

Project Specification **famelab.org Web Site**

Introduction

Following a meeting with Steve Burgess on the 11th of December 2010, and using feedback subsequently received from the British Council the following specification document has been put together to outline functionality and site structure. The primary focus of the discussion was on the alumni area and uk content structure. Design and layout was briefly mentioned however in-depth discussion will be continued once the wire-frames have been completed.

Project objectives

The following project objectives have been taken from the "top line brief" document received 02/12/10:

- Showcase the competition and what it stands for
- Promote the on-going competitions across the world
- Encourage the take up of the competition in other countries
- Promote the capabilities of its alumni and the access to such
- Promote the value of public engagement in science and highlight the potential for enhancing science diplomacy and collaboration across borders at a grass roots level
- Promote FameLab related events in participating countries
- Promote sponsorship opportunities
- Provide the portal for exclusive alumni access features
 - Database
 - Forums
 - Social Media
 - Secure login
- Refreshed Youtube portal (as video player)
- Reinforce the link between Cheltenham Festivals and FameLab
- Promote the role of the British Council in competition delivery.
- Easy navigation
- Easy to update with remote access capabilities

Test Site

A temporary test site has been established here <http://famelab.node42.co.uk/> so that the team can observe development and comment on design aspects, content, general usability etc.

It would be useful if the project could involve one or two FameLab contestants at a later stage to ensure that we receive guidance from the user community.

Site Functionality

Content management

The new FameLab site will feature an extensive CMS which will also non-technical users to easily add and maintain everything on the site. The delivered site can then be managed or changed with minimal input by the original development team.

Content will be grouped by a series of 'types': examples content type would be *news* or *video*. By using content types it is possible to guide the administrators through the process of adding such content. Content types are also used to determine how and where material is displayed on the site's front end.

Social Media Aggregation and Display

A key objective, as highlighted above, is to improve the Famelab's website interaction with social media. This will be achieved through two primary methods.

First, the website CMS will be able to take feeds (RSS and other XML formats) from leading social media sites such as Facebook and Twitter, the information from the feeds can then be displayed easily through-out the site verbatim. It will also be possible to moderate the feeds so that inappropriate user generated content can be removed / edited.

Secondly, the website will/can automatically tweet and submit Facebook updates whenever important news or other site content is added.

By creating these two automated integration methods we should be able to dramatically reduce the amount of time site administrators need to spend adding and linking content.

Dynamic Homepage

The FameLab homepage will act as an aggregator for both site content (news, videos etc) and FameLab's wider social media (Facebook, Twitter, external blogs).

One of the important changes with the new homepage will be to highlight the international competitions through news and social media feeds as well as those of the UK competition.

Video Content

Displaying lots of high quality videos on the FameLab site is a key requirement however hosting videos can be expensive. With that in-mind we suggest continuing to host all video content on YouTube channels.

One key difference between the current site is that we will be embedding all videos within the FameLab site. What this means is that although all videos are hosted on YouTube the user will

never be required to leave the FameLab site to see them - this is important to reduce viewer drift away from the site and keep the impression of exclusivity.

The process for adding videos to the site will be simple. An administrator will upload a video(s) to the YouTube site and then click a single button within the FameLab CMS. The button will start an automated process of pulling in all the latest videos from all of the various YouTube channels (currently each FameLab countries competition has its own channel, rather than a single global channel). Once this process has been completed the site administrator will be able to use the video just like any other content around the site.

The system will ensure that a variety of video content is shown on the home page in a way that automatically refreshes this to give the appearance of new material being present so that repeat viewers see different material and which keeps the site fresh and dynamic.

Blocks System

The website CMS will make use of a powerful blocks (boxes) system which allows for bits of content to be added around standard page content very easily. These blocks can contain anything from a list of the latest Facebook content to a new video from YouTube. Blocks can also contain standard website content, like a call to action.

Alumni Section

The new alumni section will allow previous FameLab competitors to communicate, and find out about the latest happenings within, the FameLab community

Custom Registration and Profile

Users visiting the FameLab site will have the opportunity to create an account for accessing additional content of the site. If an previous competitor creates an account they will have access to an advanced profile system, much like Facebook and Linked-in which will allow them to fill in information about their experiences with FameLab and their wider professional background.

We will embed an interface that allows users to login using their social media passwords etc. to improve user acceptance and simplify the process.

Users will be able to choose exactly which bits of information are available to the public (via the open access Hall of FameLab section) and which are only available within the alumni section of the site.

Forum

The alumni section of the site will contain a fully featured forum which will allow posting of new threads and responses categorised through a series of fixed boards. Users will be able to set signatures and profile pictures for use on their posts.

Private Messaging

Alumni members will be able send private messages to each other through the system. Depending on the users individual settings the messages will either be delivered as a SMS, an e-mail or simply as a message when they login to the site.

Individual users would also be able to disable private messaging on their account if they wish to.

Alumni Search

users of the alumni section will be able to search the alumni database based on any of the information within a user profile. For example it will be possible to find all alumni who have an interest in say astrophysics and live in Germany. This will help the organisation should it receive enquiries about providing a speaker on a given subject.

Professional Development

Alumni users will have access to the professional development section of the FameLab site which will, it is planned, host a large number of training documents and resources such as those provided by the British Council. All PD resources will be free to access and download.

International Section

The plans for the international section have been scaled back since the original brief. This section will now simply contain a few blocks of social media and highlights/news together with a simple description and list of each country operating a FameLab competition with a link to their own external site.

Evaluation of the project revealed that as currently all non-UK competitions were organised by the British Council with sites having a significant amount of standardisation there was little point in reproducing the information that already exists - rather making this information available via a central link option would seem more cost effective and easier to maintain

option. It also avoids the issue of multiple languages that could impact on local non-English speaking visitors. A simple message in the countries primary language will be added next to the link button.

It was observed that some aspects of FameLab branding did seem to differ from country to country and that perhaps guidelines on web promotion might be reviewed.

Timescales

Although the requested timelines (end of Jan 2011) are not possible for a fully developed and launched site we are confident that a working 'beta' test site that includes all primary content and functionality will meet this.

The first main objective will be a fully working alumni section as this is the most technically complicated and will require the most testing by Cheltenham Festivals. This will be delivered on the **05/01/11**

The second objective will be to prepare the site for content population, this involves creating all the content types and templates. This will be delivered on **14/01/11**

The third objective will be to develop and test all social media feeds. The delivery date for this will depend largely on how quickly all the various account logins can be collected and supplied to nodefortytwo. At this stage we are estimating that will be delivered on **21/01/11**.

Once the third objective as been completed all primary development on the site will have finished. This will give a two week window to test and tweak before a recommended launch on by the **second week of February**.

Note: Timelines are quoted on the assumption that the content and related information is provided by Cheltenham Festivals/British Council. nodefortytwo will prompt when specific information is required and advise if delivery of such is impacting on the project.

Project Costs

The total project cost will be £4950.