically update internal links if the page is moved, and provides extra management facilities (e.g. showing dependant pages) to prevent accidental deletion of a page that another links to.

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For more information on optimising your website for search engines, please see:

1. [How to DIY your SEO](#)
2. [Search Engine Rankings – the hard truth](#)
3. [How to make your website stand out on Search Engine Results Pages](#)
4. [Why you shouldn't have Meta Keywords](#)
5. [Link juice: how internal linking helps your search engine ranking](#)

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Functionality overview

Please inform us <u>prior to signing off on this document</u> if you would like to modify any aspect of the functionality of your website.

Please note that because most mobile devices do not support them, responsive websites cannot include user-created tables. If you have content that needs to be displayed in a table/column layout, a new template will need to be created to facilitate this.

Site-wide functionality

This functionality will appear on all (or most) page templates throughout your new website:

1. **Site-wide text search function** (<u>see 3 on header screenshot</u>)

   a. Users will be able to search by typing into the text box that sits beside the search icon (at desktop), and pressing "enter" or clicking on the search icon (<u>see screenshot of search results page).</u>

      On smaller screen sizes, the search field will be accessible by tapping the search icon which will trigger a field to drop down where the user can type in their search query and select enter or the search icon to submit the query.

      This search function will search the text in all pages and document titles (in your website) for the keyword(s) the user enters. The features of this search system are:

   b. The search query will be visible on the search results page after "You searched for".

   c. The number of results will be shown "Showing XX-YY of NN results"

      i. XX-YY is the beginning and end of the range of results visible on that page (maximum 10 to be displayed)

      ii. NN is the total number of results for that query

      iii. There will be pagination at the bottom of the search results page for the user to browse to view more than the number of results shown

   d. The results will show differently depending if the result is a document or an article/project/vacancy/page

      i. Documents will show with

         1. [ZZZ] The Document Title (where ZZZ is the type of document e.g. PDF, DOC). This will be linked to open the document directly (in a new window)

         2. The File Format will be shown as File Format: [ZZZ]

         3. The URL of the document will be shown (for context). This will be the full URL if it is less than 80 characters otherwise it will show a truncated version which is the first 29 characters of the URL then a '…' and then the last 48 characters of the URL. This will not be linked.

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ii. Pages will show with

1. The page heading. This will be linked to open the page directly in the same window

2. Up to 100 characters of the part of the page or article which includes the search query, with the search query word(s) in bold. This section will start with a … and end with a … to indicate it is only part of the text

3. A breadcrumb will show to indicate the position within the site of that page or article, there will be small > signs between each step in the breadcrumb e.g. Grundfos Pumps > Scala2. These will not be linked.

2. **Plain text fields**
Some editable text areas on your site are plain text. This allows you to edit the text content in these areas, but you cannot edit the look and feel of the text (e.g. bold text, change fonts, etc.). Plain text areas do not provide you with any of the styling capabilities that an HTML content editor provides.

3. **HTML content editor areas**
All HTML content editor areas (i.e. not Plain text areas) on the website will provide you with the ability to:

   a. insert text content (including content copied from Microsoft Word or another website – provided this is pasted as "plain text") and style this using the available styles

   b. insert links (to other websites, pages within your website, e-mails or to download a document)

   c. insert images (not recommended as they will not be fully responsive)

Embedding third party applications (e.g. YouTube video etc.) will not be possible without the assistance of a developer, as these assets need to be coded to resize (if possible) for mobile device users.

4. **Images**
Some images on your website are editable (member logos and news article images). Whenever you add new images you will need to ensure that any new images you add to these editable image areas are resized to the exact dimensions we provide you (once build is complete). Failure to do so may result in the pages with these images displaying in an undesirable way – impairing site usability.

Any images that you insert into HTML content areas will not be fully responsive. With this in mind we recommend keeping any images in these areas very small (in dimension and space) so they will still view nicely on mobile devices and do not slow down page loading speeds.

5. **Site-wide call to action** (see A on footer screenshot)
At the bottom of every page there is a red bar for your call to action.

There is one default (fall back) call to action for the whole site which can be edited in site settings. You can override this call to action on a per page basis. You will be able to edit the text

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and the place the call to action links to – link optional.

6. Font awesome icons

All the icons on your website will utilise font awesome: http://fontawesome.io/icons/

To change or add an icon to an area where you have a font awesome icon in your design: you will simply enter the name of the icon into the text field provided.

For example if you wanted the icon to be http://fontawesome.io/icon/battery-quarter/ you would write "fa-battery-quarter" into the provided text field. This will automatically size and colour the icon and place it where it should be per the design.

Note: The above list is not exhaustive, but rather an attempt to highlight known site-wide functions and editing limitations. During the build phase of your further limitations or functions may be identified/necessary, in order to cater for unforeseeable device compatibility issues.

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Site wide search – results page layout

Header functionality

This functionality will appear in the header all templates throughout your new website (see header screenshot).

1. **Harris Pumps Logo**
   Your logo will appear in the left-hand corner of the header area and will link back to the home page. This image will not be editable using the CMS and the logo and where it links to are not editable without a developer.

2. **Primary Navigation burger menu**
   For more information see: Navigation

3. **Search box**
   See search functionality

4. **Editable header image**
   The header images on every page in the site are editable in the CMS on a page-by-page basis. A default site-wide header image, text (optional) and button (optional) can be set and will appear automatically if no image is specified for a page.

   a. The white text overlay on the home page image is editable. Text is not mandatory. The style – size/font/weight of the font is not editable.

   b. You will be able to set up a button that will appear below the overlay text on the header image. The style of the button or font of the text is not editable. However, the text itself can be changed. The button can have a link added which will redirect users to an internal link, external URL, document, click to call (tel) or email (mailto). The link is not mandatory. If no content is added into the CMS for the button, no button will appear.

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Footer Functionality

This functionality will appear in the footer of all templates throughout your new website (see footer screenshot).

