We Will Gather.

Project scoping document.

CONTENTS

Version control

Version	Date	Author	Change / Section affected
V7.1	20.04.12	Chris M.	5.1 Static content – how it works 7.1.2 Clarification of the twitter project creation process
V7.2	23.4.12	John M	General format updates / tidying
V7.3	17.5.12	John M	Changed all references to #fcu to #wwg
V7.4	22.5.12	John M	Updated section 6.4; 7.1.2; 7.3; 7.3.3

1. Introduction

The intention of the We Will Gather site build is to provide an online network to help build offline communities. The website will provide a centralised point of organisation and allow for fast and simple sharing of information. Based upon the success of the London Riot Clean Ups, the website build is intended to be a simple and light weight solution that integrates with existing social media channels to provide a focal point for community driven projects.

1.1 Document scope

The purpose of this document is to provide a breakdown of all features that have been considered for inclusion in the project and provide timings for each.

This document is not providing a roadmap for delivery of project features and features discussed in this document may not make the final build of the website depending on time constraints and cost.

1.2 Project objectives

- To create an information sharing platform that allows for the creation and organisation of community driven events and proliferates awareness of those events via social channels.

- To create a solution that is open source and easily configured by other parties wishing to imitate the intention behind the project initiative.

- The solution will offer compatibility with http://vinspired.com/, another project that helps organise a volunteer work force for community projects. Vinspired.com uses http://www.do-it.org.uk/partners for integration.
  (Note: the distinction between vinspired.com and We Will Gather is that vinspired.com places volunteers within an organisation, whereas We Will Gather looks to provide short term, time based opportunities.)

1.3 De-scoping items

Any project item that is removed from the project scope at this point in time but is picked up again in a future iteration of development will need to be re-scoped to allow for changes in technology that may impact the choice of technology used and the timing for the development.

2. Terminology

Visitors to the website will have different objectives depending on the intent and purpose of the user. The user journey through the site will change depending on which persona type a visitor falls into. To distinguish between visitor types and user behaviour the following personas have been identified:

2.1 Volunteer

A volunteer is a visitor who may not wish to start their own initiative but is willing to contribute time and effort to someone else's ideas.

2.2 Activist

An 'activist' visitor is considered as a visitor looking to organise events.

2.3 Moderator / Co-ordinator

Any site visitor can be approved and made into a moderator by the site administrator. Moderators are responsible for keeping the content of the site clean, and day to day running of the site.

Moderator roles are assigned based on offline activities, i.e. they are co-ordinating events and projects in the real world.

2.4 Administrator

The administrator is the website owner and responsible is the sites overall content and maintenance.

2.4.1 Site owner

The site owner is a special type of administrator. The site owner is unique; there can only ever be one site owner record. Administrators cannot change the site owner's permissions but are able to alter each other's settings.

3. Website Architecture

3.1 Html5

The website is to be built using Html5 to help deliver compatibility for mobile devices.

Html5 has been selected to future proof the solution. Although xHtml 1.1 is still the W3C standard for website builds they are moving towards Html5.

Html5 also has some advantage for search engine optimisation (SEO) as it has been constructed as a semantic mark-up language and includes more descriptive elements.

3.2 MVC4

MVC4 is Microsoft's latest version of MVC.Net, and provides an alternative to ASP.Net web forms.

MVC provides the following benefits:

- Strong code separation between programming and design. This produces very clean and controlled page mark-up with full control over rendered HTML

- Robust architecture, with good support for Test Driven Development (TDD).

- Strong built in security, with many common issues present in scripted languages restricted by default in the out of the box security settings.

3.3 Database

The database platform will be Microsoft SQL Server Express 2008 RC2.

This is a free database platform that Microsoft provides as an entry level product.

It is a robust solution and more than adequate for the level of data that the site is likely to require.

3.4 Environments

For the duration of the project, until launch the website will have three distinct project environments:

3.4.1 Fresh Egg Testing (internal only)

This environment will only be made available to Fresh Egg departments for internal testing.

This site will have a separate database to the staging and live environment to allow for testing of data without impacting the production environment.

3.4.2 Staging server (public environment)

This server will be available to any authenticated user. The server will be locked down with domain authentication and a username and password must be supplied in order to view the site.

This site will have a separate database to the test and live environment to allow for testing of data without impacting the production environment.

3.4.3 Production (live environment)

This will be the final environment that the website is deployed to. Certain sections of the website may be deployed to live ahead of launch to begin building SEO momentum.

3.5 Applications

Timings will be given for the development of two separate applications: the main website and a mobile version of the website.

3.5.1 Website

The website will be tested for compatibility with the following web browsers:

- Internet Explorer 7+

- Firefox 3.6+

- Google Chromium 10+

- Safari 5+

- iOS Safari 3+

- Android 2.2+

- Blackberry OS 6+

Browser compatibility means creating the optimal user experience within the browser's capabilities and allowing users to seamlessly accomplish all key objectives on the site.

The site's front end will be built using a mobile-first and responsive design approach, with server-side components included as required, providing the site's full user experience to all users regardless of size and resolution of target device.

The site layout will be progressively enhanced for more modern and capable browsers via user agent feature detection.

3.6 Third party providers

The site will make use of several third party providers for content and functionality. Those providers are:

3.6.1 Facebook

For more information see: http://developers.facebook.com/

Facebook will be used to add the following functionality to the website:

- User authentication

- Social sharing

- Facepile widget

The account used for the Facebook API registration is yet to be determined.

3.6.2 Twitter

For more information see: https://dev.twitter.com/

Twitter will be used to add the following functionality to the website:

- User authentication

- Social sharing

- Hash tag monitoring

- Search widget

The account used for Twitter API registration is yet to be determined.

There is a limit of 300 calls to the API per hour imposed by Twitter so it may be necessary to negotiate more tweet allowance.

3.6.3 Open Street map

For more details see: http://www.openstreetmap.org/

Open street map will be used to provide the following functionality to the website:

- Map displays

- Geo location for latitude/longitude

3.6.4 Google Webmaster tools

For more information see: http://www.google.com/webmasters/

Google webmaster tools will be setup for the site to monitor the website performance within Google.

The method used to authenticate with Google will be the creation of an Html file in the site root directory.

The Xml sitemap for the site will be submitted to Google Webmaster tools.

3.6.5 Bing webmaster tools

For more information see: http://www.bing.com/toolbox/webmaster/

Bing webmaster tools will be setup for the site to monitor the website performance within Bing.

The method used to authenticate with Google will be the creation of an Xml file in the site root directory.

The Xml sitemap for the site will be submitted to Bing Webmaster tools.

3.6.6 Google Analytics

For more information see: http://www.google.com/analytics/

Google Analytics will be configured for the site in order to provide website tracking.

The effectiveness of Google Analytics will be affected by the dependence on visitors to the website to grant permission to store tracking cookies on their machine. See section 5.3.2

Asynchronous page tracking methods will be used to ensure that analytics tracking does not impact user experience due to JavaScript processing slowing down the page load. .

