

fifteen

# **Adventure Experience Website Specification**

## Version Control

The following is a list of all changes made to this document, the person making the change, the new version number and the reason why the change was necessary.

| <b>DATE</b> | <b>AUTHOR</b> | <b>VERSION</b> | <b>CHANGE</b>   |
|-------------|---------------|----------------|-----------------|
| 9/01/2018   | Tom Peet      | 1.0            | Initial Version |

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# 1. Executive Summary

The Adventure Experience website will be implemented as a Wordpress platform build utilising industry standard tools and modern web development techniques.

Delivery will consist of the Wordpress core product and the features it provides out of the box configured to best suit Adventure Experience's requirements. Layered over the core Wordpress product, a suite of extensions will provide additional functionalities and customisation of the out of the box features. These extensions will be a collection of bespoke Fifteen code and code from trusted third party vendors.

This document describes the full range of features and functionality to be used by the Adventure Experience website with all features described from an end-user and admin perspective.

All website features and functionality not described in this document are excluded from the scope of this project.

## 2. Wordpress Plugins

The following plugins will be used to deliver frontend and admin functionality:

| Plugin Name                 | Notes   |
|-----------------------------|---|
| ACF PRO                     | Used to create custom website options   |
| Activity Log                | Monitors users admin activity   |
| Admin Columns               | Used to customise the admin area  |
| Archive Control             | Customise archive pages   |
| Duplicate Post              | Easily duplicate (clone) any blog post, custom post, or page in WordPress                                       |
| Email Templates             | Editing of Wordpress generated emails   |
| Fifteen Dashboard           | Adds Fifteen dashboard to the Wordpress admin   |
| Force Regenerate Thumbnails | Delete and force the regeneration of thumbnails   |
| Formidable PRO              | Forms management, reporting & data management   |
| Media Replace               | Enable replacing media files by uploading a new file in the "Edit Media" section of the WordPress Media Library |
| Post Type Order             | Easy reordering of posts  |
| Redirection                 | Manage all your 301 redirects and monitor 404 errors  |
| S3 Uploads                  | Store uploads in S3   |
| Smush Standard              | Compress and optimise image files   |
| TinyMCE Advanced            | Extends and enhances the WordPress Visual Editor  |
| W3 Total Cache              | Performance optimisation tool   |
| Wordpress Importer          | Import posts, pages, comments, custom fields, categories, tags and more from previous Wordpress sites           |

|                    |  |
|--------------------|--|
| WP Cronrol         | View and control what's happening in the WP-Cron system  |
| WP GDPR Compliance | Assists website owners to comply with European privacy regulations known as GDPR.<br><br>Please note: This does not guarantee you will fully comply with GDPR. |
| Yoast SEO          | SEO management   |

## 3. Navigation Principals

The end user navigation will be delivered by the following navigation tools.

### 3.1 Main Navigation

The main navigation will feature links to all the main areas of the website, for navigation links that require 2nd level links, a dropdown will appear when hovering on a top level link.

### 3.2 Adventure Golf Sub Navigation

The sub navigation for each Adventure Golf location will stick to the page as the user scrolls to allow the easy navigation of the sub pages.

## 4. Layouts and Templates

The site will be delivered following the look and feel of the agreed design concepts and templates as defined here <https://invis.io/95PQMWYAZWR>

The responsive framework for mobile will follow recommended mobile interface standards.

The templates will consist of a combination of HTML and editable elements which can be managed (edited) from the Wordpress admin. The user stories in this document indicate which areas can be edited from the website's admin.

Using the design and agreed upon look and feel, the following key elements and layouts will be used to deliver the website:

### 4.1 Header

The header will stick to the top of the page on scroll and contain the following elements:

- Logo
- Main navigation
- Book link

The website header will serve the following user stories:

|     |       | User story/epic description                                       |
|-----|-------|---|
| 1.0 | Epic  | As a website I will have a global header                          |
| 1.1 | Story | As a user I can click on the logo to be directed to the homepage. |



|     |       |  |
|-----|-------|--|
| 1.2 | Story | As a user I will be able to see level 1 navigation Items in the header   |
| 1.3 | Story | As a user I will be able to access level 2 navigation items via the header when hovering over the level 1 navigation items<br>As an admin I will be able to add, edit and remove 1st and 2nd level navigation items. |
| 1.4 | Story | As a user I can click 'Book' to navigate to the external booking website in a new tab.<br>As an admin I can edit the URL of booking link.  |