1. **Footer contact details**
   Your footer area includes your physical address, email address, fax and phone number for search engine optimisation purposes. These details will be editable using the CMS, and will update every page when altered. Email address will be a mailto: link and the phone number click to call which will launch a mobile users call app.
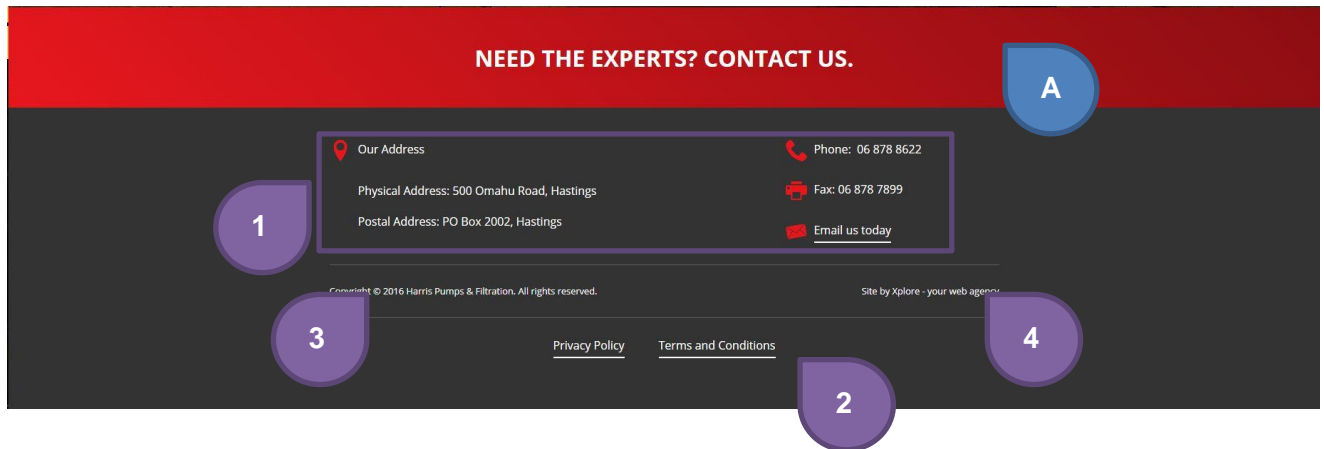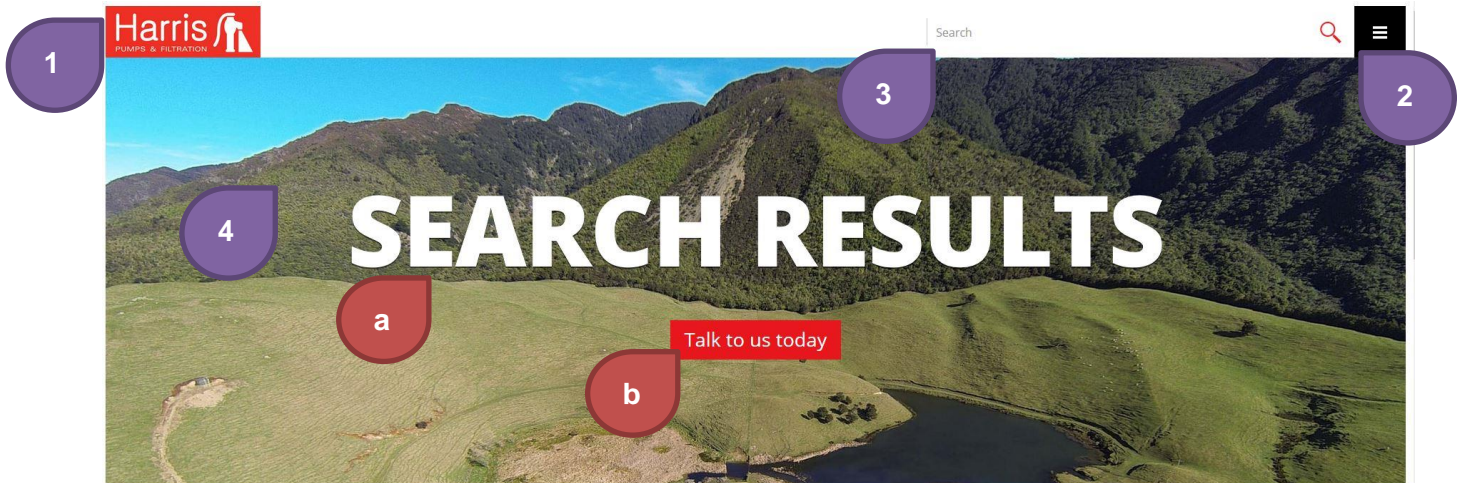
   Notes:

   1. These address details will use schema mark up to further optimise the website (see: https://schema.org/Organization).

   2. Click to call will only work on mobile devices that are supported.

2. **Page Links**
   There will be up to two links available in the website footer. When one of these is clicked, this link will open an otherwise hidden page (that will include the associated information) in the same window. If you do not choose to link a page to one of these it will not display. You can select any page that you have set up in the CMS to be linked to each of these links and set the link text that will display. Links will be centred automatically. If there is only one link, it will appear in the centre of the page links area.

3. **Copyright:** The current year will be shown with the copyright and your company name. This is not editable. The current year will automatically update each year

4. **Link to Xplore:** This is a fixed link that will send users to the Xplore website home page in a separate browser window.

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![xplore - your web agency]

Header and Footer Screenshots

Harris
PUMPS & FILTRATION

1

Search

3

2

4

SEARCH RESULTS

a

Talk to us today

b

NEED THE EXPERTS? CONTACT US.

A

Our Address

1

Physical Address: 500 Omahu Road, Hastings

Postal Address: PO Box 2002, Hastings

Phone: 06 878 8622

Fax: 06 878 7899

Email us today

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Site by Xplore - your web agency

3

Privacy Policy   Terms and Conditions

4

2

Home Page template

Your new home page template (see: Home page template screenshot) will include the following functionality:

1. **An editable rotating image panel (aka carousel)**
   This rotator includes the ability for you to:

   a. Add new images to the rotator. Should you only add one image, the header will be static. Should you choose to not add any to a page, the area will be hidden. (Images to be saved in file area 6)

   b. Enter one line of text that will show on each of the images uploaded to the rotator. The text placement will not be editable and there will be a character limit set.

   c. Enter short call to action text that will hyperlink to any specified internal/external page or document or launch email. Position and style is not editable.

