Business and Functional Requirements

Project Name:	LP.org Revamp
Project Manager:	IT Committee
Business Lead(s):	?

VERSION HISTORY		
Version	**Date**	**Changes / Comments**
0.1	05/05/15	Draft – initial document
0.2	05/31/15	Clean out redundancies in text, re-order requirements
0.3	06/18/15	New requirements
0.4	07/16/15	New requirements. Updates for LNC meeting
0.5	09/07/15	Copyediting, refine requirements.
0.6	11/08/15	New requirements and risks. Updates for LNC meeting.

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BUSINESS SUMMARY

The discussion at the December 2014 LNC meeting got everyone on the same page on the challenges posed by our current website. It is not "bad" but it needs do more and do it in a way that's easier to navigate and manage.

Design decisions will be driven by thinking of who will be coming to the website and what we want them to be able to do and a general idea of how they'd do it and how we want them to feel during and after the process (aka, the "user stories").

LP.org should be capable of being the primary means of the Party's contact with members, the media and the general public. While we do have print publications, social media, traditional media outreach and in-person contact, the website is available 24-7-365 to serve our multiple audiences in ways traditional and even some new media cannot. It is our ever-present billboard to the world.

LP.org must be easy to update and maintain to reduce the current staff cost.

LP.org must be engaging to our various audiences, from a first time visitor to long-time activists to party officers, and facilitate continued engagement to create value for the Party. Value may be a new contact, a donation, membership, making contact with a reporter or blogger, connecting a volunteer with a local affiliate, asking for information or even just a positive impression of the Libertarian Party.

The IT Committee is recommending a members-area on the website as a way to better engage the membership and candidates to simplify some back-office operations. If members have an identity on the site, we can much better evaluate what is important to that member, tailor the website experience to them, and gather a bunch of useful information that is currently being missed. It will also provide a way to provide premium content (TBD) to members as a value-added service.

Social Media integration is a must. Both the ability to share LP.org content out to social media platforms, and integrate LP social media content back into the website, be it via a "widget" or "sidebar", or simultaneous posting.

List/Contact gathering is important so we can build our outreach, both digital and direct mail. And not just for prospects, this includes media, civic organizations, meeting venue owners, contributors, opinion leaders, etc.

Fundraising mechanisms must be easy to implement on the site to leverage the cost advantage of online fundraising vs direct mail. The easier we make it to accept donations, the more we can leverage the website for this. This includes membership joins/renewals and pledges.

Merchandizing and sales of LP branded materials is a good value-add. Acceptable if this links to a separate "store" site. Related to fundraising and outreach. Should be simple matter to add new items, update prices, issue coupons and discounts, process sales data back into the contact database.

BUSINESS REQUIREMENTS			
1	Objective		Simple maintenance and updates.
		Requirement	Non-technical staff should be able to handle creating most new content after one training session. Simple administration of "plugins", backups. Site must be extensible without major hassle or downtime.
2	Objective		Maintain/migrate existing content to new site
		Requirement	Cannot lose any existing content. It can be re-organized, but needs to be reachable.
3	Objective		Members-area with an identity credential.
		Requirement	Member has identity on website. Once this identity is confirmed, they have login-access to special area of the site with "premium" content, forum, ways to update their contact info, interact with staff or LNC, etc.
4	Objective		Fundraising
		Requirement	Maintain and improve existing options. Integration with payment processing. Collect everything we need for FEC and IRS filings.
5	Objective		New Contact Gathering
		Requirement	Simple and multiple ways to obtain contact information, at least an email and ideally a full contact set. Customizable form.
6	Objective		Calendar and Event Management
		Requirement	Post and share events of interest or provided by affiliates and candidates. Integration of other calendar feeds. Integration with event registration/RSVP.
7	Objective		Leverageable by State Affiliates
		Requirement	Affiliates must be able to build from our content feed, or host their own site as a child of LP.org
8	Objective		Interface to back-office operations
		Requirement	This will be partly dependent on other functionality, but at least read access to back-end systems to customize content.

FUNCTIONAL SUMMARY

The discussion at the December 2014 LNC meeting got everyone on the same page on the challenges posed by our current website. It is not "bad" but it needs do more and do it in a way that's easier to navigate and manage.

LP.org must be easy to update and maintain to reduce the current staff cost.

None of the technology is a real obstacle, with the likely exception of integration with Raiser's Edge, so look at the "user stories" we want to create to drive design decisions.

The IT Committee recommends a members-area on the website as a way to better engage the membership and candidates and simplify some back-office operations. If members have an identity on the site, we can much better evaluate what is important to that member, tailor the website experience to them, and gather a bunch of useful information that is currently being missed. It will also allow the Party to provide premium content (TBD) to members as a value-added service.

The site must gather user experience data. A standard analytics package should suffice. In particular if a user can be identified uniquely, tracking what that user does on the site will be very useful for future activity.

Social Media/Networking integration is a must. Both the ability to share LP.org content out to social media platforms, and integrate LP social media content back into the website, be it via a "widget" or "sidebar", or simultaneous posting. Also the ability to track how often content is shared out. This may require LPHQ staff to create accounts on additional social network platforms.