In addition to the standard page tracking various custom events will be created for tracking activity across the site. These events are discussed in more detail in the sections of this document that deal with an area of the site that requires tracking.

The site will track the following Goals:

- Enquiry form (section 5.4.4)

- User Registration (section 0)

- Project creation – website (section 7.2)

- Project creation – twitter (section 7.1)

- Volunteer sign up (section 7.8)

The site will track the following Events:

- Internal search (not using site search due to additional search criteria) (section 7.5)

- Link clicked in Homepage Twitter feed (section 5.5.3)

- Comment placed on site (section 5.7.4)

- Unsubscribing user (section 6.3.1)

4. Search Engine Optimisation support

Search Engine Optimisation is an integral part of any website that Fresh Egg constructs. A portion of the design and development time will be spent implementing recommendations provided by the SEO team.

4.1 Prior to build

Ahead of site build the following SEO activity will be carried out, to help inform decisions taken regarding site build:

4.1.1 Key term research

An investigation of key terms relating to the area of focus for the We Will Gather site will be carried out. This will identify the high volume terms that will help drive traffic to the site, with the aim of helping the site to acquire visitors who may wish to volunteer for a project, or to start a project for the community.

4.1.2 URL structure

The URL structure to be used across the site will be proposed by the SEO team, looking at key term placement within the URL to help search visibility.

4.1.3 Meta data

For each page of the site the SEO team will provide an optimised page title meta description and meta keywords. This will be based around key term research.

For dynamic pages a template for the meta data will be provided, allowing for dynamically created meta data to be built into coded pages and avoid the need for the site owner or project organisers to try and optimise sections of the site.

4.1.4 Page headings

Where applicable the SEO team will provide page headings incorporating key terms taken from the key term research, to help promote the site's visibility.

4.1.5 Xml sitemap

The SEO team will provide prioritisation of page types for the Xml sitemap (discussed in section 5.4.3).

4.2 Prior to launch

The following actions will take place ahead of site launch.

4.2.1 Simulate site crawl

A crawl of the site will be carried out to ensure that:

- Ensure all areas of the site that should be visible to a search engine spider are accessible by crawlers;
- Ensure configuration of meta data is correct;
- Ensure appropriate areas of the website have been marked as NOINDEX.

4.2.2 Robots.txt validation

Ensure that no areas of the site that should be available to search engines spiders have been blocked by the robots.txt

4.2.3 Xml sitemap validation and submission

The SEO team will confirm that the Xml sitemap has been put together correctly and will meet requirement. Once requirements have been satisfied the sitemap will be submitted to Google Webmaster Tools and Bing Webmaster Tools.

5. Website content

5.1 Static content

The static content of the site (including any video content embedded in pages) is to be provided by the client. A back-end CMS will allow editing of the static content to the site owner and administrators.

Static content pages include:

- About us
- How it works
    - To include 'How to guides' which are .PDF files describing how to carry out the various categories of projects (e.g. riot clean-ups, flood clean-ups). [CM 20.04]
- Be safe
- Accessibility statement
- Privacy policy

5.2 Accessibility standards

In order to meet accessibility guidelines the site will conform to double 'A' accessibility standards.

For more information see: http://www.w3.org/WAI/WCAG20/quickref/Overview.php

5.3 Privacy policy

5.3.1 Data retention

A record of the data stored about each user need to be listed illustrating what information is recorded, when the data is captured and how long the data will be retained for.

5.3.2 Cookies

In line with the ICO guidance on the use of cookies, any cookie used by the site will be fully disclosed within the sites privacy policy.

Due to the build of the site the only requirements will be around user authentication and website analytics.

The site will make use of the following cookies:

Cookie required for	Type	Ownership	Lifespan	Sensitve data
Google Analytics	Persistent	First party	24 months	No
User login	Session	First party	Browser visit	User ID
ASP.Net Session	Session	First party	Browser visit	No
Cookie permission	Persistent	First party	3 months	No

In the case of the Google Analytics cookie, the site will need to prompt users to request permission to write a cookie to their machine. If permission is denied then no analytics cookie can be written.

If permission is given to write cookies then a cookie that records the consent will be written. This cookie will be used to remove the need to ask the users permission every time they visit the website.

The user login and ASP.Net cookies are both required in order for the site to function and therefore fall under the category of implied consent. The user will be made aware of these cookies through the websites privacy policy but will not have the option to opt out of these cookies.

5.4 Site features

5.4.1 Breadcrumb navigation

The site will need to feature a breadcrumb trail for ease of navigation.

Breadcrumbs will be marked up using rich snippet microdata to help search engines order the site into a hierarchy.

http://support.google.com/webmasters/bin/answer.py?hl=en&answer=164506

5.4.2 Html sitemap

Rather than write every page present in the site structure into a single sitemap page, the site will feature a segmented sitemap, navigable by two hierarchical structures: geographic region and project type.

This structured approach to site map pages will provide search engines with an alternative route of page discovery, as well as increasing the sites internal linking power through increased page mass.

Common site pages will be included on every page of the site map.

These pages will be excluded from search engine indexes by a META ROBOTS=NOINDEX directive on each page of the sitemap.

5.4.3 Xml sitemap

To help search engines quickly discover new pages added to the site an Xml sitemap will be maintained, and new content will be dynamically added to the file.

A separate Xml sitemap will be constructed for the mobile version of the website, following the guidelines for mobile sitemaps.

5.4.4 Contact us form

The site will feature a contact us form which will allow any visitor to get in contact with the site administrator directly.

The contact us form will ask the user to provide:

- An e-mail address to for replies;

- The subject of the enquiry;

- The message body of the e-mail.

E-mails will be sent in plain text to avoid certain security risks attached to Html e-mail formats.

Submitting the contact us form will trigger a custom Google Analytics tracking to record a Goal. To accommodate Google Analytics goals the enquiry confirmation page needs to have a separate URL to that of the enquiry form.

Update: 22.5.12

Emphasize contact via twitter, not contact form; add short bios / pics of #wwg staff

5.4.5 Cookie authentication

In line with the ISO legislation on cookie handling, the site will include functionality to request that the user gives consent to track their behaviour on the site.

At the top of every page on the site a message bar will be displayed asking the user to consent to the site placing cookies on their local machine and including a link to the sites privacy policy.

The bar must contain a check box (unchecked by default) that indicates by checking the box the user gives consent for cookies to be used, and a submit button.

If a user accepts the cookie being placed on their machine then the bar will disappear. If the user does not accept cookies then the bar will be rendered at the top of every page of the website (there is no way to track that the user does not want information recorded if permission for cookies and session cookies is denied).

5.5 Homepage features

5.5.1 Search panel

The homepage is to include a search panel. More information on the functionality of this panel can be found in section 7.5 of this document.

5.5.2 Facebook friends widget

The homepage is to include a Facebook Facepile widget that embeds profile images of users who have connected with the site. The code to embed this widget is available at http://developers.facebook.com/docs/reference/plugins/facepile/.

