



VUELIO WORDPRESS WEBSITE BACKEND SPECIFICATIONS

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I. PROJECT SCOPE

Creating a WordPress back-end user interface that would allow Vuelio staff to easily create, edit and publish content and also to edit, improve and create new site functionality with little or no IT expertise.

II. AUDIENCES

- The Vuelio staff that will use the back-end site UI has different levels of IT skills so a clear design, easy to use UI, drag and drop functionality will be required

III. WORDPRESS BACK-END FUNCTIONAL AND DESIGN SPECIFICATIONS

The WordPress back-end user interface will need to be similar to the current site backend.

Both posts and pages should use the same page building layout, with drag and drop functionality. An example of the current page builder available with the Enfold theme can be seen here <http://www.vuelio.com/uk/wp-admin/post.php?post=90887&action=edit> (please use the login details provided via email)

a. WORDPRESS UI RIGHT HAND SIDE

The following sections should also be available in the back-end UI right hand side:

- Publish
 - Functionality: Save, Preview, Status with Edit and the current 5 options, Visibility with Edit and the 3 current options, Publish with Edit, Copy to a new draft, Move to Bin and Publish, Revisions (storing all versions of a page in a comparable layout with the current version, as long as it doesn't impact on site/page loading speed; if there's an impact on page loading speed we can limit it to 20 revisions or so)
- Categories
 - Two tabs, one with All Categories and the other with Most Used categories which should list the following: PR, Marketing, Media, Public Affairs, PR News, PR Analysis, PR Club, Top Ten Blogs, Influencers, Sunday Cover, Media Updates
 - It should also be possible to edit the Most Popular Categories and add or remove categories from the list
- Tags
 - Functionality: two tabs, one with Add new tag field and button, the other one Most Popular Tags which will list most popular tags (number to be decided) in a similar manner to the way they are currently displayed. Most popular tags in this case will be the most used ones by volume
- Page Attributes
 - Functionality: Choose Parent from a list of pages listed alphabetically (only for pages not posts), choose template
- Layout
 - Functionality:
 - Sidebar Settings – Choose page layout with no sidebar, left sidebar, or right sidebar (to be defined based on Jo's designs as well)
 - Choose Sidebar – Choose from a number of sidebars available or custom sidebars created by Vuelio
 - Footer settings – Display page layout with footer or without footer
 - Titlebar setting – to be decided based on new designs
 - Header Visibility and Transparency - to be decided based on new designs
- Featured Image
 - Functionality:

- Set the featured image (TBD if available only for posts) used in all locations where the post is displayed automatically in a grid or masonry layout for example,
- Tickbox “Do not display featured image in posts” to allow us to add a different image within the post content

b. LAYOUT BUILDER

We would prefer for the layout builder to look similar to the current one which comes with the Enfold theme. Should be available both for posts and pages.

The following tabbed sections should be included:

- Layout Elements
- Content Elements
- Media Elements

1. LAYOUT ELEMENTS

- Should contain page layout elements like columns, 1/1, 1/2, 1/3, 1/4, 1/5, 2/3, 3/4, 2/5, 3/5, 4/5 and a colour section
- Each element in this section should have a Custom CSS Class field

COLOUR SECTION

- Colour sections should have one button for edit and one for clone on the left hand side and an X on the right hand side to delete the section
- Should contain a section which can be used to define padding (default, small, medium, large, custom – to be discussed what each is in pixels, custom value in pixels for left, right, top, bottom), a border top and/or down with colour (hex) and size in pixels, any other top or bottom styling element separating the sections should also be selectable here (based on Jo's designs)
- Section background – image to upload or colour – (TBD how the image would be displayed if not the same size with the section)

COLUMNS

- Add columns within columns
- Column sections should have one button for edit and one for clone on the left hand side and an X on the right hand side to delete the section
- Left and right arrows to change the size of the column on the left hand side
- Under Edit we should be able to
 - Define the space between columns (in pixels, also no spacing option where the delimitation between columns would be done through borders or background colour if needed)
 - Set individual height or equal height for columns on the same row

- Padding in pixels for each side with a tick box to apply same value from the same cell to all sides
- Margin in pixels for each side, with a tick box to apply the same value to all columns on the same row
- Border to set in pixels and border colour (hex)
- Background for the section (hex)
- Background image to use for the section (TBD how would the image perform if smaller/larger than the area?)

2. CONTENT ELEMENTS

- Each element in this section should have a Custom CSS Class field

TEXT BLOCK

- This element usually opens the visual/text editor. The visual editor functionality is detailed below
- Text Blocks should have one button for edit and one for clone on the left hand side and an X on the right hand side to delete the section
- VISUAL EDITOR
 - Available in the text block and any other element that allows to add text to it
 - Switch between Visual and Text editor
 - The current Visual Editor uses the plugins: EditorFontSize and Black Studio TinyMCE Widget
 - Should contain the following buttons: bold, italic, underline, strikethrough, bulleted list (with choice of bullets), numbered list, quote (TBD), align left, align right, align center, justify, insert/edit link, remove link, paragraph dropdown with different heading styles based on Jo's designs, font family dropdown, font sizes with dropdown and possibility to custom set the size, text colour, special characters, increase/decrease indent, undo, redo, add image

SEPARATOR/WHITESPACE

- Short separator (thin line, centered, also dependent on designs if other separators are needed)
- Whitespace with custom height in pixels
- Separator item should have one button for edit and one for clone on the left hand side and an X on the right hand side to delete the section

