

# Design Brief

The City Bible Forum (CBF) plans to redevelop its website. The aim of this document is to explain to graphic or web designers what it wants done. Contents include a scope of work, constraints on the work, and the deliverables and the desired outcomes of the work.

In this document, the word "should" indicates a requirement, while "could" indicates a solution idea that is not a requirement, but rather an illustration of the underlying requirement.

## Scope of the work

The work items are listed below. The CBF is open to the work being done by different parties.

- Graphic design for the site
- Site plan
- Implementation of the web design

## Constraints on the work

- The primary technical constraint is the contact database, which runs on the web server
- The contact database is CiviCRM
- CiviCRM requires the content management system be either Joomla or Drupal
- In light of this, the CBF web server has the following configuration...
  - Joomla 1.5.10 CMS which is currently being migrated to Drupal 6.19
  - Linux (Ubuntu 9.10)
  - VPS server, running a LAMP stack
  - administration via Webmin and SSH
- All the software on the server is open-source, and the City Bible Forum has a preference for open-source products to reduce procurement and life-cycle costs
- The CBF should be free to modify any software deliverables (HTML, CSS, PHP, etc)
- The City Bible Forum should be able to use without restriction all of the fonts and images supplied; whether this be on its websites, in emails, or in printed matter

# Deliverables from the work

- Graphic design
  - A presentation of the visual idea
  - PSD file (or equivalent) for use by a Drupal theme developer
- Site plan
  - Site map
  - Page layout for each of the key pages
- Drupal 'theme'
  - The theme should contain all the PHP, HTML, and CSS code needed to support the Graphic design across the Site map
  - The theme should display in all the modern browsers, including Internet Explorer (versions 7 and 8), Firefox (2.x and 3.x), Opera, and Chrome. Support for IE 6 is desirable, but as our audience are business people, not essential.

# Desired outcomes of the work

## The graphic design of the site

- Purpose of site
  - Inform people of current activities of the CBF (talks, events, ...)
  - Encourage people to get involved in our programs (Bible reading, prayer, ...)
  - Explain to visitors what are the CBF's vision, goals, and methods
- Impressions
  - Professional audience: the site should be business-like and resonate with CBD workers
  - Not a church: the site should avoid the impression that the CBF is a church (the CBF is an organisation of Christians for the benefit of non-Christians)
  - Persuasive: the CBF seeks to transform people's lives through persuasion, rather than "preaching at them". The CBF combines a thoughtful engagement with current issues of city life, with encouragement to be transformed by the message of Jesus.
  - Innovative and relevant: The CBF is innovative in creating new ministry opportunities among CBD workers, seeking new ways to connect with them where "they are at".
- Logo
  - The current CBF logo is an image of shaking hands, with the words "Life in the city". It was not designed for the organisation, but rather as a logo for the City Bible Forum activities of the organisation when it was known as "Ecom"
  - An optional piece of work would be to replace this logo. It is considered optional since designing a logo is a different activity to designing a website. However, the web design might suggest a better logo.
  - The web design should not be constrained by the current logo

# Site plan

- Accessibility
  - Ministry centres: visitors should be able to easily find information about local activities. The Ministry centres are Sydney, Melbourne, Brisbane, and Perth. In Sydney, there are local activities in the CBD, North Sydney and Macquarie Park. The list of Ministry centres will grow and change over time.
  - Non-Christians: while the CBF is an organisation of Christians, it is for non-Christians. The site should be accessible and comprehensible by non-Christians. At the same time, it should be possible for Christians to find information that is targeted at them. For instance this could mean separate pages containing Christian content. It could mean that while we generally avoid Christian jargon, that we might judiciously use such jargon to signal Christian content to Christians (eg, "share"). Also, this could mean avoiding 'Christian' imagery.
  - News: people should be able to easily see what's new
  - Consistency: each Ministry centre should be laid out in a consistent way, though there should be scope for local flavour
- Types of content
  - Static pages: information which doesn't change often
  - Talk series: the CBF promotes it's regular activities such as a series of talks at CBF forum. This typically takes the form of an article which is set to appear a week or two before the series starts, and then to disappear once the series concludes. Visitors should be able to easily find the current talk series for their Ministry centre.
  - Events: occasional events are modelled in CiviCRM as CiviEvents. CiviCRM supports online registration, integration with our contact database, and credit card payments. Visitors should be able to easily find the upcoming events in their Ministry centre.
  - Blogs: it's anticipated that blogs will be used in two ways. Firstly for opinion pieces, and secondly for news items. Opinion pieces would be published under the name of a person, while news items are published under the name of a Ministry centre or a Ministry. News items differ from events in that they are not linked to CiviEvents. News items differ from Talk series promotions in that they don't enjoy the same prominence, nor do they have a lifetime.
  - Podcasts: the CBF publishes recordings of talks
  - Comments: Visitors should be able to comment on blog entries and on podcast episodes
  - Others forms of content: The site plan should anticipate that people will visit the site from social media sites (Facebook, Twitter, ...) and that we will want to direct people to our social media pages. CBF may in future develop an online store or it's own online community, and the site plan should offer guidance about how that might be integrated.
- Templates
  - A small number of templates should be provided so that the CBF can create consistent content
  - The CBF anticipates it's email templates will conform to that of it's website. Templates should be provided for emails.

- Priorities
  - The following statements are ordered in priority of importance. If a design decision requires a trade-off between two of these, then the one with the lower number has precedence over the other.
    1. Visitors can find content which is relevant to the Ministry centre which is local to them
    2. Visitors can find content which is new
    3. Non-Christians find the site accessible
    4. Christians can find content that is relevant to them
    5. The website responds quickly to requests
    6. Access to multimedia
    7. Support for interaction with visitors (blogs, comments, ...)
    8. Integration with social media (Facebook, Twitter)
    9. Openness to supporting future directions (an online store, online community)

## Implementation of the web design

- Drupal theme
  - The web design should be a Drupal theme
  - All HTML should be W3C compliant
  - The class identifiers in the CSS should be consistent with the Drupal modules the CBF plans to use. These include: blog, book, civicrm, comment, contact, gmap, jplayer, lightbox2, nodequeue, and views (a full list is available on request).
- Maintenance by CBF
  - All web content (pages, blogs, etc) should be maintainable by CBF staff