5.5.3 Latest tweets widget

The homepage is to include a Twitter search widget, displaying latest tweets relating to the We Will Gather project. The widget is available at https://twitter.com/about/resources/widgets/widget_search.

5.5.4 Latest success stories

The homepage will feature a panel of success stories, in summary. Each success story will link through to a full article. For more details see section 9.5 of this document.

5.5.5 RSS alternate content

The homepage will also feature an alternate content tag promoting the latest success story RSS feed. For more details see section 9.5.3 of this document.

5.6 Success stories (news items)

In addition to the short snippets of news displayed on the homepage of the site there will be a full success story section that will include a list of all news items published on the site for all time.

5.6.1 Pagination of results

This section of the site will be paginated, displaying ten results per page by default. Pagination removes the need for an archive of older news items.

5.6.2 Commenting

Each success story will include the ability to post comments via Facebook or Twitter. See section 5.7.

5.7 Site commenting

Two sections of the website will include user commenting.

5.7.1 User authentication for commenting

An Open Graph login is required to comment, there will be no facility to post anonymous comments.

5.7.2 Comment data

Data	Notes
Twitter profile	The profile used to place the comment
Facebook profile	The profile used to place the comment
Comment date	
Comment	

5.7.3 Comment moderation

Every comment made will include a link to report the comment. Reporting a comment will fire a request off to a site moderator to review the comment and take action as appropriate.

5.7.4 Google Analytics tracking event

Commenting on the website will trigger a Google Analytics event to record the function.

6. User authentication

6.1 User data

The site will record the following information for each user to a database.

Data	Notes
Twitter profile	
Facebook profile	
E-mail address	
Default e-mail address disclosure level	public/volunteers only/private – admin only
Telephone number	used for project organisers
Default telephone number disclosure level	public/volunteers only/private – admin only
Website address	used for project organisers
Default website address disclosure level	public/volunteers only/private – admin only
User created date	
Last login date	
User level	volunteer/activist/moderator/administrator

6.2 OAuth registration

When a user visits the website and decides they would like to participate in any of the activity on the site, the user will need to authenticate with the website using open graph technology.
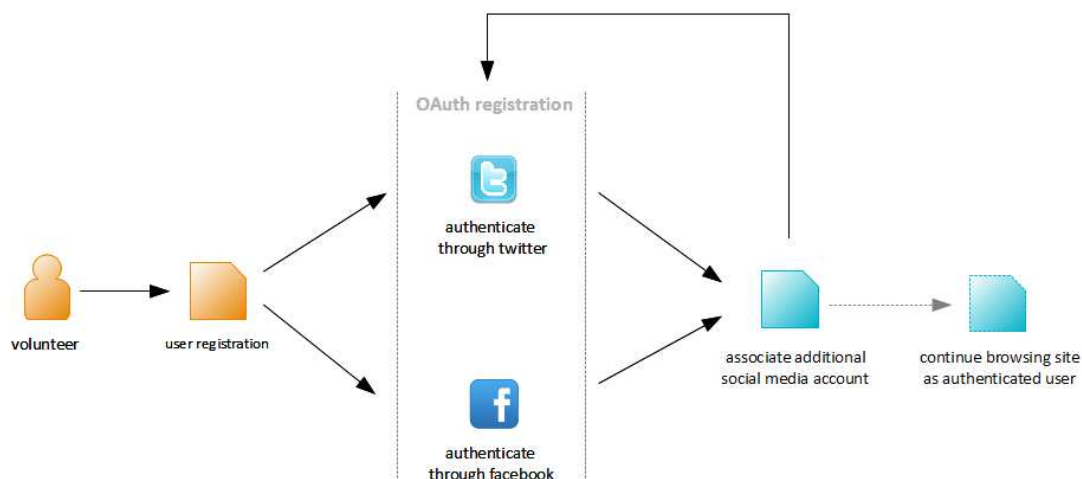
Open graph allows users to authenticate with a website without needing to provide any registration details.

6.2.1 Persisting login data

Once a user has authenticated with the site and their details persisted to the database their unique user ID will be stored into a session variable (browser duration only).

Details of the data recorded will be specified in the sites privacy policy.

6.2.2 Google Analytics tracking goal

Registering as a new user on the website will trigger the completion of a custom goal in Google Analytics.

To accommodate goal tracking the confirmation page is required to have a separate URL to the registration page. Once authentication of the user has taken place the user will be redirected to a confirmation URL.

6.3 Unsubscribing users

It must be possible for any user account to be removed from the site at the request of the user. If a user is unsubscribe from the site then all details will be removed from the database.

6.3.1 Google analytics tracking event

Unsubscribing from the website will trigger a Google Analytics tracking event.

6.4   **User details page**

For every user on the site a user detail page will be created.

The user detail page will display any information recorded about that user, as well as a list of projects that the user has volunteered for (past and present) and a list of projects that the user has created.

The user profile page will take advantage of OAuth to pull in details from the user's social media accounts and will display either their Facebook image or their twitter profile picture.

If a user is viewing their own profile page they will have the option to add an associated user account (another social media property) to their profile.

The user profile will also allow a user to configure default privacy options for certain details such as e-mail address and phone number, so that when a user creates a project these details can be selected automatically and the user will not need to configure this option for every project that they create.

__Update__: 22.5.12

Add a VInspired banner that will link through to the sign-up page on their site. Note that we don't want to put this on /project-detail.htm as it will dilute the call to action of this page and take people away from joining the project on #wwg

Visualise page state where no projects exist in the profile; show option to search for projects

Add gamification. As per the agreed scope (and due to deadlines/budgets), this is out of the confines of the current agreement. However, as a gesture of goodwill, for now we can add a simple badge to this page that will display the number of projects the user has successfully completed (we thought number of hours less suitable as I expect some projects may go on far longer than planned for). Adding anything else at this stage will cause a delivery issue.

If an account is to be removed, Language should emphasize releasing a project, not removing it

6.4.1   Associated social media accounts

If a user has authenticated with the site then the user will be given the option to link other social media accounts to that user's profile. E.g. if a user account has registered via Twitter it will be possible for them to provide their Facebook account as well. Updating a user profile with a second social media account will update the database record.