Here are examples of the user-stories we want to implement on the revamped website. Some of these may overlap, that is fine, it may point to areas of common content or code or awareness of certain forms and content needing to be applicable to multiple audiences.

First Time Visitor: Learn about libertarianism and the LP. Get more information, contact their state and local affiliate, be guided to our social media platforms. Something entertaining to watch/listen/read.

Curious/Interested/Prospect: Similar to FTV. More links to big/little L position statements. Reasons to join the LP. This is our persuasion section. These are not members yet, bring them into the funnel. Collect issue concerns and other basic demographics. Issues-based content.

Media: Platform, white papers, press releases, our social media platforms, links to prior coverage and interviews with party leaders. Special contact form. Entry form for press credentials for conventions and other special events.

Member: Join/Renew/Upgrade their membership. Update their contact info. Request their donation history. Post on members-only forum. A membership FAQ. Link to their affiliate. How to become convention delegate. List of state/local candidates. Calendar of events. Collect their issue concerns, demographics and talents. Surveys and polls. Platform, bylaws. Issues-based content.

Candidate: The nomination process for their local affiliate. GoTV and campaign how-to articles. Communications training. Position papers. Media links.

Staff: Since staff will be generating much of the content and maintaining the site on a regular basis, their interface must be as streamlined as possible. In particular, make it easy to generate new input forms, surveys, payment options, fundraisers, updates, new sections, new posts, etc.

LNC: Easy content generation. APRC approval mechanism. Bylaws, platform, contacts.

		FUNCTIONAL REQUIREMENTS	

1	Objective	Simple maintenance and updates.
	Requirement	Non-technical staff be able to handle creating most new content after one training session. Creating/updating content for technical staff should be simple. Steamlined updating of "plugins". Minimize (ideally eliminate) custom/proprietary code modules and scripts. New features must be testable before they go live. Ability to undo any update or roll back site to certain date or revision.
2	Objective	Usability. Adaptive design. Mobile-ready.
	Requirement	Website needs to look good on any common platform. Perhaps a mobile-specific site. Test across major browsers and screen sizes. Site must look good with scripts and plugins blocked, minimize any dependency on those technologies. Take accessibility into account. Print style-sheet. Customizable screen size. Short URL generation.
3	Objective	Social Media/Networking Integration
	Requirement	Both the ability to share LP.org content out to social networking platforms, and integrate LP social media content into the website, be it via a "widget" or "sidebar", or simultaneous posting. Track "shares". Nice to have ability to "check-in" to site or LPHQ or similar.
4	Objective	Audit Trail
	Requirement	For benefit of later analysis and security, ability to track access and updates to the site. Ability to generate usage reports. Potential tie-in to a security alert system.
5	Objective	Multiple content creation options
	Requirement	Easily create landing pages for various campaigns. Easily add blogs, articles, news clips, etc. "Wizard" to create new forms, surveys, polls, etc. Utilize taxonomy and folksonomy for any content. Text, graphics, PDF, video, embedding, etc. Revision tracking and backtracking. Editorial blocking and approval.
6	Objective	User experience metrics
	Requirement	General analytics including tracking page to page clicks within the site, how user got to LP.org, first landing page. Tie to member-identity. Ability to compile into user-interests and engagement report. Track "shares" and interests. Nice to have: generating heat map.

7	Objective	Members-area with an identity credential
	Requirement	Member creates identity on website (alternative: site creates a login for every member and sends out the confirmation link). Once this identity is confirmed, they have login access to special area of the site with "premium" content, forum, ways to update their contact info, interact with staff or LNC, upload photo/avatar, propose new content for the site, etc. Generate lists from these identities. Use for referral links. Member area must be protected from outside search. Will consider using Open Identity credential.
8	Objective	Calendar and Events
	Requirement	Post and share events of interest or provided by affiliates and candidates. Integration of other calendar feeds. Locally hosted or cloud-based service. Integration with event registration/RSVP.
9	Objective	Search function and site map
	Requirement	In addition to the taxonomy and folksonomy links, the site should be easily indexed by search engines and search-able by users, by keyword, text, author, date, etc. Provide a good site map.
10	Objective	Security
	Requirement	Site will be collecting membership details, financial transactions and other sensitive data, so full security audit will be needed. Include anti-spam, anti-phishing, anti-injection and similar techniques, especially for any form submission. Protect non-published content from being visible to non-privileged users.

RISK CONSIDERATIONS	
1	Membership-identity on site. • Safety of contact information. • Integration with Raisers' Edge or other backend systems. • Tracking financial transactions
2	Maintaining of Old Content • If a migration, risk of data loss or incompatibility • Cross linking needs to be double-checked
3	Multiple authorized content creators • Editorial control. • Clear permissions protocol • APRC responsibility?
4	Member Forum • Editorial monitoring – staff cost? • Increased data storage
5	Integration with existing back-end systems • Migration of data from existing to new system, can old be phased out? • Increased data storage • Ease of import/export • Cost of maintaining both systems?
6	Downtime and disconnects during switchover