   Front-end users will have the ability to either:

   d. Watch the rotator, which will automatically rotate through images every 4 seconds

   e. Manually rotate through the images by pressing dot icons located at the bottom of the images or using the arrow symbols at the sides to move the images back or forward.

   Note: while the images and the text that feature in the rotator will be editable, you will need to ensure that your images are resized to the exact dimensions we provide you (once build is complete) and the text adheres to the character limit we will provide you (once build is complete). Failure to do so may result in the rotator displaying in an undesirable way – impairing site usability.

2. **Editable Links (gateways)**
   There will be 8 gateways on the home page which include the following:

   a. Editable gateway header text – plain text field – show on red semi opaque bar along the bottom of the image.

   b. Editable image upload area - gateway images to be saved in file area 6

   c. Editable gateway introduction text. There will be a character limit for this area which will be defined in build. This text will appear when a gateway is hovered over on desktop only.

   d. For each gateway, you will be able to edit the link that the gateway opens. All elements within a single gateway will link through to the specified link.

3. **Page heading**
   Editable H1 header plain text field

4. **A single editable HTML content area**
   If not used this will be hidden; however, for aesthetic reasons we recommend you use this

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area at all times.

5. **Site-wide call to action**
   See details here.

6. **Google map**
   Custom embedded Google map with marker that opens text box when clicked/tapped showing the Harris Pumps location address.

   You will have the ability to do the following the CMS:

   a. Have a marker that is placed, per coordinates which can be set in the CMS

   b. Set the default zoom level of the map in the CMS

   c. Use an HTML content editor text field in the CMS to enter text. This text will display when a front-end user clicks on the marker on the map. We suggest using this for a "Get Directions" link using google maps.
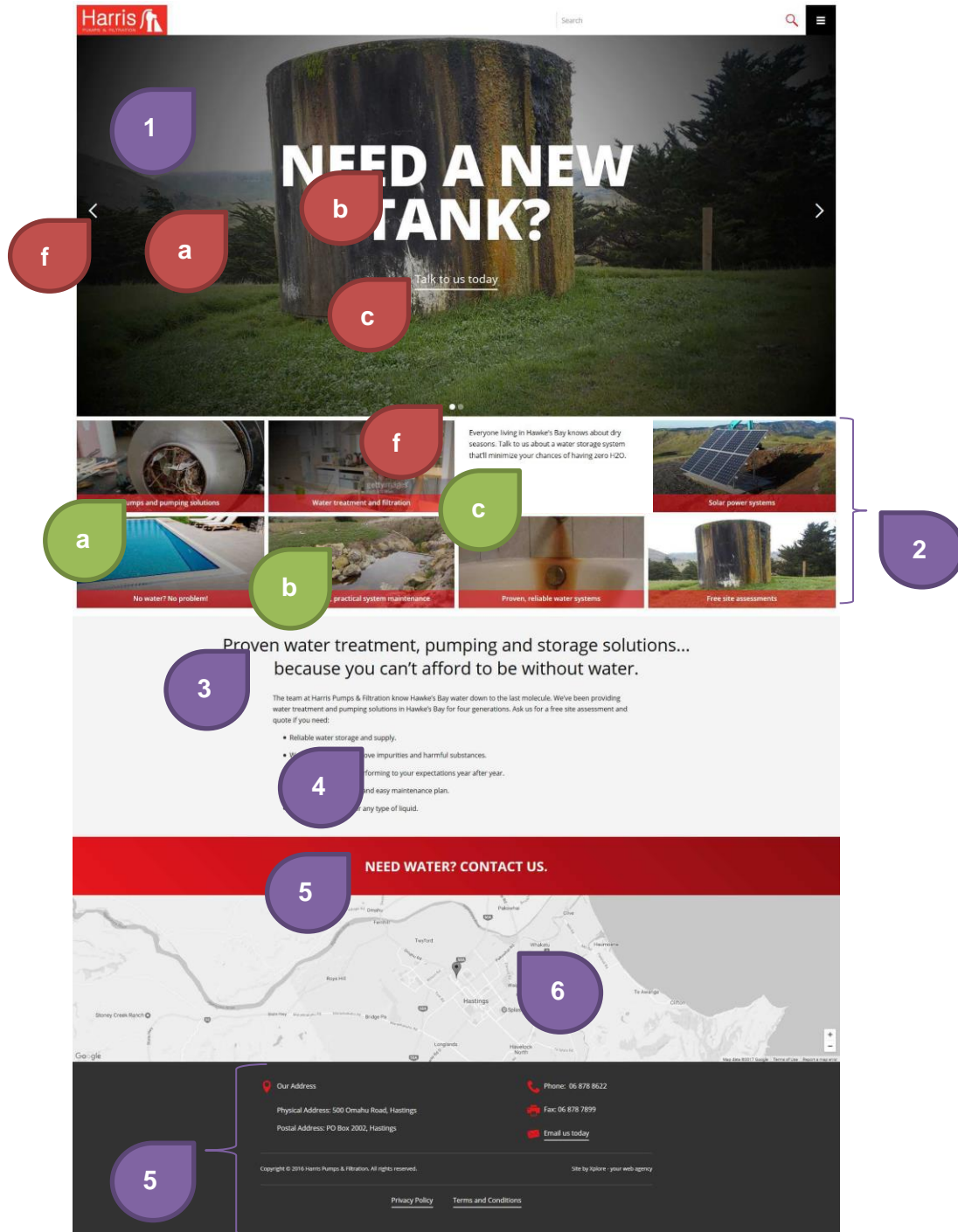
   Note: Due to otherwise poor usability on mobile devices (because it can block the pages from scrolling) the map will be set up so that on mobile devices you cannot use the standard Google controls for sideways movement (click and drag). Instead a full screen option will appear and when selected then the user can use the map full screen and drag the map sideways and up and down as needed with touch gestures. The "+" and "−" signs on the map can be used for zooming in and out.