## 4.2 Footer

The Footer will contain the following elements:

- Newsletter Signup
- Logo
- Footer navigation
- Contact details
- Social links
- Copyright information

The footer will server the following user stories:

|     |       | User story/epic description  |
|-----|-------|--|
| 2.0 | Epic  | As a website I will have a global Footer   |
| 2.1 | Story | As a user I can enter my name and email address to sign up for the Adventure Experience mailing list.<br>As a system I will push the users data to Adventure Experience's Mailchimp mailing list |
| 2.2 | Story | As a user I can click on the logo to be directed to the homepage.  |
| 2.3 | Story | As a users I will be able to see footer navigational links.<br>As an admin I will be able to add, edit and remove items from the footer navigation.  |
| 2.4 | Story | As a user I can find Adventure Experience's email address and contact number in the footer.<br>As an admin I can edit the contact details.   |

|     |       |  |
|-----|-------|--|
| 2.5 | Story | As a user I can find links to Adventure Experience's social media pages.<br><br>As an admin I can add social links to the footer |
| 2.6 | Story | As a user I can read Adventure Experience's copyright notice.  |

## 4.3 Homepage

The homepage will contain the following elements:

- Full width Hero
- Adventure Golf Locations
- Group activities section
- Image gallery
- Where to find us (interactive map)
- Reviews
- Latest blog articles
- New location CTA

The homepage will serve the following user stories:

|     |       | User story/epic description  |
|-----|-------|--|
| 3.0 | Epic  | As a website I will have a homepage  |
| 3.1 | Story | As a user I can view the full page hero.<br><br>As an admin I can edit the hero image.   |
| 3.2 | Story | As a user I can view the the logo for each adventure golf location. As a user I can click on a golf logo to navigate to the location's homepage<br><br>As an admin I can edit the section background image, title and copy. As an admin I can edit the logo and url of each golf location. |
| 3.3 | Story | As a user I can view the type of groups that can book activities.<br><br>As an admin I can edit the section heading and copy. As an admin I can edit the icon and title of each group type.  |
| 3.4 | Story | As a user I can view image in an image gallery.<br><br>As an admin I can add and remove images from the image gallery.   |

|     |       |   |
|-----|-------|---|
| 3.5 | Story | <p>As a user I can view Adventure Experience's locations on an interactive map.</p> <p>As a user I can find my newest location by entering my postcode.</p> <p>As a user I can filter the results by activity.</p> <p>As a user I can view the directions on Google.</p> <p>As an admin I can add, edit and remove locations from the Google Map.</p>                               |
| 3.6 | Story | <p>As a user I can view customer reviews and feedback in a carousel. As a user I can use the navigation arrows to scroll through the reviews. As a user I can click on the source to navigate to the review on the source website.</p> <p>As an admin I can add reviews and feedback to the carousel. For each review I can add a quote, name, location, source and source url.</p> |
| 3.7 | Story | <p>As a system I will display the 3 most recent blog articles.</p> <p>As a user I can click 'read more' to view the full blog post. As a user I can click 'view all blogs' to navigate to the blog page.</p> <p>As an admin I can edit the section heading and copy.</p>  |

## 4.4 Adventure Golf

The Adventure Golf page will contain the following elements:

- Hero section
- Adventure Golf Locations
- Group activities section
- Image Gallery
- Sub activities
- Interactive map
- Reviews & feedback

The Adventure Golf page will serve the following user stories:

|     |       | User story/epic description  |
|-----|-------|--|
| 4.0 | Epic  | As a website I will have an Adventure Golf homepage.   |
| 4.1 | Story | <p>As a user I can view page heading and subheading</p> <p>As an admin I can edit the hero background image, heading and subheading.</p> |