7. Project lifecycle

The diagram below illustrates the process by which a new project is created on the site.
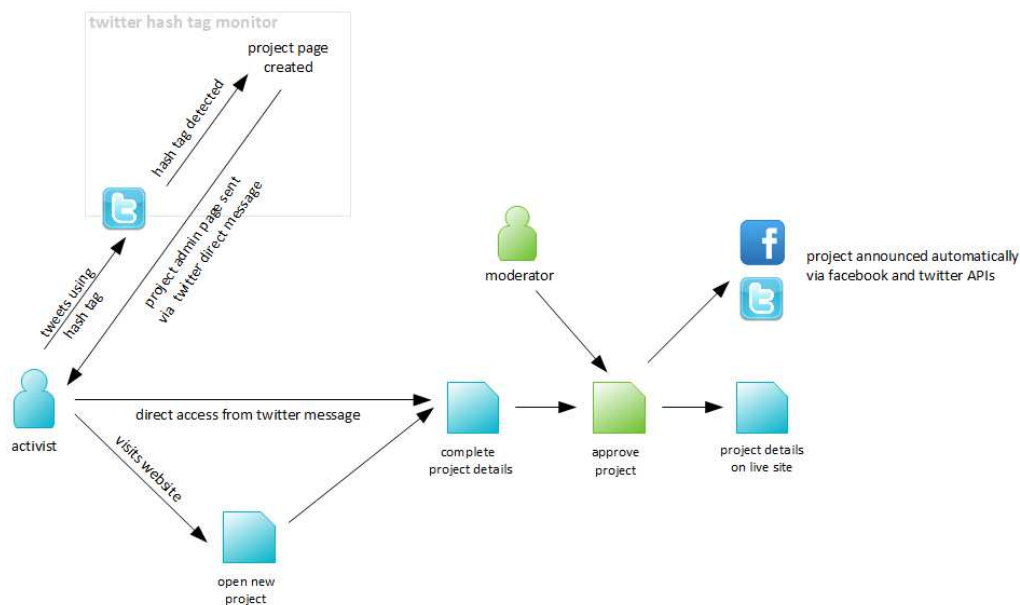
7.1   Project creation via Twitter

7.1.1   Twitter monitoring

There is a requirement for the site to monitor twitter checking for the presence of a specific hash tag.

For example, to request help a user would tweet the following:

```
#wewillgather Need help fixing the roundabout in the
kids playground at Victoria park BN11 4ES
```

[NB: hashtag TBC by client]

Two important identifies that must be present in the tweet for project creation to be triggered are:

- the word "help"
- the postcode

The tweet must also not be a retweet (although nothing can be done to filter out retweets where a user does not include the RT designation).

If a tweet is identified that uses the hash tag but does not provide enough additional information to setup a project then a tweet will be fired back to the originator prompting them to go to the site and create a project manually.

Once the conditions are met the twitter monitoring service will send the tweet originator a @ message on twitter specifying a URL on the We Will Gather site. If that URL is clicked by the user then a project will be created on the site.

7.1.2   Clarification of the twitter project creation process [CM: 20.04]

1. User tweets to the hashtag and uses the word "help" and CAN include a partial postcode (such as BN1). Even if they don't use a postcode, the site should still pick the tweet up and create a temporary page ready to be fully completed.

2. Site produces a temporary job with the information it can glean from 140 chars.

3. Site sends a link back to the original user via Twitter prompting him/her to fully complete the information for the new job.

4. User goes back to the site via the link and completes the entire page of information, part of which should be a field for either a full postcode or a function that allows the user to drop a flag on a map.

IMPORTANT NOTE: Open Street Maps (rather than Google or Bing) should be used to drive this process unless an implementation issue arises with this provider. Fresh Egg commit to exploring Open Street Maps as far as possible, drawing on the experience of the #wwg partners 'Open Sussex'.

__Updated:__ 22.5.12

Form to be as short as possible to reduce approval time needed

Progressively reveal volunteer details (other than # of volunteers needed)

Progressively reveal project recurrence details

Free input field for items people need to bring and special skills needed

Only ask for project description, location and date details

7.1.3 Authentication and setting up the project

The project will have no detail and will not be assigned an owner until the user authenticates with the site using open graph.

At the point of authentication the user will need to accept the site's terms and conditions in order to proceed. The login process will not allow the user to proceed without accepting terms and conditions.

At this point the user can complete project details.

7.1.4 Tweet/project lifetime

Any project URL created by the twitter monitor will have a limited lifetime. If the originator does not click through within fourteen days of the tweet notifying them that the URL exists is sent out then the URL will expire.

Clicking the URL after this point in time will direct the user to an expired project registration page, and provide them with an option to create a new project.

The expired project registration page will include a meta robots tag specifying the NOINDEX attribute to prevent spiders from indexing the URL.

7.1.5 Duplication of projects

Duplicate projects will have to be filtered out by moderators, although a warning of a similar event within the same postcode area can be displayed. There may be legitimate reasons for duplication of location (organisation of charity events at a church hall for example).

7.1.6 Google analytics tracking goal

Creating a project via twitter will record a goal completion in Google Analytics.

The confirmation page for project creation must have a distinct URL to allow goal tracking to function.

7.2 Project creation via website

The site will include functionality to allow users to create a new project directly from the website.

When a user decides to create a new project they will need to have authenticated with the site.

At the point of authentication the user will need to accept the site's terms and conditions in order to proceed. The login process will not allow the user to proceed without accepting terms and conditions.

Once they have authenticated have the option of providing full project data. Until all project data has been supplied the project is considered to be in draft format.

Once all project data has been entered the user can submit the project for approval.

The project owner will receive notification that their project has been set live either via e-mail or a tweet, depending on availability of the users e-mail address.

7.3 Project data

The following data will need to be stored for each project that is created on the system.

Data	Notes
Start date/time	
End date/time	
Recurrence	number of weeks, assuming same day/time
Created by	User Id
Created date	
Last modified by	User Id
Last modified date	
Last moderator approval by	User Id
Last moderator approval date	
Place	
Objective	
Number of volunteers desired	
Project owner	User ID
Project owner Telephone number	
Project owner email address	
Project owners website	
Telephone disclosure level	public/volunteers only/private - admin only
Email disclosure level	public/volunteers only/private - admin only
Project status	draft/pending approval/open/closed/in progress/rejected
Age suitability	
Getting there	
Skills/Qualifications	
Equipment/supplies needed	
Volunteer benefits	
Category	Gardening/Painting/Clearing/Cleaning/Refuse collection/Repairing/…etc

A project can have multiple categories, i.e. the project could be categorised as both the Gardening and Painting project types.

Update: 22.5.12

A project should never appear to be "full" –client wanted to allow more people to volunteer than suggested to cover drop-outs

Add third button to help co-organise a project once you've volunteered; deemphasize removing yourself from project

Add share button (LinkedIn, Twitter, Facebook, G+)

Unclaimed project: investigate how disowned Facebook group can be re-claimed

Page state where project starter is encouraged to populate additional project details

7.3.1 Additional project owners

Once a project has been initiated additional project owners can be assigned to the project by an existing project owner. It may be that other people are as enthusiastic or better placed than the project creator and can add value to the organisation of an event.

7.3.2 Removing project owners

Any project owner can remove another project owner from a project. This is to allow for people becoming unavailable or needing to drop out of a project and will help ensure that the right people are contacted for updates.

7.3.3 Surrendering ownership

A project owner may decide that they are no longer able to contribute their time in any manner and choose to give up project ownership without another project owner being available. The project will not be removed from the site but it will become free for any community member to take over responsibility for the organisation of that event.

Update: 22.5.12

Language should emphasize releasing a project, not removing it

7.3.4 Project ownership moderation

It may arise that a conflict of ownership will arise on a project.

For example,

- User A is a project owner

- User A adds User B as a second owner to a project

- User B removes User A from the project

In such an instance the first user may feel aggrieved that the project they created has been removed from their control.