7. **Footer**
   See details here.

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Home template screenshot

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Standard Inner template

The standard inner page template (see: Standard inner template screenshot) will be used for pages such as "About Us" and any other "standard" pages that are added to the site, in the future. This template will include:

1. **An editable header image**
   See details here.

2. **Page heading**
   This will be the H1 text for this page and will be editable in a plain text field (it will be automatically styled to use the main heading style on all pages).

3. **Content Blocks**

   Content blocks provide flexibility, giving you multiple layout possibilities on one page. The content blocks you will have available are:

   a. Full width text

   b. Two column text

   c. Image with text (50:50 split between text and image right/left, no text wrapping) – HTML content editor. Style 1 where the image and text sits in a flex white box area with drop shadow. The white box height expands to accommodate the length of text.

   d. Image with text (50:50 split between text and image right/left, no text wrapping) – HTML content editor. Style 2 with red text area.

   e. Embedded YouTube video, with text (50:50 split between text and video left/right, no text wrapping) – HTML content editor

   f. Accordion full width

   g. Accordion and image 50:50

   Content blocks may have headings, but if these are not used they will not show (and there will be no space left where it should have been) - this will allow you to use content blocks close to each other.

   For each of the content blocks:

   a. You can set content blocks to display and hide

   b. You can drag and drop to re-order the content blocks in the CMS

   The **Accordion** content blocks will be set up as follows:

   a. Front-end display

       i. All the **headers** and **content** you enter into the CMS will be automatically-formatted and laid out in an accordion style on the front-end of the website. Front-end users will be able to click on a **header**, see the **content** and click on any links that appear in the content.

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ii. All the **headers** the user has opened the **content** too will remain open unless they click on the **headers** to close them again.

b. CMS Controls

The following provides an outline of the key functionality that will be included in the CMS to allow you to manage the **header** and **content** layout when you choose to use them on a page.

i. The Accordion tab will show a list of any existing **headers** and **content** on that page and you will be able to click on existing **headers** and **content** to edit their details, remove them or make them "inactive" (not showing live on the front end of the site).

ii. You can change the display order of the **headers** and **content** using drag and drop functionality in the CMS.

iii. To add a new **headers** and **content**, there will be an "Add new Accordion" button. This will then provide you with the ability to:

Enter a question and its answer in the CMS

1. The **header** area is a plain text field
2. The **content** area is an HTML content editor area

Note: To maintain the aesthetics of your website we recommend you do not use any heading styles in the **content** area, only paragraph text and list formatting.

4. Testimonial area

You will be able to set up a group of testimonials for each page. All can be loaded into the testimonials section on a page in the CMS that relate to the subject matter of the page.

Testimonials will display in a randomised order, with only one showing at a time. Upon page reload, a new testimonial will appear if more than one has been set for that page. If there is only one set it will appear every time on this page. If no content is added to this section then the testimonials area will not appear on the front end and all other content will shift to fill the space.

There will be five fields in the CMS that will allow you to set up an individual testimonial.

a. **Body copy** – add your testimonial copy in this field and quote marks will apply to the text by default.

b. **Author** – Plain text field.

c. **Company** – This text can be linked to an internal, external, document or launch an email. The link is not mandatory. The text added to this field will be italicised automatically and the style is not editable.

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d. **CMS label** – This field is simply to help you distinguish the testimonials when you view them in the CMS testimonials table. This will not show up on the front end. There will be a 'Link existing' area to allow you to search for the CMS label of other testimonials if one/more applies to multiple pages, this will make the process faster.

e. **Background image** – This image will have a parallax affect and will have greyscale overlay applied automatically to any image. Images uploaded for testimonials will be stored in file area 8.

You can set an image for every testimonial for a page. There will be an area to set a page-wide testimonial image which will apply to any testimonial that has no specific image set. If no image is set for the page or specifically for each testimonial then the site wide testimonial image will display. This fall-back image will be set in the site settings area.
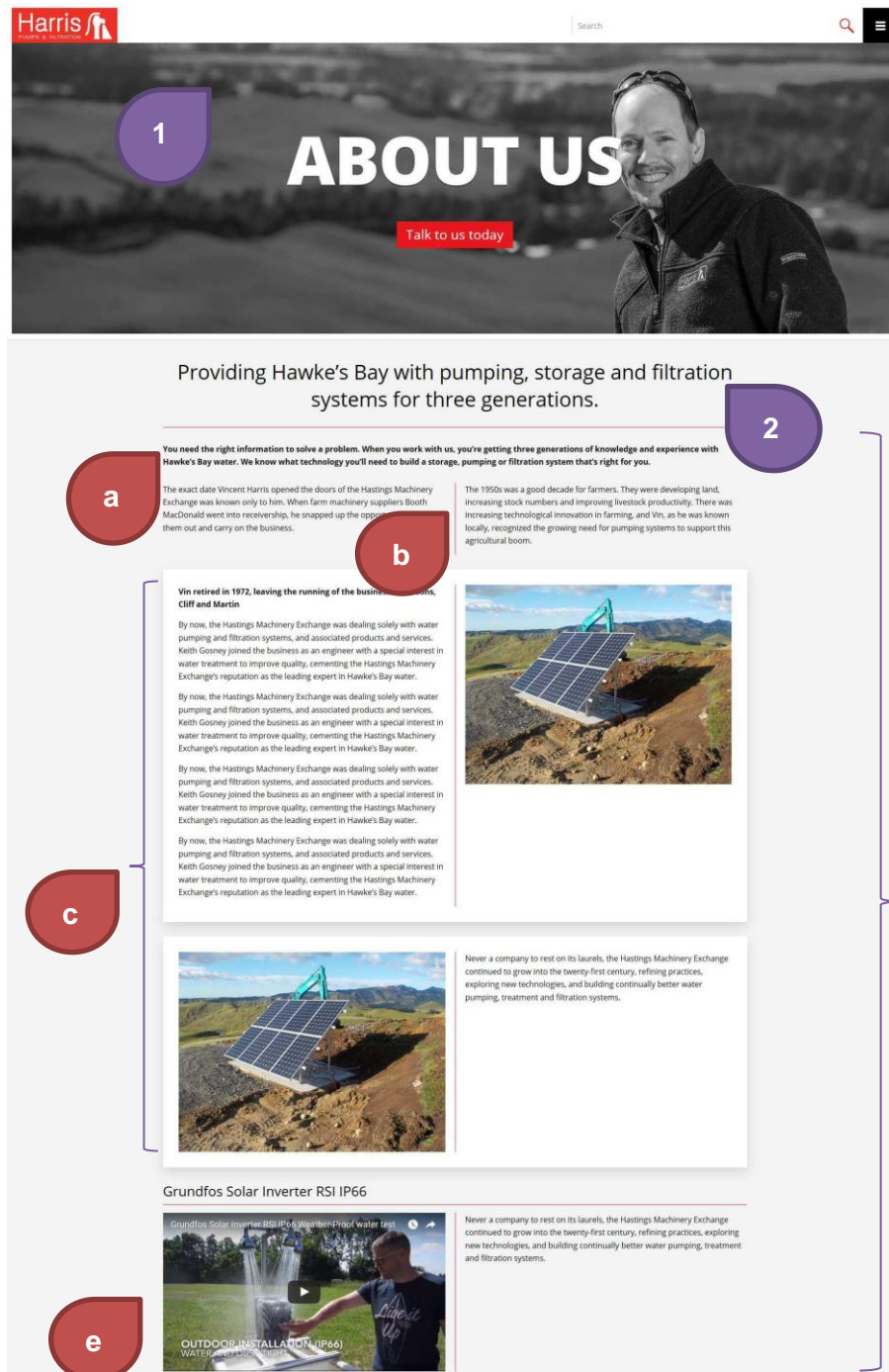
5. **Site-wide call to action**
   See details here.