|     |       |  |
|-----|-------|--|
| 4.2 | Story | <p>As a user I can view the logo, title and copy of each Adventure Golf location. As a user I can click 'quick book' to navigate to the external booking page of each location. As a user I can click 'find out more' to navigate to the homepage of each Adventure Golf location.</p> <p>As an admin I can edit the section background image and intro copy. As an admin I can edit the background image, logo, title, copy and button urls of each location.</p> |
| 4.3 | Story | <p>As a user I can view the type of groups that can book activities.</p> <p>As an admin I can edit the section heading and copy. As an admin I can edit the icon and title of each group type.</p>   |
| 4.4 | Story | <p>As a user I can view image in an image gallery.</p> <p>As an admin I can add and remove images from the image gallery.</p>  |
| 4.5 | Story | <p>As a user I can view the other activities Adventure Experience offer. As a user I can click 'find out more' to be taken to the activities detail page.</p> <p>As an admin I can edit the background image, overlay colour, logo, title, copy and button url of each activity,</p>   |
| 4.6 | Story | <p>As a user I can view Adventure Experience's locations on an interactive map.</p> <p>As a user I can find my newest location by entering my postcode.</p> <p>As a user I can filter the results by activity.</p> <p>As a user I can view the directions on Google.</p> <p>As an admin I can add, edit and remove locations from the Google Map.</p>  |
| 4.7 | Story | <p>As a user I can view customer reviews and feedback in a carousel. As a user I can use the navigations arrows to scroll through the reviews. As a user I can click on the source to navigate to the review on the source website.</p> <p>As an admin I can add reviews and feedback to the carousel. For each review I can add a quote, name, location, source and source url.</p>   |

## 4.5 Adventure Golf Location - Homepage

The Adventure Golf - homepage will contain the following elements:

- Hero section
- Sub navigation
- Intro copy & quick book
- Course USPs
- CTA section
- Reviews and feedback
- Quick book
- Link boxes
- Group activities section
- How to find us
- Latest blog posts
- Other Adventure Golf locations
- Trip Advisor reviews

The Adventure Golf - homepage will serve the following user stories:

|     |       | User story/epic description  |
|-----|-------|--|
| 5.0 | Epic  | As a website I will have an Adventure Golf homepage.   |
| 5.1 | Story | As a user I can view page heading and subheading   |
|     |       | As an admin I can edit the hero background image, heading and subheading.  |
| 5.2 | Story | As a user I can navigate to the sub pages of the Adventure Golf location.  |
|     |       | As a system I will stick the sub navigation to the top of the page when the user scrolls.<br><br>As an admin I can add, edit and remove items from the sub navigation. |
| 5.3 | Story | As a user I can view the intro copy and click 'Quick Book' to navigate to the locations booking site.  |
|     |       | As an admin I can edit the section background image, intro copy and button url.  |
| 5.4 | Story | As a user I can view up to 4 of the course locations USPs.   |
|     |       | As an admin I can edit the background image, colour overlay, icon and title of each USP.   |
| 5.5 | Story | As an admin I can edit the background image, heading and button URL of the CTA section.  |

|      |       |  |
|------|-------|--|
| 5.6  | Story | <p>As a user I can view customer reviews and feedback in a carousel. As a user I can use the navigations arrows to scroll through the reviews. As a user I can click on the source to navigate to the review on the source website.</p> <p>As an admin I can add reviews and feedback to the carousel. For each review I can add a quote, name, location, source and source url.</p> |
| 5.7  | Story | <p>As a user I can click 'Quick Book' to navigate to the Adventure Golf location's booking site.</p> <p>As an admin I can edit the sections heading, copy and button url.</p>  |
| 5.8  | Story | <p>As a user I can find links to other sub pages of the Adventure Golf location.</p> <p>As an admin I can edit the background image, icon, title and button url of each link box,</p>  |
| 5.9  | Story | <p>As a user I can view the type of groups that can book activities.</p> <p>As an admin I can edit the section heading and copy. As an admin I can edit the icon and title of each group type.</p>   |
| 5.10 | Story | <p>As a user I can view the address, contact number &amp; email address of the location. As a user I can view the location on a google map.</p> <p>As an admin I can edit the address, contact details and map of the location,</p>  |
| 5.11 | Story | <p>As a system I will display the 3 most recent blog articles relating to the location.</p> <p>As a user I can click 'read more' to view the full blog post. As a user I can click 'view all blogs' to navigate to the blog page.</p> <p>As an admin I can edit the section heading and copy.</p>  |
| 5.12 | Story | <p>As a user I can view the Adventure Golf locations and click 'Find out more' to navigate to the homepage of each Adventure Golf location.</p>  |
| 5.13 | Story | <p>As a user I can view the latest 3 reviews from the locations Trip Advisor.</p>  |

