

Based on our meeting, I understand that Penrith Council is currently looking to develop a new website, with the following requirements:

1. The site will be an online educational portal for the Animal Services division, where visitors will be able to setup an account and undertake Responsible Pet Ownership courses.
2. The site will be custom designed and will accurately follow and comply with Penrith Council's design guidelines. The design must also guide and encourage users to find out more about Responsible Pet Ownership, and to easily enrol in courses on-the-spot.
3. The website will be easily updatable by YOU – so that you do not have to rely on a web developer/ programmer to make content changes to your own site. You should be able to add and manage course modules - including text, picture and media content - and make changes to the general content of the website independently, and easily.
4. Provide Penrith Council Animal Services with an online education platform, which may grow in the future to include educational programmes tied to community events and online education drives run by Council - such as microchipping day, school visits, etc.

Based on these requirements and on my discussions with your team, I have drawn the following specifications your new site:

DESIGN SPECIFICATIONS

The site's (temporary) name is "**Responsible Pet Owner Online**", and will have a 'tagline/subheading' stating that it is "an eLearning site supported by the Office of Local Government Grants Programme".

The site must have a **Home Page**, containing the following sections:

- ➡ **Hero Banner:** displaying the site title, a promotional picture or picture slideshow, or simple animation - perhaps including the mascots - as well as call-to-action button inviting the visitor to find out about courses, and enrol now.
- ➡ **Promotional (optional):** displays short information and links to tie-in with promotions or events that may be of interest to visitors, including an optional slideshow and a call-to-action button.
- ➡ **Our Courses:** information on the courses currently available - possibly on a panel grid with clickable links for further detailed info through drop-down modal windows. Each course modal windows will contain detailed information on course modules, certificate/voucher received at completion, and 'enrol now' call-to-action button or form.
- ➡ **Sign-in/Registration:** sign-in and/or registration form, allowing visitor to either setup an account and enrol in a course, or sign-in if already registered. Once signed in, the visitor will be taken to their Account Page (see below).
- ➡ **Partners (optional):** carousel grid of clickable partner logos - such as local community groups and organisations, programme supporters and/or educational partners - taking visitors to these partners' sites.
- ➡ **Testimonials (optional):** slideshow of quotes from previous course participants and programme supporters.

- ➡ **Footer:** for copyright notices, links to Privacy Notice and Terms & Conditions pages, and social media sites, if needed. Should also contain links to other Council sites and pages, as needed.

Once a visitor signs in or enrolls, they will be taken to their **Account Page**. This page will contain a copy of the Promotional Section from the home page, as well as:

- ➡ **Account Details:** section that allows the user to update/change their account information - such as name, address, etc. - and manage account settings (such as optional subscription to mailing lists, etc.).
- ➡ **Course List:** section that shows the user which courses and individual modules they've completed, allowing them to review past modules or navigate directly to the next module in their list.

The courses on the site will be comprised of various modules. Each course will have its own **Course Page**, with the following sections:

- ➡ **Course Info:** generic course information, stating course title, pre-requisites (if any), and certificate/ vouchers available on completion (if any).
- ➡ **Module List:** a clickable accordion-style list of the modules that comprise the course. If the user is signed in and enrolled in a course, clicking on a module name will expand it, to reveal its content. Module content can include text, pictures, downloadable files, and embedded video (YouTube or Vimeo). At the end of each module, there will be a 'test yourself now' button which will show a multiple-choice quiz, presented inside a modal window.

If the visitor is not signed-in, the course page will also show a copy of the Sign-In/Registration section of the Home Page.

The site will contain a full-featured **Admin Panel** that will allow you to easily customise the entire content of the site - adding and editing modules and courses. It will also contain a **User Database**, which will keep information on all visitors who have signed up and completed courses. Site Administrators will be able to view a specific user's course history, and search the database for users by course or module.