Therefore the site will include moderation functionality to allow a moderator to change project ownership.

In all cases the original project owner's user account will be clearly indicated to the moderator to help them make a decision.

A project ownership moderation request will contain the following information:

Data	Notes
Requested by	User Id
Requested date	
Last moderator approval by	User Id
Last moderator approval date	
Project	Project reference
Request details	Notes from complainant
Notes	Moderator's notes
Status	Open/closed

7.4 Project moderation

Before any project is set live it will need to be approved by a moderator.

7.4.1 Project approval

If a moderator is satisfied with the content provided then they can mark a project as approved. At this point the project will be set live and moved into the public domain. Volunteers may begin registering for the project at this point.

Once a project has been approved it is no longer possible for a project owner to update the project content.

7.4.2 Withdrawing a live project

Circumstances may arise when a project is published to live by mistake, or events take course that mean the project is no longer applicable. At such points in time it will may be necessary for a moderate to with draw a live project from the site.

7.4.3 Project rejection

Unfortunately any site may attract the wrong sort of attention and it is highly likely that a number of inappropriate projects will be created, be it through spammer, phishers and hackers, or people wishing to organise events that deliberately contravene the sites terms of use.

On these occasions it will be necessary for a moderator to be able to block a project from being sent to live site. Such projects will not be deleted as it may become necessary to provide an audit trail to authorities (for example if a user were trying to deliberately organise a riot using the platform this could become a matter for the police). The submitter of such projects will be notified by e-mail if their project is rejected.

7.4.4 Content change request

As the project owner cannot update a project after it has been set live there must be a mechanism to allow for changes to be requested from a moderator.

A change request will consist of some or all of the following information (unchanged data will not be included in the request):

Data	Notes
Start date/time	

End date/time	
Recurrence	number of weeks, assuming same day/time
Requested by	User Id
Requested date	
Last moderator approval by	User Id
Last moderator approval date	
Place	
Objective	
Number of volunteers desired	
Telephone disclosure level	public/volunteers only/private - admin only
Email disclosure level	public/volunteers only/private - admin only
Project status	draft/pending approval/open/closed/in progress/rejected
Age suitability	
Getting there	
Skills/Qualifications	
Equipment/supplies needed	
Volunteer benefits	
Category	Gardening/Painting/Clearing/Cleaning/Refuse collection/Repairing/…etc
Status	Approved/rejected

All requests to change content will be stored into a queue which moderators will be able to work through.

When processing a change request, the moderator will be able to see how the data currently looks (before the change) and what has been requested as an alteration.

The moderator can then choose to approve or reject the change request.

7.4.5   Moderation request

The site will include functionality to allow a user to report content as inappropriate. A moderator must be able to review this information and act on it as deemed appropriate by that user.

A moderation request will consist of the following data:

Data	Notes
Created by	User Id
Created date	
Last moderator approval by	User Id
Last moderator approval date	
Project page	
Reason for report	Inappropriate content/scam or phishing attempt/malware
Action taken	None/project banned/further investigation
Notes	

The moderator will have the option of dismissing the claim, contacting the project owner, or withdrawing the project from the site.

7.5   Site search

The site search functionality is considered critical to the websites performance. Once a visitor arrives on the site the search function will be the primary method of locating projects within that visitor's local area and guiding them towards volunteering.

Site search will feature prominently on the site's homepage.

Site search will also feature on each page of the website to allow users to quickly locate projects they may be interested in.

The site search needs to work in a similar manner to http://www.autotrader.co.uk/used-cars (screen shot below).

3 8 1 , 0 3 8 Cars found nationally   ↻ Reset search

Postcode: (required) [BN11 2ES]   [Distance (select) ▼]   Show insurance estimates 🔲

[Make (all) ▼]   [Fuel type (any) ▼]   [Min price ▼] [Max price ▼]

[Model (any)]   [Age (any) ▼]   [Mileage (any) ▼]

[Body type (all) ▼]   [Transmission (any) ▼]   [Engine size (any) ▼]   ☐ Additional ads (76)

[Colour (all) ▼]   [Private and Trade ▼]   [No. of doors (any) ▼]

Add keyword: [e.g. TDi Sport]   📌 Save Search   🔧 My searches   **Search** 🔍

7.5.1 Search Criteria

The site search will include the following search options:

- Location or postcode;
- Distance from location/postcode;
- Project type;
- Time range project occurs;
- Age range project suitable for.

7.5.2 Real time search feedback

The number of results initially displayed will equal the number of projects that are active on the site. As the user selects different options the number of results will be updated to show the refinement to their local area.

7.5.3 Search assistance

As the user types into the location or postcode field the site will attempt to auto complete the field for the user by comparing what they are typing with the postcode/location data the site holds.

7.5.4 Radial searches

If a postcode is specified then the latitude and longitude of the postcode will be used to determine the proximity of projects occurring within the specified distance.

If a location is entered then a central point is taken for the latitude/longitude of that location and the radius is taken from that point. The central point is to be determined by checking the location against an open source lat/long provider.

7.6 Project listing

To ensure site content is easily accessible to search engines a click path alternative to navigation will be required. If a user does not navigate by completing searches then an alternative navigation path must be offered.

7.6.1 Refinement options

Project listings will be categorised by geographic location and by project type. It will be possible to click through the project listings refining the selection by either categorisation type.

7.6.2 RSS alternate content

The project listing pages will also be available as an RSS feed. Each project listing page will include a link element in the page head providing an RSS feed location to the data, allowing for the proliferation of projects through RSS channels.

```
<link rel="alternate" media="rss" href="/project-
listing.rss">
```

7.6.3 Website – pagination of results

The website will paginate search results, and will display twenty project results per page.

7.6.4 Mobile site – lazy loading

The mobile site will use lazy loading, to initially display ten results, and then at the users request will load an additional ten results

7.6.5 Prioritisation/order of projects in list

Projects will be ordered by location first, then by project lead time, and then by number of users. Therefore, projects closest will be listed first. Then, projects due to expire the soonest will be displayed ahead of those set to complete at a date further into the future.

The final order method will be the number of users that have subscribed to a project against the quota of volunteers indicated as a requirement by the project organiser. A project that has as many people as it needs then there is little point displaying that project over one that still needs the help of an additional fifty people.

7.7 Project detail page

7.7.1 Reporting a project to site moderator/administrator

To allow the community to police itself the project detail page must include a link to allow any visitor to report a project for inappropriate content.

The report link must allow the user to specify the reason that they are reporting the content.

The report link must not be available to search engine spiders and other robots, to prevent a site crawl from triggering reports on every project detail page. A POST form is therefore the recommended implementation for this link.

7.7.2 Schema mark-up

The project detail page will need to include rich snippet mark up for events to help search engines discover and categorise the content.