## 4.6 Adventure Golf Location - Pricing & Opening Times

The Adventure Golf location - pricing & opening times page will contain the following elements:

- Hero section
- Sub navigation

- Intro heading and copy
- Monthly opening times
- Booking link
- Download opening times
- Price guide
- Additional pricing copy
- Quick book link
- How to find us
- Other Adventure Golf locations
- Trip Advisor reviews

The Adventure Golf location - pricing & opening times page will serve the following user stories:

|     |       | User story/epic description  |
|-----|-------|--|
| 6.0 | Epic  | As a website I will have an Adventure Golf location - pricing & opening times page   |
| 6.1 | Story | As a user I can view page heading and subheading<br>As an admin I can edit the hero background image, heading and subheading.  |
| 6.2 | Story | As a user I can navigate to the sub pages of the Adventure Golf location.<br>As a system I will stick the sub navigation to the top of the page when the user scrolls.<br>As an admin I can add, edit and remove items from the sub navigation.            |
| 6.3 | Story | As a user I can see the opening times for each month.<br>As an admin I can edit the into heading and copy. As an admin I can edit the content of each months opening times.  |
| 6.4 | Story | As a user I can click 'Book Tickets' to navigate to the Adventure Golf location's booking site.<br>As a user I can click 'Download' to download the opening times in PDF format.<br>As an admin I can edit the section copy, booking url and download url. |
| 6.5 | Story | As a user I can view the price guide for the Adventure Golf location's activities.<br>As an admin I can edit the pricing pricing table and section copy.   |
| 6.6 | Story | As a user I can can view additional pricing copy.<br>As an admin I can add additional pricing copy to the page.  |

|      |       |  |
|------|-------|--|
| 6.7  | Story | As a user I can click 'Quick Book' to navigate to the Adventure Golf location's booking site.<br><br>As an admin I can edit the sections heading, copy and button url.   |
| 6.8  | Story | As a user I can view the address, contact number & email address of the location. As a user I can view the location on a google map.<br><br>As an admin I can edit the address, contact details and map of the location, |
| 6.9  | Story | As a user I can view the Adventure Golf locations and click 'Find out more' to navigate to the homepage of each Adventure Golf location.   |
| 6.10 | Story | As a user I can view the latest 3 reviews from the locations Trip Advisor.   |

## 4.7 Adventure Golf Location - Parties and Groups

The Adventure Golf location - parties & groups page will contain the following elements:

- Hero section
- Sub navigation
- Page content
- Party booking link
- How to find us
- Other Adventure Golf locations
- Trip Advisor reviews

The Adventure Golf location - parties & groups page will serve the following user stories:

|     |       | User story/epic description   |
|-----|-------|---|
| 7.0 | Epic  | As a website I will have an Adventure Golf location -parties & groups page  |
| 7.1 | Story | As a user I can view page heading and subheading<br><br>As an admin I can edit the hero background image, heading and subheading.   |
| 7.2 | Story | As a user I can navigate to the sub pages of the Adventure Golf location.<br><br>As a system I will stick the sub navigation to the top of the page when the user scrolls.<br><br>As an admin I can add, edit and remove items from the sub navigation. |



|     |       |  |
|-----|-------|--|
| 7.3 | Story | As a user I can view the page content including any rich media.<br>As an admin I can edit the page content.  |
| 7.4 | Story | As a user I can click 'Book Party' to navigate to the Adventure Golf location's booking site.<br>As an admin I can edit the sections icon, copy and button url.  |
| 7.5 | Story | As a user I can view the address, contact number & email address of the location. As a user I can view the location on a google map.<br>As an admin I can edit the address, contact details and map of the location, |
| 7.6 | Story | As a user I can view the Adventure Golf locations and click 'Find out more' to navigate to the homepage of each Adventure Golf location.   |
| 7.7 | Story | As a user I can view the latest 3 reviews from the locations Trip Advisor.   |

#### 4.8 Adventure Golf Location - Addition Activity (e.g. Mini Quads)

The Adventure Golf location - additional activity page will contain the following elements:

- Hero section
- Sub navigation
- Page content
- Party booking link
- How to find us
- Other Adventure Golf locations
- Trip Advisor reviews

The Adventure Golf location - additional activity page will serve the following user stories:

|     |       |   |
|-----|-------|---|
|     |       | User story/epic description   |
| 8.0 | Epic  | As a website I will have an Adventure Golf location - additional activity page  |
| 8.1 | Story | As a user I can view page heading and subheading<br>As an admin I can edit the hero background image, heading and subheading. |

|     |       |  |
|-----|-------|--|
| 8.2 | Story | As a user I can navigate to the sub pages of the Adventure Golf location.  |
|     |       | As a system I will stick the sub navigation to the top of the page when the user scrolls.  |
|     |       | As an admin I can add, edit and remove items from the sub navigation.  |
| 8.3 | Story | As a user I can view the page content including any rich media.  |
|     |       | As an admin I can edit the page content.   |
| 8.4 | Story | As a user I can click 'Book' to navigate to the Adventure Golf location's booking site.  |
|     |       | As an admin I can edit the sections icon, copy and button url.   |
| 8.5 | Story | As a user I can view the address, contact number & email address of the location. As a user I can view the location on a google map.     |
|     |       | As an admin I can edit the address, contact details and map of the location,   |
| 8.6 | Story | As a user I can view the Adventure Golf locations and click 'Find out more' to navigate to the homepage of each Adventure Golf location. |
| 8.7 | Story | As a user I can view the latest 3 reviews from the locations Trip Advisor.   |

## 4.9 Adventure Golf Location - FAQs

The Adventure Golf Location - FAQs page will contain the following elements:

- Hero section
- FAQ category selector
- FAQs
- Quick book link
- How to find us
- Reviews and feedback
- Other Adventure Golf locations
- Trip Advisor reviews

The Adventure Golf Location - FAQs page will contain the following elements:

|     |      |   |
|-----|------|---|
|     |      | User story/epic description                                     |
| 9.0 | Epic | As a website I will have an Adventure Golf location - FAQs page |

|     |       |   |
|-----|-------|---|
| 9.1 | Story | As a user I can view page heading and subheading<br>As an admin I can edit the hero background image, heading and subheading.   |
| 9.2 | Story | As a user I can navigate to the sub pages of the Adventure Golf location.<br>As a system I will stick the sub navigation to the top of the page when the user scrolls.<br>As an admin I can add, edit and remove items from the sub navigation. |
| 9.3 | Story | As a user I can filter the FAQs by category.<br>As an admin I can add, edit and delete FAQ categories.<br>As a user I can view the FAQ for the category selected.<br>As an admin I can add, edit, and delete FAQs                               |
| 9.6 | Story | As a user I can click 'Quick Book' to navigate to the Adventure Golf location's booking site.<br>As an admin I can edit the sections icon, copy and button url.   |
| 9.7 | Story | As a user I can view the address, contact number & email address of the location. As a user I can view the location on a google map.<br>As an admin I can edit the address, contact details and map of the location,                            |
| 9.8 | Story | As a user I can view the Adventure Golf locations and click 'Find out more' to navigate to the homepage of each Adventure Golf location.  |
| 9.9 | Story | As a user I can view the latest 3 reviews from the locations Trip Advisor.  |

## 4.10 Adventure Golf Location - Gallery

The Adventure Golf location - gallery page will contain the following elements:

- Hero section
- Sub navigation
- Image gallery
- Pagination
- Submit your picture
- How to find us
- Other Adventure Golf locations
- Trip Advisor reviews

