

Website Specification Document – V02

English Guernsey Cattle Society

Specification document outlining the design & functionality for a new website.

3rd December 2019

The purpose of the specification document is to provide information for how the new website will work and function, accompanied by the design.

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Designs

Homepage Desktop - <https://marvelapp.com/a15g2a3/screen/64341044>

Homepage Mobile - <https://marvelapp.com/d87fdb7/screen/64341486>

New Milk & Milk Product Developments Desktop - <https://marvelapp.com/a15g2a3/screen/64341255>

New Milk & Milk Product Developments Mobile - <https://marvelapp.com/d87fdb7/screen/64341530>

About page Desktop - <https://marvelapp.com/a15g2a3/screen/64341348>

About page Mobile - <https://marvelapp.com/d87fdb7/screen/64341544>

Member's Cows page Desktop - <https://marvelapp.com/a15g2a3/screen/64341367>

Archive page Desktop - <https://marvelapp.com/a15g2a3/screen/64341414>

Archive page Mobile - <https://marvelapp.com/d87fdb7/screen/64341564>

Header

- To use existing logo which will link to the Homepage at all times.
- Includes a button that will allow users to email office@guernseycattle.com
- Both to be present on desktop and mobile devices.

Main navigation

- The main navigation will include the following structure:

- Home
- Products & Producers
 - UK Producers
 - New Milk & Milk Product Developments
 - Guernsey Milk Processors
 - Unique Properties of Guernsey Milk & Milk Products
 - Farmers Markets
- About
 - The Council
 - Become a Member
 - Member's Cows
 - Breed History
 - Breed Facts
 - FGB
 - Gallery
 - Archive
- Statistics
 - Data Analysis & KPI
 - Classifications
 - Proof Run Reports
- Show Reports
- [Animal Search](#)
 - Registrations
 - Links to NBDC/AHDB
 - Useful Links
- Semen for Sale
 - Crossbreeding? Take a look at the Guernsey
 - A2/A2 Bulls with semen available
 - Current list of Bulls
- News & Newsletters
- Contact

Footer

- To include the following:
 - An editable list of menu links under heading – ‘Main Menu’.
 - Address and business registration number under heading – ‘Legal Information’.
 - A link to the main Facebook page as well as an editable list of links to other social media locations under heading – ‘Social Media’.
 - Logo which will link back to the Home page.
 - Copyright message and current year.
- Footer information will be consistent across desktop and mobile devices.

Homepage

Homepage Desktop – <https://marvelapp.com/a15g2a3/screen/64341044>

Homepage Mobile – <https://marvelapp.com/d87fdb7/screen/64341486>

The Homepage design sets out what I feel is necessary to include. I’ve detailed each section below:

- Image carousel
 - An editable series of images that loop continually to give a flavour of what the EGCS is about and what they do. This feature will be used to create the right first impression.
- A brief introduction to the EGCS.
 - An editable text area.
- A Quick Links section to include:
 - Logo to the National Bovine Data Centre with link the website. Link to open in a new browser tab.
 - An editable series of links to important areas of the website.
- Three callout sections that explain who the EGCS are and the work that they do. Sections will include an icon for familiarity to the user.

- Latest News section to include:
 - A title and link to see all posts tagged with latest news.
 - The three most recently posted latest news posts to include:
 - Post title as a link taking the user to the main post page
 - Introductory snippet text
 - A continue reading link going to the main post page
 - Post footer information to include:
 - Date posted
 - Which categories the post is assigned to
- **A section that shows the up-coming show dates with closing dates for entries.**

Products & Producers

The following will outline how the Products & Producers section of the new website will function as well as the various sub-sections within it as follows:

- A top-level page under /products-producers will exist and contain a title and a brief description as per the current website.
- UK Producers will feature a map containing all UK Producers and driven by the CMS so that this can be editable. **Caroline, has sent me an updated list of members who have given consent to be listed on the website. 9.11.19.**
- New Milk & Milk Product Developments will become it's own post with sub-categories underneath it at the same level for individual Milk Product Developments such as the existing Leighgrange and Choo Moos Ice Cream posts. New subcategories will be able to be added and maintained using this structure moving forward and will be ordered alphabetically.
- The Guernsey Milk Processors page will remain an editable list of names as it is currently.
- Unique Properties of Guernsey Milk and Milk Products page will be editable and remain as it is.
- The Farmers Markets page will remain as it is.