BUTTON

- A nice to have but not absolutely necessary if using the current button plugin does not impact too much on loading time, we can use images instead as we do for Hubspot forms;

alternatively, we can continue to use “Forget about shortcode buttons” plugin. In this last scenario the plugin will also be added to the list of plugins to be transferred available in the generic functional specifications document

- Set: text, background colour, border size in pixels and colour, link, open in same/new window, size (small/medium/large/x large – TBD size of each one), align (left, centre, right), button icon upload, button icon align (left/right to the button text or above the button text and centred), depending on Jo’s designs, possibility to set up round/square corners by entering the pixel value

CONTENT SLIDER

- The Grid Plugin which we already own could potentially be used to replace the content slider, provided there are no major impacts on page loading time and we continue to use the plugin. Minor code changes will be required to The Grid Plugin in this case, mainly removing some elements (author, like/heart button) from certain masonry/grid skins and adding a maximum number of characters to display in the excerpt; also adding functionality to be able to add the IDs of the posts we want to use thus enabling us to use it for a specific posts)
- In case we will not use the Grid plugin we should be able to set the following:
 - Content: select a single category for posts in slider or multiple categories, manually add post URLs to be included, exclude current post, display item combinations like title & read more link / title only, in both cases linked to the URL of the post/page; should be able to set image padding in pixels separate for each side, text padding in pixels for each side, image border in pixels and colour in HEX, slide border size in pixels and colour in HEX
 - Slideshow: select autorotation on/off, autorotation duration in seconds (1 to 10 seconds)

TABS

- Dependent on Jo’s designs

ACCORDIONS

- We use a dedicated plugin for this called “Accordions”, suggest continuing using it unless it impacts on loading time. Should we continue to use it, then it should be added to the list of plugins to be transferred available in the generic functional specifications document

QUOTES

- A Guardian style quote section should be available with the quotes being automatically added to the text. Text should be editable the same way as within a text blog

- The display should be very similar with the quotes to the left on desktop and above the text left aligned on mobile (e.g. <http://www.theguardian.com/politics/2016/aug/02/brexit-weekly-briefing-theresa-mays-eu-tour-fails-to-bring-clarity>)
- It should be possible to change the default colour of the quotes with a colour picker and HEX

WIDGET AREA

- Similar functionality to the current widget area

3. MEDIA ELEMENTS

IMAGE

- Image animation
- Alignment (left, center, right)
- Padding (each side, in pixels)
- Border (size in pixels, colour with picker and HEX)
- Hover effect (TBD)
- Link (add link, open in lightbox, new tab, same tab)

VIDEO

- Insert URL from YouTube
- Video size adapted based on column size/container size

ADVANCED LAYER SLIDER

- Functionality similar to what we currently have

c. STICKY BAR

- This should be available in two locations:
 - As a “plugin”, available from the WordPress left sidebar and allowing to set up multiple sticky bars by groups of pages and posts (sorted by hierarchy (all pages that have a certain parent page), by category, tag, or individual page IDs)
 - AS a functionality of the “plugin”, available on each individual page/post and allowing to create and turn on/off the visibility of the sticky bar for that specific page
- As a “plugin”, available from the left sidebar should contain options to:
 - Enable/Disable existing sticky bars
 - Select pages based on categories, tags, parent pages, or entering multiple page IDs, or whole site
 - Exclude pages on the principle: has x category/tag/parent/ID but doesn't have y category/tag/parent page/ID

- Define background colour (colour picker and hex field), border size and colour, add text, choose font family/size/colour/bold/italic, font alignment left/right/center
- Define the CTA button for inactive and hover states: background colour (colour picker and hex field), border size and colour, add text, choose font family/size/colour/bold/italic, font alignment default centred
- Define a number of days after the sticky bar is closed by the user during which the bar is no longer displayed for that specific user (cookie based), 1 to 30 days and never again options available
- Define a number of days after the CTA is clicked by the user during which the bar is no longer displayed for that specific user (cookie based), 1 to 30 days and never again options available; It should be possible to add another condition that lists two pages that the user has viewed after clicking the sticky bar CTA, one the landing page from the CTA and another one the thank you page accessible by submitting a form on the landing page. Both pages could have a tracking id in the URL if this would make tracking easier for this functionality
- As a functionality of the “plugin”, available on each individual page/post should contain options to:
 - Enable/Disable existing sticky bars
 - Tick box to overwrite an existing sticky bar set up with the “plugin” from the left WP sidebar, for the whole site or a group of pages
 - Define background colour (colour picker and hex field), border size and colour, add text, choose font family/size/colour/bold/italic, font alignment left/right/center
 - Define the CTA button for inactive and hover states: background colour (colour picker and hex field), border size and colour, add text, choose font family/size/colour/bold/italic, font alignment default centered
 - Define a time a number of days after the bar is closed by the user during which the bar is no longer displayed for that specific user (cookie based)
 - Define a number of days after the CTA is clicked by the user during which the bar is no longer displayed for that specific user (cookie based), 1 to 30 days and never again options available; It should be possible to add another condition that lists two pages that the user has viewed after clicking the sticky bar CTA, one the landing page from the CTA and another one the thank you page accessible by submitting a form on the landing page. Both pages could have a tracking id in the URL if this would make tracking easier for this functionality