The Adventure Golf location - gallery page will serve the following user stories:

|      |       | User story/epic description   |
|------|-------|---|
| 10.0 | Epic  | As a website I will have an Adventure Golf location - gallery page  |
| 10.1 | Story | As a user I can view page heading and subheading<br>As an admin I can edit the hero background image, heading and subheading.   |
| 10.2 | Story | As a user I can navigate to the sub pages of the Adventure Golf location.<br>As a system I will stick the sub navigation to the top of the page when the user scrolls.<br>As an admin I can add, edit and remove items from the sub navigation. |
| 10.3 | Story | As a user I can view images in an image gallery, 16 per page paginated. As a user I can click on an image to view it full size in a lightbox.<br>As an admin I can add and remove images from the gallery.                                      |
| 10.4 | Story | As a user I can navigate though the gallery using the pagination,   |
| 10.5 | Story | As a user I can fill out a form to submit my own image.   |
| 10.6 | Story | As a user I can click 'Quick Book' to navigate to the Adventure Golf location's booking site.<br>As an admin I can edit the sections icon, copy and button url.   |
| 10.7 | Story | As a user I can view the address, contact number & email address of the location. As a user I can view the location on a google map.<br>As an admin I can edit the address, contact details and map of the location,                            |
| 10.8 | Story | As a user I can view the Adventure Golf locations and click 'Find out more' to navigate to the homepage of each Adventure Golf location.  |
| 10.9 | Story | As a user I can view the latest 3 reviews from the locations Trip Advisor.  |

## 4.11 Adventure Golf Location - Find & Contact Us

The Adventure Golf location - find & contact us page will contain the following elements:

- Hero section
- Sub navigation

- Directions
- Address
- Contact details
- Google map
- Contact form

|      |       | User story/epic description   |
|------|-------|---|
| 11.0 | Epic  | As a website I will have an Adventure Golf location - gallery page  |
| 11.1 | Story | As a user I can view page heading and subheading<br>As an admin I can edit the hero background image, heading and subheading.   |
| 11.2 | Story | As a user I can navigate to the sub pages of the Adventure Golf location.<br>As a system I will stick the sub navigation to the top of the page when the user scrolls.<br>As an admin I can add, edit and remove items from the sub navigation.   |
| 11.3 | Story | As a user I can find directions to the Adventure Golf location along with the address and contact details,<br>As an admin I can edit the direction copy, address and contact details.   |
| 11.4 | Story | As a user I can view the Adventure Golf location on a Google map.   |
| 11.5 | Story | As a user I can fill out and submit the contact form.<br>As a system I will store the form submissions in the website admin and email the submission to the Adventure Golf team.<br>As an admin I can edit the section background image and copy. |

## 4.12 About Us

The about us page will contain the following elements:

- Hero section
- About us copy
- Adventure Golf locations
- Group activities section
- Reviews & feed
- Latest blog posts

The about us page will serve the following user stories:

|      |       | User story/epic description   |
|------|-------|---|
| 12.0 | Epic  | As a website I will have an About Us page   |
| 12.1 | Story | As a user I can view page heading and subheading<br>As an admin I can edit the hero background image, heading and subheading.   |
| 12.2 | Story | As a user I can view the page content including any rich media.<br>As an admin I can edit the page content and image.   |
| 12.3 | Story | As a user I can view the logo, title and copy of each Adventure Golf location. As a user I can click 'quick book' to navigate to the external booking page of each location. As a user I can click 'find out more' to navigate to the homepage of each Adventure Golf location.<br>As an admin I can edit the section background image and intro copy. As an admin I can edit the background image, logo, title, copy and button urls of each location. |
| 12.4 | Story | As a user I can view the type of groups that can book activities.<br>As an admin I can edit the section heading and copy. As an admin I can edit the icon and title of each group type.   |
| 12.5 | Story | As a user I can view customer reviews and feedback in a carousel. As a user I can use the navigations arrows to scroll through the reviews. As a user I can click on the source to navigate to the review on the source website.<br>As an admin I can add reviews and feedback to the carousel. For each review I can add a quote, name, location, source and source url.   |
| 12.6 | Story | As a system I will display the 3 most recent blog articles.<br>As a user I can click 'read more' to view the full blog post. As a user I can click 'view all blogs' to navigate to the blog page.<br>As an admin I can edit the section heading and copy.   |

## 4.13 Blog

The blog page will contain the following elements:

- Hero section
- Blog filters
- Post grid
- Pagination

The blog page will serve the following user stories:

|      |       | User story/epic description   |
|------|-------|---|
| 13.0 | Epic  | As a website I will have a blog page  |
| 13.1 | Story | As a user I can view page heading and subheading<br>As an admin I can edit the hero background image, heading and subheading. |
| 13.2 | Story | As a user I can filter the blog posts by location and category.<br>As an admin I can add, edit and remove blog categories.    |
| 13.3 | Story | As a user I will be able to see a grid of latest blog posts with images, title, category and date.                            |
| 13.4 | Story | As a user I am able to click on the 'Read more' button to access the blog post detail page                                    |
| 13.5 | Story | As a user I will be able to navigate to more blogposts by using the pagination at the bottom of the page                      |