6. **Footer**
   See details here.

Note: Because most mobile devices do not support them, responsive websites cannot include user-created tables. If you have content that needs to be displayed in a table/column layout, a new template will need to be created to facilitate this.

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http://harrispumps.webflow.io/about

Providing Hawke's Bay with pumping, storage and filtration systems for three generations.

You need the right information to solve a problem. When you work with us, you're getting three generations of knowledge and experience with Hawke's Bay water. We know what technology you'll need to build a storage, pumping or filtration system that's right for you.

The exact date Vincent Harris opened the doors of the Hastings Machinery Exchange was known only to him. When farm machinery suppliers Booth MacDonald went into receivership, he snapped up the opportunity to buy them out and carry on the business.

The 1950s was a good decade for farmers. They were developing land, increasing stock numbers and improving livestock productivity. There was increasing technological innovation in farming, and Vin, as he was known locally, recognized the growing need for pumping systems to support this agricultural boom.

Vin retired in 1972, leaving the running of the business to his sons, Cliff and Martin

By now, the Hastings Machinery Exchange was dealing solely with water pumping and filtration systems, and associated products and services. Keith Gosney joined the business as an engineer with a special interest in water treatment to improve quality, cementing the Hastings Machinery Exchange's reputation as the leading expert in Hawke's Bay water.

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Never a company to rest on its laurels, the Hastings Machinery Exchange continued to grow into the twenty-first century, refining practices, exploring new technologies, and building continually better water pumping, treatment and filtration systems.

Grundfos Solar Inverter RSI IP66

Never a company to rest on its laurels, the Hastings Machinery Exchange continued to grow into the twenty-first century, refining practices, exploring new technologies, and building continually better water pumping, treatment and filtration systems.

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Grundfos Solar Inverter RSI IP66

d

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a

... was a good decade for farmers. They were developing land, increasing stock numbers and improving livestock productivity. There was increasing ...ical innovation in farming, and Vin, as he was known locally, recognized the growing need for pumping systems to support this agricultural boom.

...ay has notoriously hard water. It is quite common in many homes to have lime deposits on taps, in the kettle, and in electric hot water cylinders. While ...er can be safe to drink, it causes problems such as the premature failure of hot water elements and blocks taps. The presence of harmful bacteria, or ...metals, is dangerous to your health. They are difficult to detect without getting a water test. The most common indication of bad water is sickness in the ...household. If your water tastes or smells unusual, or you have staining in any area water is used, we strongly recommend an immediate water test.

FAQ: Frequently asked questions about water and water systems.

How much water pressure do I need in my home?   +

f   ...w do I find out if my water is safe to drink?   +

...hat are some common signs of bad water?   +

I've had my water softened, and now it feels slippery and I can't wash soap off. Can you increase the hardness?   +

How often should I change my water filters?   +

What is the process for installing a new residential water system?   +

What is the process for installing an industrial or farm supply?   +

g

4

"As a new farm owner I sought the help of Harris Pumps to assist with my irrigation needs. The store was stocked with all the products I needed and the staff were professional and very helpful and able to answer all my questions. I will definitely be a return customer."

- Anna Howley, *Xplore*

NEED THE EXPERTS? CONTACT US.

5

Our Address

Physical Address: 500 Omahu Road, Hastings

Postal Address: PO Box 2002, Hastings

Phone: 06 878 8622

Fax: 06 878 7899

Email us today

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Team template

This template will be used for the "The Team" page and will include:

1. **An editable header image**
   See details here.

2. **Page heading**
   Editable H1 header plain text field

3. **Team Profiles**
   The information in this area will be automatically fed onto this page, based on information entered into the CMS. As such, the layout cannot be controlled. The team member grid height is flexible and is determined by the length/height of text. In desktop view four maximum team members will display per row in the grid and the height of each row will be determined by the longest description. The team members will display from left to right in the order they are set to in the CMS.

