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Introduction

* 1. Purpose

This document outlines the business requirements for developing a new website with specific functionalities and features. The existing data, developed on WordPress and stored in a MySQL Database, will be migrated to the new website.

* 1. Introduction and business need

Client wishes to revamp their current website to reflect the company's strategy, image, mission, and objectives. The new website should satisfy all requirements for digital transformation and have a user-friendly, dynamic front end that matches the branding of the business and will include the following main sections:

* The refurbishment of Client website according to the approved design by the Client. The required sections, sub-sections, images, contents and all other functionalities will be implemented throughout the project.

1. Project Scope

The proposed solution will provide CLIENT a website covering:

* Provide multiple design options for the new website.
* Develop the new website based on the approved design in both Arabic and English languages.
* Migrate all existing content from the old website to the new website seamlessly.
* Add sites and sub sites
* Create site templates
* Create page template
* Train key users on how to update and manage the new website.
* 3 website design options MADA compatible

1. Website Permissions
   * 1. User Profile
        1. Roles

|  |  |
| --- | --- |
| **User Role** | **General Description** |
| Content Editor | The content editor is responsible for editing/uploading information/documents |
| Administrator | The administrator has a full access to website backend to manage the users’ permissions, portal pages, and content |
| Content Approver | The content approver is responsible for the publishing information / documents on entire portal level. |
| Portal User | User who shall be allowed to browse all the portal pages after logging in. |

The Content Editor Roles will be assigned to different groups, each will be assigned to a Pillar, Department, or functional entity as follows:

* + - Site Admin (**Admin**)
    - Content Editors (**CEs**)
    - Content Approver (**CAs**)
      1. User Authentication

CLIENT users available in CLIENT Azure Active Directory must be authenticated and will be able to utilize a Two-factor-authentication system for login in case it’s configured from the environment level. (Available for internal users only)

1. Website Requirements
   * 1. Homepage Breakdown

This section provides an overview of the homepage structure. Each section will be discussed in detail later.

1. Header: will contain the CLIENT logo, Language switcher, Search box, Company slogan if any.
2. Main Navigation Banner: Positioned prominently, the main navigation banner will include the website's navigation menu, providing easy access to all major sections of the site.
3. Main Carousel: Featuring a dynamic carousel with sliding images, titles, and descriptions. Each slide includes a clickable "Read More" link.
4. News Carousel: The News Carousel displays the top 5 news items, featuring titles, descriptions, and dates. One news item will be featured and displayed in a fixed, larger size, while the remaining 4 items will slide normally. If more than one item is marked as featured, the one with the latest publish date will be displayed as the featured item. The carousel includes a "View All" link that navigates to the news listing page.
5. Main Navigation Links: Four primary links that direct users to the most important pages on the website.
6. Events Carousel: Showcases both single and multi-day events, including images and event details. Features a "View All" link to navigate to the complete events listing.
7. Gallery Carousel: Provides a showcase of images and videos, with a "View All" link to access the full media gallery.
8. Law Carousel: Highlights featured laws with sliding text.
9. Reports Carousel: Displays featured reports as images with clickable links to the full reports.
10. Our Partners: Highlights up to six partner logos in a smooth carousel, with clickable links to their websites.
11. Footer: Includes a "Contact Us" link that navigates to the contact page detailed later in the document.
    * 1. News Section

The news section will feature company news and consists of two primary pages: the News Listing page and the News Details page.

* + - 1. News Listing Page

The News Listing page will present news items in order of their publishing dates. Key features include:

* Image of the News: A thumbnail image representing each news item.
* Date of the News: Clearly displayed to indicate when the news was published.
* Publish date: This date will be used to control the order of the news, including both time and date.
* Title of the News: Limited to a maximum of two lines. If the title exceeds two lines, it will be truncated with an ellipsis (three dots) to maintain the layout.

On a standard screen, three news items will appear in one row, with a maximum of six news items displayed per page. A pagination feature will be available to navigate through additional news items.