#### 4.14 Blog Posts

The blog posts will contain the following elements:

- Hero section
- Post title
- Featured Image
- Social sharing
- Full post content
- Related articles

The blog posts will serve the following user stories:

|      |       | User story/epic description   |
|------|-------|---|
| 14.1 | Epic  | As a website I will have blog posts   |
| 14.2 | Story | As a user I can view page heading and subheading.   |
| 14.3 | Story | As a user I can view the post title and featured image.                                     |
| 14.4 | Story | As a user I can share the news post to my social networks,                                  |
| 14.5 | Story | As a user I will be able to see the entire news post, including images and embedded videos. |
| 14.6 | Story | As a user I can view 3 related news articles.   |

## 4.15 Property

The property page will contain the following elements;

- Hero section
- Page content
- Contact form
- Reviews & feedback

The property page will serve the following user stories:

|      |       | User story/epic description  |
|------|-------|--|
| 15.0 | Epic  | As a website I will have a property page   |
| 15.1 | Story | As a user I can view page heading and subheading   |
|      |       | As an admin I can edit the hero background image, heading and subheading.  |
| 15.2 | Story | As a user I can view the page content including any rich media.  |
|      |       | As an admin I can edit the page content and image.   |
| 15.3 | Story | As a user I can fill out and submit the contact form.  |
|      |       | As a system I will store the form submissions in the website admin and email the submission to the Adventure Golf team.  |
|      |       | As an admin I can edit the section background image and copy.  |
| 15.4 | Story | As a user I can view customer reviews and feedback in a carousel. As a user I can use the navigations arrows to scroll through the reviews. As a user I can click on the source to navigate to the review on the source website. |
|      |       | As an admin I can add reviews and feedback to the carousel. For each review I can add a quote, name, location, source and source url.  |

## 4.16 Contact Us

The contact us page will contain the following elements:

- Hero section
- Contact form
- Reviews & feedback

The contact page will serve the following user stories:



|      |       |   |
|------|-------|---|
|      |       | User story/epic description   |
| 16.0 | Epic  | As a website I will have a contact page   |
| 16.1 | Story | As a user I can view page heading and subheading<br>As an admin I can edit the hero background image, heading and subheading.   |
| 16.2 | Story | As a user I can fill out and submit the contact form.<br>As a system I will store the form submissions in the website admin and email the submission to the Adventure Golf team.<br>As an admin I can edit the section background image and copy.   |
| 16.3 | Story | As a user I can view customer reviews and feedback in a carousel. As a user I can use the navigations arrows to scroll through the reviews. As a user I can click on the source to navigate to the review on the source website.<br>As an admin I can add reviews and feedback to the carousel. For each review I can add a quote, name, location, source and source url. |

### 4.17 Default Template

We will include a default template in the website, that the privacy policy and terms and condition pages will use. Any other pages that may need to be created could use this template.

Text will be automatically sized and coloured to follow the approved design and layout.

The titles within the page will be given appropriate H tags, with the page title being in a H1 tag, and following subtitles H2 tags.

## 5. Forms

### 5.1 Adventure Golf Contact Us Form

| Field Name | Field Type | Validation Rules                      |
|------------|------------|---------------------------------------|
| Your Name  | Text Input | Required Field                        |
| Your Email | Text Input | Required Field<br>Valid Email Address |
| Message    | Text Area  | Required Field                        |

## 5.2 Property Contact Form

| Field Name        | Field Type | Validation Rules                      |
|-------------------|------------|---------------------------------------|
| Your Name         | Text Input | Required Field                        |
| Your Email        | Text Input | Required Field<br>Valid Email Address |
| Your Phone Number | Text Input | Required Field                        |
| Your Address      | Text Input | Required Field                        |
| Your Post Code    | Text Input | Required Field                        |
| Message           | Text Area  | Required Field                        |

## 5.3 Contact Us

| Field Name        | Field Type | Validation Rules                      |
|-------------------|------------|---------------------------------------|
| Your Name         | Text Input | Required Field                        |
| Your Email        | Text Input | Required Field<br>Valid Email Address |
| Your Phone Number | Text Input | Required Field                        |
| Location          | Text Input |                                       |
| Message           | Text Area  | Required Field                        |

## 6. Interface Standards

### 6.1 Accessibility

We will follow W3C Level 1 & 2 guidelines to produce a website that will be accessible to multiple user groups.