Including event data, derived from the hCalendar microformat, will add the following information to the page source:

Property	Description
summary	The name of the event.
url	Required for pages listing multiple events. A link to the event details page. Unnecessary if the URL is the same as the page containing the markup.
location	Required for single event. The location or venue of the event. A text string is permitted, but we recommend that you represent the location by using a nested Organization to specify a venue name and address. More information about nested entities.
description	A description of the event.
startDate(dtstart)	The starting date and time of the event in ISO date format.
endDate (dtend)	The ending date and time of the event in ISO date format.
duration	The duration of the event in ISO duration format.
eventType(category)	The category of the event, such as "Festival", "Concert", "Lecture".
geo	Specifies the geographical coordinates of the location. Includes two elements: latitude and longitude. Optional.

This will allow applications that can read microdata to extract this data directly from the page source.

Project details will list all the project information stored in the database (project owner details will be disclosed based around privacy settings).

For more information see
http://support.google.com/webmasters/bin/answer.py?hl=en&answer=164506

7.7.3 Location map

The project detail page will include an integrated map displaying the location of the event.

7.7.4 Geo location meta tag

Each project page will include a geo location meta element in the head of the page. The geo element used will be the Intercontinental Ballistic Missile (ICBM) address system, which specifies a latitude and longitude for a given location.

For example a meta tag to locate the Fresh Egg office would appear as:

```
<meta name='ICBM' content="50.810416, -0.375016" />
```

This will enable search engines to help identify location specific information relating to events.

7.7.5   Commenting

The project detail page will include a Facebook/Twitter commenting area. See section 5.7

7.8   User project registration/sign up
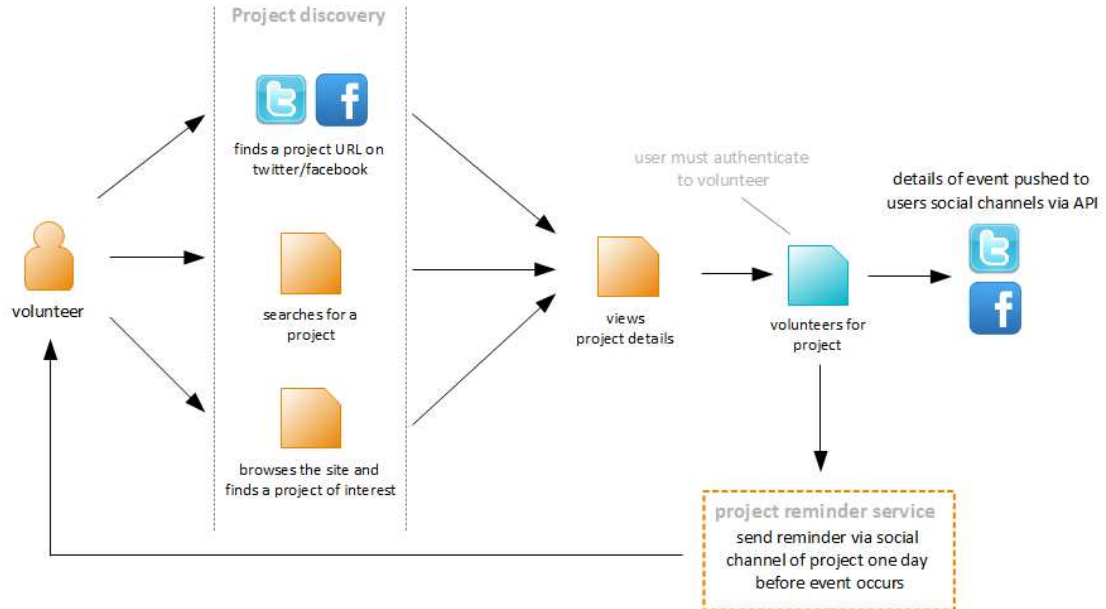
Once a project has been approved by moderators a volunteer can sign up to participate in that project. To sign up the volunteer must visit the project page and click to register.

If the user has not already authenticated via OAuth then they will be required to login at this point. Otherwise their login details will be taken from the database.

8. Application maintenance

The application will require several maintenance jobs to be running in the background, in order to ensure smooth functionality across the site.

The following jobs have been identified as application monitoring tasks:

8.1 Expiring project creation URLs

As discussed in section XXX, project creation URLs sent out via twitter will be valid for 14 days. After this point in time they will no longer function. Part of the application monitoring will remove dead URLs from the system so that URLs can be recycled.

8.2 Tweet project near start time

An hour before the start time of any project the website will automatically push a tweet out to the community asking for additional volunteers on any project that is undersubscribed (the project does not have as many volunteers as the organiser entered would be required for the project).

8.3 Tweet/email reminder

A day before a project is due to start a tweet or e-mail reminder will be sent to each volunteer reminding them that they have signed up for a project.

8.4 Project close

A project will be considered to have been completed immediately after the projects end time has passed. At that point the project status will automatically update to closed.

Once a project has been completed it will be automatically marked as closed. At this point it will no longer be possible for volunteers to sign up to the project, and the details of the project will not be editable.

The project page will not be deleted from the website; however the project will no longer appear in project listings or search results by default. A filter can be applied to the search to include closed projects, and selecting this option will enable users to locate a previous project.

The project page will be persisted so that links to previous projects from user profiles have an active destination page and it is possible for users to look back at a history of previous projects they themselves, or others, have been involved.

9. Site administration

9.1 User management

In order to facilitate the need to review user behaviour and potentially ban users, the site administrator and moderators will have a function available that lists all the site's registered users as paginated content.

9.1.1 User listing

This page will list all user data, ordered alphabetically.

The content will be paginated to display 20 users per page.

Content will display both the username and the social platform that username is associated with.

9.1.2 User search

The site will include a search function to allow for searching by username and social platform. If a moderator is attempting to locate a user so that they can ban them then this functionality will allow them to jump directly to the user record.

9.1.3 Ban user account

Unfortunately there may be occasions where it is necessary for a user account to be banned from the site, due to inappropriate commenting or other behaviour.

9.1.4 Update user account

The administrator will have the option of banning a user's social profile. That user will be blocked from registering or creating events on the site.

9.1.5 Delete user account

In the event that a user is unable to use the built in site functionality to remove their registration from the database it is possible that it will be necessary for an administrator to remove a user manually.

Admin functionality will have to be built into the solution to give admin users the ability to satisfy these requests.

9.1.6 Change user permissions

The administrator will have the option of promoting users to become moderators or administrators.

To promote a user to moderator or administrator both the username and the platform (i.e. Twitter or Facebook) must be supplied. This is to prevent accounts with duplicate usernames but owned by different users on different platforms inadvertently being given too higher level of permission.

A moderator can be demoted to a normal visitor.

An administrator can be demoted to a moderator or normal user.

The site owner record cannot be demoted.

9.1.7 Change of site owner

Only one site owner can exist at any point in time. The site owner can transfer the mantle of ownership to any other user on the site. At that point the site owner is demoted to a normal administrator.

9.2 Project types/categories

Projects will be classified by project type. This classification system will be fixed categories to provide an ordered classification, as opposed to a free text categorisation.

A project can be assigned to one or more categories.

The project category structure will be flat; there will be no option for sub categorisation.

