**Client: Griswolds**

**Project #: WUR\_0067**

**Project Name: Griswolds Spash Page**

**Kick Off Date: N/A**

**Launch Date: N/A**

**Marketing Team: Brian**

**Creative Team: Carrie**

**Development Team: Sang**

**The Purpose:**

Based on information provided by our internal team and the client below, this document will offer technical direction and requirements for the project.

**Objective and Success Metrics:**

*What does the website/application need to accomplish?*

This website will act as the page you see when landing on the Griswolds website (<http://blog.wearethegriswolds.com/>). and is being used to advertise the release of their new album. We would like to track the clicks on the buys buttons.

**User Experience Requirements:**

*Internal and external teams will collaborate to outline what the user experience (the overall experience of a person using a product such as a website) should be as well as any specific requirements/mandatories related to the experience. References are welcome.*

The user should see the sample of the album art immediately. We would like the website to take up the entire browser but still scale responsively. We want the user to easily be able to buy the album. The website should have the ability to play a sample track that will be supplied. We want to highlight our sanctioned social media outlets. The user should be able to access the rest of our old website via a “Enter” button.

**Target Browsers:**

*Analytics should lead this discussion but our standards are 2 versions back from the current stable release:*

* IE 9+ (Windows)
* Safari 8+ (Windows, Mac, iOS)
* Firefox 45+ (Windows and Mac)
* Chrome 52+ (Windows, Mac, iOS, Android)

*\*Note: We don’t support older browser unless specifically requested by the client*

**Accessibility Requirements:**

*Example: WCAG Level AA Success Criteria (compliance)*

*(Note: This is the most commonly requested accessibility requirement, but some clients may request additional compliance)*

*Resource:* [*https://www.w3.org/WAI/WCAG20/quickref/*](https://www.w3.org/WAI/WCAG20/quickref/)

There are no legal requirements in terms of accessibility, but best practice and semantics are highly encouraged.

**Technical Requirements:**

*Interactive team to provide the technical requirements needed to support the user experience requirements listed above.*

* + Markup must be cross-browser tested, standard-compliant, and validated
  + All markup must pass the W3C validation guidelines (http://validator .w3.org/) for no ERRORS using the HTML5 doctype
  + CSS3 will be used for styles
  + jQuery version (most stable that meets the UX and browser requirements) will be used for the JavaScript library
  + Layout will be based on the Bootstrap v3 grid (4 to be released soon) \*

*\* If needed*

**Hosting Server Information:**

*With the client, the Account and Interactive teams will determine where the site will be hosted, server specs, etc.*

N/A

**Domain Name Information:**

N/A

**Analytics**

*If applicable, the Marketing team will supply the analytics code to place on the site.*

Google Analytics:

<!-- Google Analytics -->

<script>

(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){

(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1\*new Date();a=s.createElement(o),

m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)

})(window,document,'script','https://www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-12032-Y', 'auto');

ga('send', 'pageview');

</script>

<!-- End Google Analytics -->

Facebook Pixel:

<!-- Facebook Pixel Code -->

<script>

!function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.callMethod?

n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f.\_fbq)f.\_fbq=n;

n.push=n;n.loaded=!0;n.version='2.0';n.queue=[];t=b.createElement(e);t.async=!0;

t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}(window,

document,'script','//connect.facebook.net/en\_US/fbevents.js');

fbq('init', 'FB\_PIXEL\_ID');

fbq('track', 'PageView');

</script>

<noscript><img height="1" width="1" style="display:none"

src="https://www.facebook.com/tr?id=FB\_PIXEL\_ID&amp;ev=PageView&amp;noscript=1"

/></noscript>

<!-- End Facebook Pixel Code -->

**Additional Assets**

*The Marketing and Creative team will work together to supply the following.*

Fonts:

<https://fonts.google.com/specimen/Raleway>

Purchase Links:

* Digital Pre-Order: http://smarturl.it/TheGriswoldsHTFLLdl?IQid=presplash.button
* Merch + Album: http://smarturl.it/TheGriswoldsHTFLLswg?IQid=presplash.button
* Vinyl Pre-Order: http://smarturl.it/TheGriswoldsHTFLLlp?IQid=presplash.button
* Stream: http://smarturl.it/TheGriswoldsHTFLLst?IQid=presplash.button

Social Links:

* Soundcloud: https://soundcloud.com/thegriswolds
* Instagram: <https://www.instagram.com/thegriswolds/>
* Twitter: https://twitter.com/wethegriswolds
* Facebook: https://www.facebook.com/thegriswolds
* Google+: https://plus.google.com/+wearethegriswolds

**Launch Plan:**

*The Marketing and Interactive teams will provide information about the responsibilities for launch.*

N/A

**Final Deliverables:**

*The Marketing team will work with the client to determine the final deliverable for the project.*

HTML, CSS, Javacript and any other source files uncompiled