### 6.2 Responsive

While we build websites that are liquid responsive between 1024px and (max width set as;) 1280px, we still have breakpoints for both tablet and mobile;

600px for portrait mobile  
1024px for portrait tablet.

Tablets with a smaller screen - such as the iPad mini will display the mobile design.

Standard tablets will display the tablet design in portrait view, and depending on the screen resolution of the tablet, it may display the desktop design in landscape view.

On screens smaller than 1024px the website will display as the tablet view.

### 6.3 Fonts

The website will use Monserrat as the default font. This is a Google web friendly fonts and will render as intended across all browsers and devices.

### 6.4 Browser Support

The website will be developed to work with standard internet browsers.

#### Desktop

- Mozilla Firefox - latest version
- Google Chrome - latest version
- Edge - latest version
- Internet Explorer - version 11
- Safari - latest version

#### Tablet & Mobile

Using our testing lab, we will test the following devices and versions:

- Apple iPhone 6S
- Apple iPhone 6+
- Apple iPhone 8+
- Apple iPhone SE

- Apple iPhone X
- Samsung Galaxy S7
- Samsung Galaxy S8+
- Google Pixel
- Apple iPad Mini
- Apple iPad Pro
- Samsung Galaxy Note 8
- Samsung Galaxy Tab E

BrowserStack will also be used to test the websites across different operating systems and devices that are not listed above. Please let us know if there is a particular device or browser you wish to support outside of those listed.

## **7. Seo Techniques**

The following SEO techniques will be used to enhance the website.

### **7.1 Rich Snippets**

Rich Snippets will be used where applicable throughout the website in accordance to schema.org

### **7.2 Google Sitemap**

A formatted XML file with a site map to be placed onto the web server to enable Search Engine crawlers (like Google) to find out what pages are present and which have recently changed, and to crawl your site accordingly. This file will be built dynamically on a daily basis

### **7.3 Friendly URLs**

Best practice will be applied when setting up site infrastructure to ensure this.

### **7.4 Meta Data**

All the pages of the website will have appropriate meta data associated with them. The admin will be able to define the meta information of each new page added.

### **7.5 Page Titles**

As outlined, all pages will be built in an SEO-friendly way and can be modified per page in the admin.

### **7.6 Robots.txt**

A robots.txt file will be installed; this will prevent cooperating web spiders and other web robots from accessing all or part of a website which is otherwise publicly viewable.

## **7.7 No Follow**

N/A

## **7.8 301 Redirects**

Permanent 301 redirects can be configured in the admin, if required.

# **8. Error Handling**

A 404 error is produced by Web Servers when a page that is requested doesn't exist. Normally a user will see a plain Message presented from the web browser with a Message like 'This page does not exist'

A simple branded page will be developed and configured on the web server so that if a user reaches an invalid URL they are presented with a user friendly page that explains that 'We can't find that page' along with a button that links to the homepage.

# **9. Script Management**

## **9.1 Google Tag Manager (GTM)**

Google Tag Manager will be utilised to make additions to the site via code tags as per <https://developers.google.com/tag-manager>

## **9.2 Google Analytics**

Google Universal Analytics will be enabled via GTM as per above.

## 10. Site Security

The Wordpress system is built in accordance with the OWASP's security best practices, in addition to this, Wordpress have a dedicated security team. Any security patches will be applied in the form of a Wordpress update. For more information on Wordpress's security practices please visit <https://en-gb.wordpress.org/about/security/>

Prior to launch, Wordpress and all plugins will be updated to the latest versions. Fifteen recommend that an SLA agreement is put in place to ensure future security updates are applied.

Fifteen also highly recommend that an SSL certificate is installed on the hosting server, this ensures that all data passed between the web server and browsers remain private and integral.