The News Listing page will also include:

* Text Filter: A search bar that allows users to search through all metadata, including dates.
* Date Range Filter: A date picker to filter news items based on a specified date range.
* Is featured: if selected it will show all featured news
  + - 1. News Details Page

Clicking on any news item on the News Listing page will navigate to the News Details page, where the full details of the selected news item will be displayed. The news body content will be in a rich text format, providing users with the flexibility to add various types of content.

* + 1. Events Section

The events section will showcase company events and consists of two primary pages: the Events Listing page and the Events Details page.

* + - 1. Events Listing Page

The Events Listing page will display event items in chronological order. Key features include:

1. Image of the Event: A thumbnail image representing each event.
2. Date of the Event: Displaying the event date, or a From-To dates in case it’s a multi-day event.
3. Publish date: This date will be used to control the order of the news, including both time and date.
4. Title of the Event: Limited to a maximum of two lines. If the title exceeds two lines, it will be truncated with an ellipsis (three dots) to maintain the layout.
5. Description of the Event: Limited to a maximum of three lines. If the description exceeds three lines, it will be truncated with an ellipsis (three dots) to maintain the layout.

On a standard screen, three events will appear in one row, with a maximum of six events displayed per page. A pagination feature will be available to navigate through additional events.

The Events Listing page will also include:

Text Filter: A search bar that allows users to search through all metadata, including dates.

Date Range Filter: A date picker to filter events based on a specified date range.

* + - 1. Events Details Page

Clicking on any event item on the events Listing page will navigate to the event details page, where the full details of the selected event item will be displayed. The event body content will be in a rich text format, providing users with the flexibility to add various types of content.

* + 1. Media Section

The media section will showcase all the company's media, including images and videos. Each media item will have a title, date, and description, thumbnail and actual media item. The title will be displayed over the image with a gray background to ensure visibility regardless of the image color.

* + - 1. Media Listing Page
* Categorization by Album: Media items will be organized into albums. Each album will have metadata to control its display order.
* Display of Media items: Each album can display up to 6 media items with album-specific pagination. The media listing page itself can show up to 2 albums with pagination for more albums.
* Interactive Media: Clicking on a media thumbnail item will display the image at its normal size. If the media item is a video, it can be played in a pop-up window.

**Filtering Features**

Text Filter: The page will include a filter that searches through all metadata, including album titles, image titles, and image descriptions. This comprehensive filter will help users quickly find specific media items.

* + 1. Annual Reports Section

The annual reports section will showcase the company's annual reports, organized on a single page. The listing page will display annual reports in chronological order, with the following details:

1. Image of the Annual Report: A thumbnail image representing each annual report.
2. Year of the Annual Report: Clearly displayed to indicate the publication year, year will be used for ordering
3. Link to the Annual Report: Clicking on any report will open the PDF in a new tab.

On a standard screen, three annual reports will appear in one row, with a maximum of six reports displayed per page. A pagination feature will be available to navigate through additional reports.

The Annual Report listing page will also include:

* Text Filter: A search bar that allows users to search through all metadata, including the year, to quickly find specific reports.
  + 1. Mutual Evaluation Reports Section

The Mutual Evaluation Reports section will be similar to the **Annual Reports section** but will be displayed on a separate page titled "Mutual Evaluation Reports".

* + 1. Members Only Area

This section is designed to display private category content exclusively to registered users. Each registered user will only see content specific to their selected category. The available categories are detailed later in this document.

Access to this section is restricted to registered users. There are two ways to gain access:

1. **Self-Registration**:
   * Register by entering your credentials and selecting your category from the following options:
     + Bank
     + Insurance
     + Exchanges
     + Investment
     + Accountants
     + Trust
   * Client admin will review your request and either approve or reject it.
   * If approved, you will receive a confirmation link via email.
   * Upon confirming, you will be granted access to view the content corresponding to your selected category only.
2. Client **Registration**:
   * Client admin can register on your behalf using your email.
   * You will then receive a confirmation email with a link to set up your password.
   * Once your password is set, you can log in to access the content for your category.

The category content pages may include the following types of content:

1. Normal text
2. PDF/PowerPoint documents
3. LinksCLIENT

**Note**: The login screen will also include a "Forgot My Password" option, allowing any registered user to reset their password as needed.

