myairportparking.ca Product Requirements

```
version: "LemonParty"
September 29, 2010
Jimmy Nail
```

About this Document

This document outlines the goals for a release (nickname: LemonParty) of myairportparking.ca.

The intended audience is a contract developer who will work with Jimmy on the site. This contractor should be very experienced with Drupal theme development. Some experience with module development is desirable.

Technology

Myairportparking.ca is current running Aquia Drupal 7.8. It is hosted on the "gridserver" package at MediaTemple.

Project repo: git@jimmynail.unfuddle.com:jimmynail/myairportparking.git
Tickets (if required): http://jimmynail.unfuddle.com/a#/ticket_reports/1
Specifications (such as this document) are in the repo: Top level in the "docs" directory.

At present several modules are employed. They are listed here for easy reference:

- Whatever is in Aquia Drupal distro
- Token - various modules use this to name things with variables. Added the non-core module for field token access.
- Pathauto - used to make nice clean seo loving urls
- Page_title - used to make nice clean seo loving titles
- Views - used to generate various list and other views.
- Advanced help - used by various modules to provide contextual help
- Ctools- used by Views
- google_analytics - easy implementation of GA
- global redirect - Required by path which is required by pathauto
- Field Group - used to organize fields. Good for "parking lot" node which has a ton of fields.
- Email field - used in places where we collect and email address
- Link field - used in places where we collect a url. Be aware- Jimmy has hacked this somewhat!
- Custom Breadcrumbs - control of breadcrumbs
- Location - used on lots and airports to create location data fields. I assume this wll be

useful later when we do distances and stuff. For now, just has a nice address field set. But our data is well formatted.

- Gmap - works with location to generate google maps
- Conditional State field - used in complex feilds like the "24 hours or other" on lots. Warning- super early version, needs hand updating.
- Contact form- used for site wide contact form.
- Node Reference- creates relationships between nodes. The way to make an airport a node instead of taxonomy
- Node Reference URL- a field for Node Reference that sets the field value based on url
- MultiBlock - allows multiple instances of the same block. Useful for having the search bar in several places.
- Backup and migrate - backups up the db regularly.
- Fivestar - voting on nodes
- Voting API- used my fivestar
- Metatags quick (aka meta tags field)- until proper meta tags module is aviable, this lets us set facebook meta
- String Overrides - Lets many many default text strings get overwritten. Used specifically for fivestar rating widget but could be used elsewhere.
- External Links - adds little icons beside external links
- Rules- Used to create a new user on comment submission
- Entity - required by Rules
- Meta Tag - used for seo and facebook open graph

Deliverables

- All work should be version controlled. Delivery will include pulling the contractors final branch.
- New (live) media and things like that will be in the version controlled sites/default/files directory
- PSD's or similar originals of any supporting files should be in the (version controlled) / docs directory.
- For database work, contractor should include specific instructions. some examples:
    - A list of all new modules and a brief description of the feature they support.
    - Step by step module configuration for the above list
    - .sql scripts for any other modifications.
- Please write clean code and document well.

Some final words about this project...things should be done the "Drupal Way"- proper theme development for styling, module develop when necessary. This site is expected to be the first of several similar businesses. Each business will have a slightly different theme, but the basic platform will likely be similar.

There will concurrent development on the site. Probably makes sense to merge branches into each other from time to time to avoid a monster merge at the end.

Product Specification

Drupal makes some things easy and some things hard. Except in very special circumstances, the requirements in this document should be adapted so that they can be easily done in Drupal. The author has a beginner understanding of Drupal and is always open to feedback. Consider

the feature request, think of how it ought to be done within the Drupal framework, and then let's make sure we are doing this the smartest way possible.

Overview

Myairportparking.ca is a site that is designed to attract search traffic for people searching for information on airport parking. It will (eventually) allow people to reserve a spot online at any participating lot. The target audience is Canadians (for now).

There are 5 basic page types- home page, meta page, airport page, lot page, search page Each page type has a different role and goal and features to support this. Details are outlined below. Details of each are given here:

1. **Home**
   - Example url:
     i. http://www.myairportparking.ca
   - Goals (in order of importance)
     i. distribute page rank
     ii. serve as user navigation hub
     iii. demonstrate we are a legit business for biz dev with lot owners...ie Look professional.
   - Features (in order of importance):
     i. Link to all main landing pages for spider
     ii. Provide access to all airports for user
     iii. Provide a search field
     iv. [wish list] Provide quick links to 3 airports closest to the user's IP
     v. [wish list] Auto detect user location, show closest airports on a map
   - Designs
     i. See file 29092011_home_lemonparty

2. **Airport/City**
   - Example url:
     i. http://vancouver.myairportparking.ca
     ii. [alternative, tbd] http://www.myairportparking.ca/vancouver/
   - Goals:
     i. Get search traffic
     ii. Not bounce
     iii. Drive search traffic to a lot page for conversion
   - Features:
     i. Look like a high quality content page to google, not a thin listing page.
     ii. interactive gmap showing lots in the area
     iii. Sorts: price: low to high, Most reviews, Distance to airport
     iv. Original city and airport write up and information. Images.
     v. Faceted navigation as per mocks
     vi. Breadcrumb

vii. Link that allows owners to "add a lot". Prob just an email contact.

viii. No pagination

- **Designs**
    - i. See file 29092011_airport_lemonparty

3. **Lot**

- Example urls:
    - i. http://vancouver.myairportparking.ca/jims-econo-lot
    - ii. [alternative] http://www.myairportparking.ca/vancouver/jims-econo-lot
- Goals:
    - i. Convert a user to a reservation-like event (assume we won't be able to book right away)
    - ii. Convince lot owners to sign up with us
    - iii. Convince google we are a real and useful service
- Features:
    - i. gmap showing lot location
    - ii. Pseudobooking (email collection form)
    - iii. Rates for various parking options
    - iv. Several photos of the lot
    - v. Breadcrumb
    - vi. lot logo and address
    - vii. Meta info tabbed area
        1. description
        2. hours
        3. cupons
    - viii. Iconic display of various offered services
    - ix. "claim this profile" link with email response form
    - x. Reviews
    - xi. iframed link unit to other nearby lots
    - xii. Search field
- **Designs**
    - i. See file 29092011_lot_lemonparty

4. **Search Result**

- Example url:
    - i. http://www.myairportparking.ca/?q=search%20terms
- Goals:
    - i. Let a user search by free text
    - ii. don't show to bots
    - iii. Get a user to a lot page for conversion
- Features:
    - i. Lot and Airport listings that match query
    - ii. Show a static all airports link unit
    - iii. Filter by type- lot or airport
    - iv. Sort by price, reviews
- Designs:
    - i. Will use same styles developer for airport pages and will look

substantially similar.

5. **Meta**
   - Example url:
       i. http://www.myairportparking.ca/contact
       ii. http://www.myairportparking.ca/lot-owners
       iii. http://www.myairportparking.ca/faq
       iv.
   - Goals:
       i. Display of simple static information.
       ii. No search traffic
       iii. Linked only from the homepage
   - Features:
       i. Generic layout and styles available to present varied content
   - Designs:
       i. Need to decide on a few core theme styles. Then these pages just inherit that.