- It was mentioned in the committee meeting on 6.11.19 for both existing producers and new producers will be given their own, individual user login to the website to be able to create their own content. They will be given a 'contributor' status so that their content can be moderated before it is published onto the website. Their content would combine a short introduction and some photos. The 'Member's Cows' section would then be a forum for discussion between members.

About

The About page will undergo some restructure with the new website in the following way:

- The top-level about page under /about will initially feature a list of the top-level sub sections as follows:
 - Council
 - Become a Member
 - Member's Cows
 - Breed History
 - Breed Facts
 - FGB
 - Gallery
 - Archive
- The top-level about page will also feature a complete list of links to posts under the About category, going two levels deep to provide an alternative way to navigate for the user.
- The Council post will remain as it is, an editable list of council members.
- Become a Member will be a new, editable post containing the different tiers of membership as well as a link to download a PDF of the current membership form.
- Member's Cows will be a new post that is password protected by default. The idea being that only members will be given this password to be able to access

this part of the new website. The post before gaining access, will feature the list of posts under the About category. Once accessed is gained, members will be able to use the section as follows:

- View all previous member's cows and conversations
 - Navigate between conversations with the newer conversations appearing first.
 - Up to 5 member's cows to be feature on one page at a time.
 - Members can reply to any comment at any time.
 - Members can submit their own message which will effectively submit a new cow.
- Breed History will remain the same as currently.
 - Breed Facts will remain the same as currently.
 - The Future Golden Breeders (FGB) page will be an editable top-level post where text and imagery can be displayed as currently. It will be a post category so other posts can be assigned to it.
 - The Gallery page will work in a similar way as currently whilst making better use of space. Each thumbnail image when clicked, will open up a larger version if available and give the user the ability to scroll through to see other images in a gallery type format.
 - The Archive page will become the singular, main place where all posts will reside. Posts will be categorised with the most recent posts appearing first. A complete list of top-level categories will list down the right-hand side of the page. When clicked, these will take the user to the category with all posts within this category listed.

Archive

Archive page Desktop – <https://marvelapp.com/4hd32c3/screen/62827455>

Archive page Mobile – <https://marvelapp.com/7g51abf/screen/62827526>

The Archive page will act as the main posts section where all posts will be stored. The categories within the Archive section will be as follows:

- Archive – For all posts out of date or no longer needed.

- FGB – For posts relating to FGB events and news
- Meetings
- Milk Developments
- News & Newsletters
- News Updates
 - Classification Results
 - Stock for Sale
- Semen for Sale
- Shows

Statistics

The Statistics section will include the following:

- A top-level, editable page called Statistics.
- Classifications
- Proof Run Reports

At the committee meeting on 6.11.19 it was asked that the previously requested menu item under statistics – KPI's be taken off.

Show Reports

The Show Reports page will remain as it is on the current website. And list all posts that have been tagged as 'shows.'

Animal Search

The **Animal Search** section will be structured as follows:

- A top-level page as per the current website at [/animal-search](#) which will be editable and contain an introduction as well as links to the following sub-pages:

- Registrations – To be as per the current website.
- Links to NBDC/AHDB – To be as per the current website.
- Useful Links – What is currently 'Links.'
- **An automatic redirect will be put in place so that all traffic to /pedigree-links will be forwarded to the new url - /animal-search so that current search engine ranking for this section is maintained.**

Semen for Sale

The Semen for Sale section will undergo the following restructure as part of the new website:

- Top-level age that will list all posts tagged with the category 'Semen for Sale' along with full list of posts on the right-hand side of the page.
- Featured posts appearing at the top of the dropdown menu.
- Full list of Bulls in date order with most recently posted first.
- Each individual Bull's page to include an image of their information as well as download link and also a to the National Bovine Data Centre animal information website - ukcows.com/guernsey

News & Newsletters

This section would be as per the current website where all posts tagged with the category 'News & Newsletters' would feature as well as a list of Newsletters.

Contact

This contact page would remain as is and be editable so changes to contact information can be implemented.

Privacy Policy & GDPR

A Privacy Policy page will be introduced that states how the EGCS will handle user's information on the website. This could be through whilst posting a comment, to becoming a member.

Cookie Policy

As part of the GDPR government laws recently introduced, a cookie notification bar will appear when a new user visits the site. It will notify them to say that by continuing to browse the website, they are giving consent to allowing their browsing history, data and other information to be used by the EGCS and other internet providers such as Google. A link to a cookie policy page will be included so users can read more if they wish. The notification bar will be dismissible and will not appear a second time once dismissed or if navigated away from the homepage.