The following information will be recorded for each project category:

Data	Notes
Project Category name	
Created date	
Created by	User Id

Last modified date	
Last modified by	User Id
Category Status	Live/Deleted

9.2.1 Adding a category

An administrator will have the option of adding new project categories to the system. Although the classification is likely to be fixed, the system will allow for late additions

The user that adds a project category to the database will be recorded as the project category creator.

9.2.2 Updating a category

An administrator will have the ability to update a project category in order to allow for the correction of spelling mistakes.

The user who updates a project category in the system will be recorded into the last modified by field, with a timestamp of the transaction.

9.2.3 Deleting a category

Before a category is removed from the system it the administrator will be forced to confirm their selected action by typing in an arbitrary value, such as the word DELETE into a confirmation window. This will protect the data from an accidental click.

Deleting a category from the database will not remove the record; in fact the record status will be update to reflect that it has been deleted (this is known as a soft deletion).

The user who removes a project category from the system will be recorded into the last modified by field, with a timestamp of the transaction.

Removing a classification from the system will prompt the administrator to update any projects already assigned to that category with a new categorisation, to ensure the referential integrity of the live site data. This updating is optional, and not updating categories will not break the database, but the projects that are not reclassified will disappear from click path navigation structure on the public site.

9.3 Location hash tags

When a project is generated the postcode entered for the location will be cross referenced with a location list maintained in through admin area to select an appropriate hash tag. This hash tag will be used in tweets generated by the site to promote the project.

Data	Notes
Location name	
Location Hash Tag	Location name altered to support twitter format.
Parent Location	To create a hierarchical structure of location data this will be necessary. i.e. UK > England > West Sussex > Worthing > Tarring
Created date	
Created by	User Id
Last modified date	
Last modified by	User Id
Location Status	Live/deleted

9.3.1 Adding a location

Administrators will have the ability to add new locations to the website.

When a record is created the name of the location, the parent location and the hash tag must all be provided.

The user that creates a location a record will be recorded to the created by field, with a timestamp of the transaction.

9.3.2 Updating a location

An administrator can update a location record, to correct spelling mistakes or to split a location that has become over populated.

Upon updating a location any project already assigned to that location may need to be updated and the administrator will be prompted as to whether or not they wish to change a list of locations.

The user who updates a location record in the system will be recorded into the last modified by field, with a timestamp of the transaction.

9.3.3 Removing a location

Before a location is removed from the system the administrator will be forced to confirm their selected action by typing in an arbitrary value, such as the word DELETE into a confirmation window. This will protect the data from an accidental click.

Deleting a location from the database will not remove the record; in fact the record status will be update to reflect that it has been deleted (this is known as a soft deletion).

The user who removes a location from the system will be recorded into the last modified by field, with a timestamp of the transaction.

Removing a location from the system will prompt the administrator to update any projects already assigned to that location with a new location, as well as assigning all postcodes within that location to a new location or removing them from the system, to ensure the referential integrity of the live site data. This updating is optional, and not updating locations will not break the database, but the projects that are not reclassified will disappear from location click path navigation structure on the public site, as well as impacting the site search.

9.4 Location postcodes

In order to map postcodes to locations it must be possible for the site administrator to enter postcodes onto the system. These

Data	Notes
Postcode	
Location	The record that the postcode maps to
Created date	
Created by	User Id
Last modified date	
Last modified by	User Id
Postcode status	Live/deleted

9.4.1 Adding a location

Administrators will have the ability to add new postcodes to the website. This will allow for the introduction of new postcodes

When a record is created for a postcode the location it is associated with must all be provided.

The user that creates a postcode a record will be recorded to the created by field, with a timestamp of the transaction.

9.4.2 Updating a postcode

An administrator can update a postcode record to correct typing errors.

Upon updating a postcode any project already assigned to that postcode may need to be updated and the administrator will be prompted as to whether or not they wish to change a list of postcodes.

The user who updates a postcode record in the system will be recorded into the last modified by field, with a timestamp of the transaction.

9.4.3 Removing a postcode

Before a postcode is removed from the system it the administrator will be forced to confirm their selected action by typing in an arbitrary value, such as the word DELETE into a confirmation window. This will protect the data from an accidental click.

Deleting a postcode from the database will not remove the record; in fact the record status will be update to reflect that it has been deleted (this is known as a soft deletion).

The user who removes a postcode from the system will be recorded into the last modified by field, with a timestamp of the transaction.

Removing a postcode from the system will prompt the administrator to update any projects already assigned to that postcode with a new postcode, to ensure the referential integrity of the live site

data. This updating is optional, and not updating projects will not break the database, but the projects that are not reclassified will not be available to the site search.

9.5 Success stories

The site will feature success stories. These will be displayed in the manner of news or blog articles; however they will be stored as structured data rather than complete free text.

The articles will be used to deliver announcements or to highly particular community projects that have been successful.

Once a story is published it will not be possible to remove it from the site.

Each success story will store:

Data	Notes
Title	
Author	
Short summary	Free text
Article text	Free text
Created date	
Project	Optional
Created by	User Id
Last modified date	
Last modified by	User Id

9.5.1 Adding a success story

Administrators will have the ability to add new success stories to the website. Latest success stories will be displayed on the homepage, as well as in an archive.

The user that creates a story will be recorded to the created by field, with a timestamp of the transaction.

9.5.2 Updating a success story

An administrator can update a success story to correct typing errors, or expand on content.

The user who updates a success story will be recorded into the last modified by field, with a timestamp of the transaction.

9.5.3 RSS feed

An RSS feed of all success story articles will be automatically created on the site. As a new article is added it will automatically be appended to the success stories feed.

The RSS feed will be available as alternate content from both the homepage and the success stories listing page.

9.6 Orphaned projects

It is possible that through the deletion of project categories or locations that some projects will become orphaned and will no longer fit into the sites hierarchical classification of data. Any project that meets these criteria will be listed in an orphaned project page.

A site administrator will have the option of editing any of these projects and providing the missing details.

9.7 Moderation queues

As described in previous sections of this document there will be a need for moderation queues to exist within the site.

Those queues are:

9.7.1 Project approval queue

See section 7.4.1

9.7.2 Project change request queue

See section 7.4.4

9.7.3   Project ownership dispute queue

See section 7.3.4

9.7.4   Project content moderation queue

See section 7.4.5

9.7.5   User moderation queue

See section 9.1

9.7.6   Comment moderation queue

See section 5.7

10. Open source

A critical requirement for the project is to provide a solution that is open source and could be easily adopted by other individuals or organisations wishing to replicate the architecture of the We Will Gather site.

10.1 Source code availability

The source code for the public front end of the website will be made available through the website. The source code will be available for download and installation and will include the database, API and website script and setup a completely standalone website.

10.1.1 Documentation

Any open source application requires a level of documentation in order to make the project as easy to use and setup as possible. Initially this will to focus around setting the site up from scratch, hosting requirements etc.

10.2 Setup scripts

10.2.1 Database

The setup script must prompt for a database server to create the database on. Once a connection has been confirmed a complete replica of the database structure will be deployed to the server.