   Front end:
   For each person the following will be displayed:

   a. Name

   b. Role

   c. Concise text description

   d. Image

   CMS Controls:
   You will have the ability to add, edit, hide, re-order (using drag and drop) and delete team profiles in the CMS. For each profile the following fields will be available

   a. Name (required) – this is a plain text field (will be the label in the CMS too)

   b. Role – this is a plain text field

   c. Concise text description (required and recommended that you keep all similar length for aesthetics) – this is an HTML content editor

   d. Image (required and recommended that you keep all images with a similar look and feel for aesthetics) – the dimensions of the image will be confirmed after build. Images to be saved in file area 4.

4. **Site-wide call to action**
   See details here.

5. **Footer**
   See details here.

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Team template screenshot

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Product Overview template

This template will be used to show product categories like pumps and irrigation as well as your brands like Grundfos and Dab. This template shows all your products that have been set to appear in this category/brand.

The Category/Brand page template includes the following functionality:

1. **Editable header image**
   [More details here.](#)

2. **Page heading**
   This will be the [H1](#) text for this page and is a plain text field.

3. **Feature image area**
   Images can be uploaded from the files area of the CMS, or your computer via drag and drop or using the button that launches your file library. This is for uploading brand logos or a featured category image. If no image is uploaded here, the content that sites alongside it (category/brand overview text) will shift left to fill the space and span the whole content width. Images uploaded here must match the specified image size that will be determined during development.

4. **Category/Brand overview text**
   This will be an HTML content area where you can introduce the brand or category. There will be a character limit for this area that will be determined during the development stage.

5. **Product overview area**
   This will be where all the products that are assigned to the selected category are automatically displayed. There is a maximum of 12 products allowed for each category/brand page. Each product will be shown in a flex box grid with:

   a. **Product title** – linked to the product page (automatically fed from the product page) – with a red hover or tap affect.

   b. A **product image** (automatically fed from first image in the product's gallery)
      Note: if no image is assigned to a product, a placeholder image will be automatically applied (e.g. "product image coming soon"). To retain aesthetics, images should be the set size provided after the development process. This image will zoom in upon hover or tap.

   c. **Short description** (automatically fed from the product page).
      This is a plain text field and the copy will display styled and positioned automatically. There will be a word limit for this section. This section has a hover tap effect where a light grey background is applied.
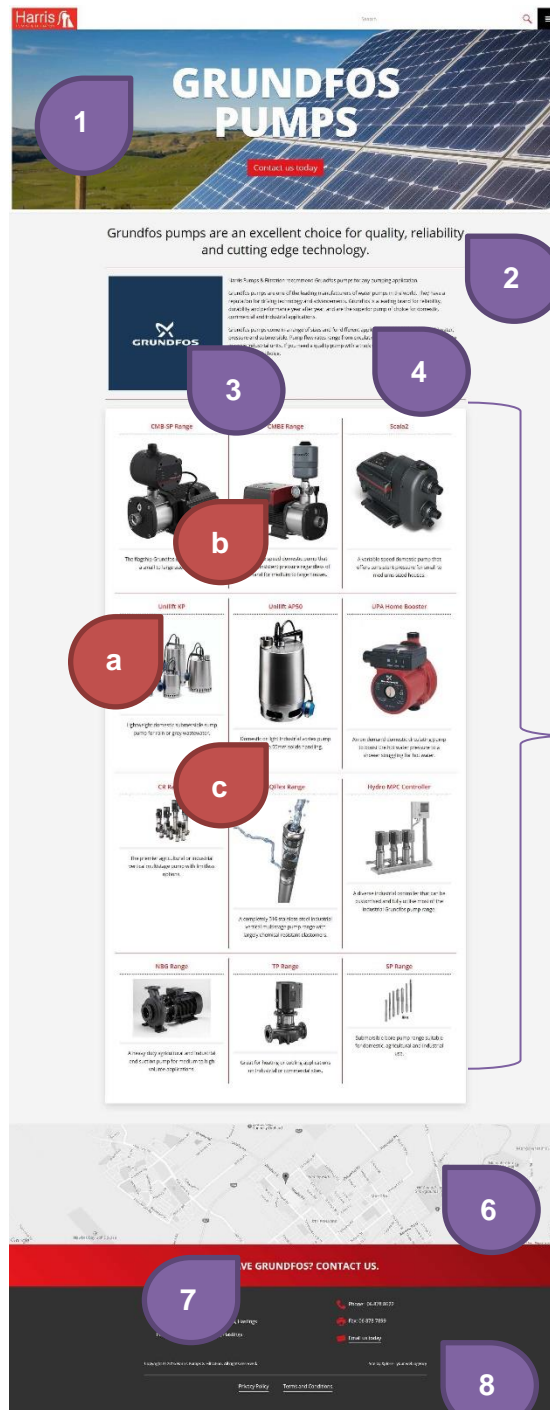
   All of the above will be automatically linked to the product detail page for that product.

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The products will be ordered by the order that they are in the CMS. They can be reordered in the CMS using drag and drop. Adding a product to this page can be done using the 'Link existing' field where you can search for a product name and click the link existing button to save time.

6. **Google map**
   See details here.

7. **Site-wide call to action**
   See details here.

8. **Footer**
   See details here.

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Product Overview screenshot

http://harrispumps.webflow.io/product-overview

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Product Detail template

This template includes the following functionality:

1. **Editable header image**
   [More details here.](#)

2. **Page heading**
   This will be the [H1](#) text for this page and is a plain text field.

3. **Product Description**
   Here you can give details about the product using an HTML content area that will be positioned automatically on the page (not editable).

4. **Product documents**
   In the CMS you will have an area to load any relevant PDF documents that relate to the product.

   I.   A PDF icon will display by default to the left and the name of the document (plain text field) will appear alongside each icon.

   II. A maximum of 3 documents can be assigned to a product.

   III. Documents can be loaded by drag and drop straight from your computer or using the two buttons: form your computer or the files area of the site.

   IV. Files added here will be stored in files area 7.

5. **Image and Video Gallery**
   You can showcase many images and only one YouTube video in this area. The position of the gallery is not editable.

   By default, the large feature image will be determined by the first image listed in the CMS. The image will appear in the feature area on page load. The rest of the images added in the gallery will appear along the bottom of the feature image as thumbnails in the order they are set in the CMS. The order of images can be easily changed using drag and drop in the CMS.

