

# Harvard Elementary Website Redesign Specs

## Functionality

- Install Drupal CMS (or similar) - new design needs to be themed in Drupal (or similar CMS) Standards
- Install or custom design the following modules if acceptable module not available:
  - Calendaring system with teasers on the front page and multi-view calendar on a calendar page.
  - Document Repository with user defined- titles, descriptions, categorization and file type.
  - Advertising management system to post banner ads and manage term, impressions and display reports.
  - Email blast with two templates for sending two different types of email blasts; onsite subscription management system to integrate with site email collection and site data for transmission to subscribers.
  - Staff Directory administered by client to post names, departments/grade levels and link to contact form for public submissions; record staff bios for later posting or display.
  - Free-text search form on each page with daily site indexing.
  - Image gallery administered by client with ability to post multiple albums with multiple images and/or videos and a slide show feature for viewing images.
  - News articles system for posting news items on their own page with teasers on the front page - must be able to add images to the teasers on the front page.
- Integrate current Amazon store into site presentation.
- Create a single administrative dashboard for administering above content only - no access to CMS menu system. Must be simple, form submission format with tiered-access and multiple-roles enabled.

## Design Considerations

- Redesign existing website and reorganize content
- Utilize a simple, highly graphical interface that is intuitive to operate and professional in appearance.
- Integrate current social media sites into site design.
- Integrate free-text search, "tell-a-friend" links
- Keep emphasis on IB distinction/brand
- Add advertising display in best promoted position without over-emphasis.
- Move collection of badges and links from front page to pages more conducive to information.
- All site pages should be accessible from any other page by no more than two clicks.
- Site design should maintain Harvard Brand as prescribed.
- Integrate PTA website into the HarvardSchool.org domain providing editability to PTA personnel without their access to school edits.

Site should be search engine optimized with automatic sitemap generation and submissions.