10.2.2 Site owner administrator

The setup scripts for the project will include prompting the user for a user profile for the administrator. This will need to be passed through open graph in the same manner as a user registration.

10.2.3 Internet information server (IIS)

The setup script must prompt for an IIS platform to host the website. Once one has been specified it must deploy the site files to this location.

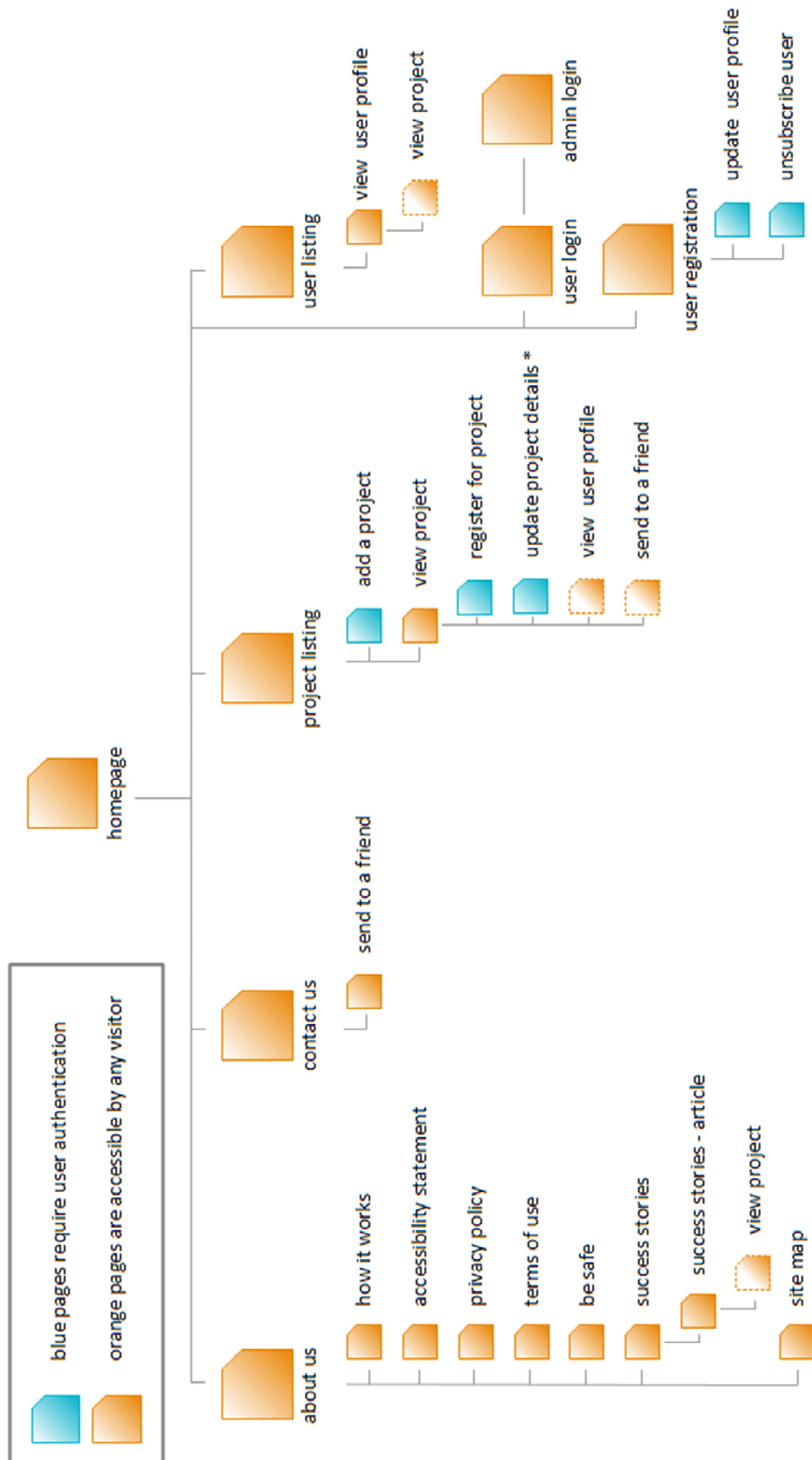The setup script must also prompt for a domain name and configure IIS to accept traffic through this domain.

10.3 Default data

To help new site owners setup a site from scratch some data will be included in the database setup scripts. This data will include postcodes, locations and project categorisations although all these details will be within the site owners control to change through their admin area.

11. Site map

11.1 Public site

Key:
- blue pages require user authentication
- orange pages are accessible by any visitor

homepage

about us
- how it works
- accessibility statement
- privacy policy
- terms of use
- be safe
- success stories
  - success stories - article
    - view project
- site map

contact us
- send to a friend

project listing
- add a project
- view project
  - register for project
  - update project details *
  - view user profile
  - send to a friend

user listing
- view user profile
  - view project
- user login
  - admin login
- user registration
  - update user profile
  - unsubscribe user

11.2 Administration functionality

green pages are accessible to moderators and administrators.

pink pages are accessible to administrators only.

orange pages are accessible to anyone

admin login

project approval listing

view project

approve / reject project

project type management

create new project type

update project type

delete project type

user listing

view user

ban/reinstate user

moderator status

postcode/location mapping

create mapping

update mapping

delete mapping

12. Hosting

Fresh Egg will work with ServerStream to host the site for 12 months up to a maximum cost of £2,000. At the end of this 12 month period, full responsibility for the hosting and payment thereof will be the client's. A budget of £2,000 has been allocated for this third party cost. Any hosting costs that exceed this allowance will need to be handled under a separate agreement.

13. Ongoing support

13.1 Bug fixes

Bug fixes will be addressed free of charge for the first three months following the launch of the site. A bug fix is defined as a technical error experienced in the processing of any of the component parts of the application or by an end-user of the website. Browser support will be provided for those browsers listed in Section 3.5.1 of this document. The addition or change of any technical feature, design or underlying technology required to support the web solution is not classified as a bug fix.

13.2 Technical support

As part of this scope, Fresh Egg commit to allocating one day a month of technical support to maintain and support the site for six months following the date of site launch. This technical support will be available exclusively to the client and identified team members (i.e. not the general public), and will be available within working hours. Any support costs that exceed this budget will need to be handled under a separate agreement.

13.3 Post live functionality changes

Should the client request any functionality changes following the launch of the site, Fresh Egg agree to undertake up to 10 days of work to address such changes, subject to agreement that payment for such work will be provided within 6 months of work commencing. This work is not covered by this scope, and will be treated as separate agreements.

14. Ownership

On acceptance of the completed #wewillgather web solution and receipt of final payment to Fresh Egg, ownership and responsibility of the platform and codebase will belong to the client. Fresh Egg will not have involvement in any subsequent amends to the project that are not covered by either Section 13 of this document or a separate agreement.

15. Out of Scope

Any items not explicitly identified in this document are considered out of scope, and implementation of them will be handled under separate agreements.