   YouTube videos can be added by entering the video ID. For example, if we wanted to embed this video: https://www.youtube.com/watch?v=e8qJoZUEx1s we would input: **e8qJoZUEx1s** into the plain text field. The video will be the first item in the gallery and will display as a thumbnail with the play button icon over it on the far left of the thumbnails upon page load.

   a. The arrows will change the image/video displayed in the main feature image area on the page.

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b. If the thumbnail is clicked it would change the main feature image/video to the one selected.

c. If the image in the feature area is clicked, all the images in the gallery will launch into the full screen lightbox gallery – with the image selected as the first one you see.

d. Video will play in the feature image area if the video thumbnail is clicked or it is toggled to using the arrows. Video cannot be viewed in the full screen lightbox.

6. **Google map**
See details here.

7. **Site-wide call to action**
See details here.

8. **Footer**
See details here.

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Product Detail screenshot

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Custom Form Builder template

This template is a custom styled user defined form. Users will be able to submit their water pump/storage/filtration problems including an image of the issue for the Harris Pumps staff to assist with. The template will include:

1. **Editable header image**
   [More details here.](#)

2. **Page heading**
   This will be the [H1](#) text for this page and is a plain text field.

3. **Intro copy**
   An HTML content area in the CMS will allow you to add introduction text that will sit above the form. If this text is not added, the form will shift up to fill the space.

4. **Custom form**
   The website will be built to include a SilverStripe plug-in (Form Builder) that will allow you to create and edit standard (single page) forms within your website. You cannot edit the design of the form in the CMS only the fields. The form will include the following:

   a. **Full Name -** text field

   b. **Phone -** numeric field

   c. **Email -** Email field: users must fill in this field with text in an email format, e.g. including an @ symbol etc.

   d. **Best time of day to contact -** text field

   e. **Description of problem -** HTML field: to enter large amounts of information (e.g. comments, etc.)

   f. **Upload an image -** To allow users to upload an image or document when they fill in the form.

   g. **Captcha -** Spam Protection Field: This will allow you to add a "[No CAPTCHA reCAPTCHA](#)" spam protection field to any forms you create. This technology helps prevent robots from spamming your form, and is easy to use.

   h. **Mandatory field marker -** As soon as a form in the CMS has a required field, a '*' symbol will appear after the form label and a small line of text will sit at the bottom of the form indicating: "*Required fields".

   i. **Submit button –** will send information to an email address which is specified for that form in the CMS. Submissions are stored in a "Submissions" tab on that form page where you will be able to see a table showing submissions from the most recent at the top. There will be an export to CSV button which will allow you to download all the

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submissions.

5. **Testimonial area**
   See details here.

6. **Site-wide call to action**
   See details here.

7. **Footer**
   See details here.

Form Builder Options

- **Text field**

- **Checkbox field** - Used when a user can choose multiple options – e.g. location, product interested in, etc.

- **Country dropdown**

- **Standard dropdown -** Used for displaying multiple options, where a user can only choose one option.

- **Email field -** Different to a standard text field – as users must fill in this field with text in an email format, e.g. including an @ symbol etc.

- **Upload field -** To allow users to upload an image or document when they fill in the form.

- **Heading** - To break up a large form into smaller sections.

- **Numeric field**

- **Radio button field** - Used for displaying multiple options, where a user can only choose one option.

- **HTML field** - For allowing users to enter large amounts of information (e.g. comments, etc.)

- **Captcha -** Spam Protection Field

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Custom Form screenshot

http://harrispumps.webflow.io/problems-we-solve

Contact template

This template will include the following:

1. **Editable header image**
   [More details here.](#)

2. **Page heading**
   This will be the [H1](#) text for this page and is a plain text field.

3. **Intro copy**
   An HTML content area in the CMS will allow you to add introduction text that will sit above the form and contact details. If this text is not added, the rest of the page content will shift up to fill the space.

4. **Contact details**

   Front end display

   a. Physical address details – street and city

   b. Phone number – click to call number

   c. Fax number

   d. Email text link – this will open an email addressed to the email address specified in the CMS, using the default email client of the user's computer. The subject line of the email will be 'Enquiry from Harris Pumps website'.

   e. Postal address – number and city

   f. Embedded Google Map with marker that opens text box when clicked

   CMS Controls:
   You will have the ability to add, edit, hide and delete the contact details in the CMS. The following fields will be available:

   g. Physical Address details - HTML field

   h. Plain text field for the contact phone number and email address that will automatically convert them into links (tel or mailto).

   i. Plain text field for a fax number

   j. Postal Address details – HTML field

   k. Embedded Google Map - This has the ability to:

   ➢ Have a custom marker that is placed, according to coordinates which can be set in the CMS

   ➢ Set the default zoom level of the map in the CMS

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➢Use an HTML content editor text field in the CMS to enter text. This text will display when a front end user clicks on the marker on the map. We suggest using this for a "Get Directions" link using google maps.

Note: Due to otherwise poor usability on mobile devices (because it can block the pages from scrolling) the map will be set up so that on mobile devices you cannot use the standard google controls for sideways movement (click and drag). Instead a full screen option will appear and when selected then the user can use the map full screen and drag the map sideways and up and down as needed with touch gestures. The "+" and "–" signs on the map can be used for zooming in and out.

5. **An editable contact form (using** form builder**)**
The following are the form fields we will set up (a * represents a mandatory form field):

    a. Name*

    b. Phone*

    c. Email*

    d. Message Subject*

    e. Message*

    f. Captcha (user must tick I'm not a robot or answer a simple question)

When the form is submitted, a message will appear saying: *Thank you for your enquiry – we will make contact with you shortly.* This message is editable in the CMS.

A designated Harris Pumps staff member will receive this user's enquiry via e-mail. A record of enquiries will be recorded in the CMS in a "Submissions" tab.

info@harrispumps.co.nz

(please enter one e-mail address that you would like this data e-mailed to, above)

Notes:

1. If any field is marked as mandatory, text will appear saying "*Required field" and sit above the submit button or Captcha if used.