* + 1. Contact Us Page

The Contact Us page will include contact details and may feature a contact form with the following fields:

**Contact Us Form Details:**

1. **Name**
2. **Email**:
3. **Phone Number**:
4. **Subject**:
5. **Message**
6. **Additional Information**
7. **Submit Button**:

CLIENT is still discussing the submission process for the form. However, the following options are being considered:

* **Email Notifications**: A notification can be sent to the agreed email addresses upon form submission.
* **Secure Storage**: All submitted records will be saved in a secure, access-controlled location for further action.

The final implementation will ensure data security and proper handling of the submitted information.

* + 1. Remining Pages

The remaining pages, such as:

* Vision and Mission
* Head of Client
* Organizational Chart
* Egmont Group
* Financial Action Task Force (FATF)
* Middle East North Africa Financial Action Task Force (MENAFATF)
* Guidance & Circulars
* Typology & Strategic Analysis Reports
* STR Forms

will be in a rich text format using one of the page layouts provided as per the approved design. The end user will be able to edit the template and add the desired text in both English and Arabic pages.

* + 1. Search Engine
* Search Icon:
  + A search icon will be present at the top of the homepage.
  + Clicking on it will move the cursor to the search bar, allowing users to enter keywords to start their search.
* Comprehensive Search:
  + This component will enable website visitors to search the entire website’s content at any time.
  + Visitors will be able to search and browse all website contents seamlessly.
* Content Search:
  + Visitors can search through all types of portal content, including articles, reports, media, and more.
* Differentiated Search Results:
  + Search results will be visually differentiated according to the content type (e.g., news, events, reports, media).

1. Website practices

The website will provide a set of practices to manage security and privileges.

* + 1. Website Analytics

The site will have an analytics tool to provide comprehensive information, including the following features:

**Real-Time Reporting:**

* Monitors live user activity on the site.
* Shows current active users, page views, and top active pages.

**Audience Reports:**

* Provides insights into user demographics, interests, geographic locations, and behaviors.
* Analyzes new vs. returning users, session duration, and bounce rate.

**Acquisition Reports:**

* Tracks the source of website traffic, including search engines, social media, direct visits, and referral sites.
* Measures the effectiveness of marketing campaigns.

**Behavior Reports:**

* Analyzes user behavior on the site, including most visited pages, average time on page, and exit pages.
* Includes site search tracking and flow visualization.

**Conversion Tracking:**

* Monitors goal completions, e-commerce transactions, and other predefined actions.
* Provides funnel visualization and multi-channel funnel reports.

**Custom Reporting and Dashboards:**

* Allows the creation of custom reports and dashboards tailored to specific needs.
* Supports data segmentation and advanced filtering.

**Event Tracking:**

* Tracks user interactions with specific elements on the site, such as downloads, video plays, and form submissions.

**Enhanced E-commerce Reporting:**

* Provides detailed insights into product performance, sales, and shopping behavior.
* Tracks product impressions, clicks, and checkout processes.

**Integration with Other Google Services:**

* Seamlessly integrates with Google Ads, Google Search Console, and Google Data Studio for enhanced analysis and reporting.

**User ID Tracking:**

* Tracks individual user behavior across multiple sessions and devices.

**Attribution Modeling:**

* Provides insights into how different marketing channels contribute to conversions.
* Supports various attribution models to evaluate the effectiveness of each channel.

**Data Import and Export:**

* Allows importing data from other sources and exporting data to other tools for further analysis.

**Machine Learning and Insights:**

* Uses machine learning to provide automated insights and predictive analytics.
* Helps identify trends, anomalies, and potential opportunities.
  + 1. Website Access
       1. Security
  1. Avoid insecure injections in any text use.
  2. Encrypted cookies.
  3. Shuffling to prevent indexing.
  4. SQL injection prevention.
  5. Default error page that will not allow any system errors to appear and be readable.
  6. Encryption of wildcards.
  7. The Website headers will not contain any system details.
     + 1. Managing privileges

Privileges management will be provided to users based on their role.