2. This form **will** be editable, using for the form builder function in the CMS

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Contact template screenshot

http://harrispumps.webflow.io/contact

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Domains and Web Hosting

Domains

We do not currently manage the following domains for your website:

1. **harrispumps.co.nz**
2. **harrispumps.nz –** *not currently pointing to your website, let us know if you would like it to.*

Please let us know if you have any other domains that need to be pointing to your website.

Google Analytics

We will setup your new site to record your statistics to your existing Google Analytics account.

Hosting

You will continue to host your website with Xplore (to allow for easy ongoing support and updates).

We tailor hosting packages to each client's unique requirements. These packages are created based on the actual disk space and bandwidth requirements you have when your new site is complete.

Websites that include a large number of photo, document files or sub-sites often require more disk space and/or bandwidth than other sites.

Your monthly hosting fees may change once your new site is built and all the content has been added to it if it requires more disk space or uses more bandwidth than your current site.

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The investment

We charge on a time-used basis. However, we also operate on a "no surprises" policy. This means that should your requirements change or an unexpected issue arise that cannot be resolved within the project budget; we will contact you with options, prior to incurring any other fees.

Phase 1:

Software & Services:	$	Set-up fees:	$	Annual fee:
SEO Strategy - includes up to 10 hours to research keywords, complete a competitor analysis, assess existing site copy and provide SEO recommendations.	$	* 950.00	$	-
Copywriting - Includes up to 1 hour for the initial interview, content plan composition and up to 15 hours copywriting services and research for approximately 10 key web pages (depending on page length and changes required).	$	* 1,960.00	$	-

Core template Content Management System setup
- includes project management, design and development time to create and build the home, inner and contact pages, CMS set-up, site testing etc.
    - **Testimonial block added in design ($105)**
    - **Custom form template ($105)**
	$	* 7,705.00	$	429.50

Team Member template - **Flex style boxes ($105)**	$	* 595.00	$	-

Water Solutions (Products) templates
    - **Flex style boxes – overview page ($105)**
    - **Gallery with video embed – detail page ($700)**
	$	* 1,760.00	$	-

Custom navigation (full page) - includes **estimated time** to design and build a full page drop down navigation menu system that at mobile, drops down from the menu.	$	* 1,080.00	$	-
Content entry - Up to 4 hours content entry to re-layout as much content as possible. If we are unable to complete all the content entry in this time you may choose to complete the rest of the content re-entry yourself, or alternatively, the Xplore team can complete this for you at our normal hourly charge-out rate (see content entry hourly rates below).	$	* 680.00	$	-
Estimated Responsive Web Design testing & tweaking	$	* 790.00	$	-
SEO Pre-go-live Audit - Up to 4 hours for 301 redirects, meta descriptions composition, etc.	$	* 380.00	$	-
SSL certificate (optional)	$	* 500.00	$	-
Training ($120 p/hr) – first hour free	$	POA	$	-
TOTAL:	**$**	*** 16,400.00**	**$**	**^429.50**

All prices are confidential and exclusive of GST – prices are valid for 30 days
*estimate only, to be charged on actual hours used.
^ Replaces your current annual license fees ($478.50 + GST) but does not include your monthly web and email hosting fees (currently $51.75 + GST p/mth).

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Phase 2:

Software & Services:	$	Set-up fees:	$	Annual fee:
News Management System	$	* 1,060.00	$	164.40
E-News registration and Xmail template - once we have designed and setup an email marketing template for you, a delivery fee of $15 per campaign and a per-email fee of $0.05c applies when using the Xmail system. This covers bandwidth costs, software maintenance, etc. This is paid for via credit card, at the time of send.	$	* 745.00	$	-
TOTAL:	**$**	***1,805.00**	**$**	**^164.40**

All prices are confidential and exclusive of GST – prices are valid for 30 days
*estimate only, to be charged on actual hours used.
^ In addition to the annual license fees quoted for Phase 1 but does not include monthly web and email hosting fees.

Optional additional services

Production Services:	$	Fees:
Search Engine Optimisation/Marketing services	$	95.00
Copywriting	$	95.00
Web Marketing Consultancy	$	130.00
Design	$	120.00
Development	$	140.00
Training (+ disbursements, if incurred for travel, etc.)	$	120.00
Content entry / page layouts	$	85.00
Stock Photography (image sourcing and purchasing)	$	TBA

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Annual fees

Xplore charges a small annual fee for all "standard" (e.g. not custom) software that includes:

- <u>Software Upgrades</u> – As new features and updates are released for the software your website is built on, these will be added by the Xplore team.

- <u>Site monitoring and security</u> – Your website will be proactively monitored and any security patches released or required to ensure the on-going security of your site and data will be applied.

- <u>Annual website reviews</u> – At least once per annum you will be contacted by your dedicated Project Manager to talk you through your website's on-going performance (based on your agreed website objectives/measurable outcomes) and recommendations will be made on how you can improve your site's performance.

- <u>On-going web marketing education services</u> – Xplore runs regular web marketing seminars and sends out monthly web marketing hints and tips articles to support our clients in continually up-skilling and making the most out of their digital marketing mediums.

Unlike other developers who do not charge annual fees, Xplore's approach ensures that you will not be surprised by large unexpected website upgrade/update fees (or security vulnerabilities) as your website software ages.

Annual fees do not include design/template changes or functionality changes. Xplore retains the right to decide what upgrades will be applied as part of the standard annual fees.

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Web Specification Agreement

By signing this document you authorise Xplore to commence with the build of the web functionality as it is outlined herein, and confirm that there are no other alterations/developments required.

Authorisation

(Must be signed by a company authority)

I authorise the purchase of the web services as specified as above. I have read and understood the terms and conditions of this Agreement and agree to be bound by them.

Full Name: _____

Position: _____

Signature: _____   Date Signed: _____

Signed on behalf of Xplore.net Solutions Ltd:

Full Name: _____

Position: _____

Signature: _____   Date Signed: _____

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