

Widgets Incorporated Proposal Phase 1

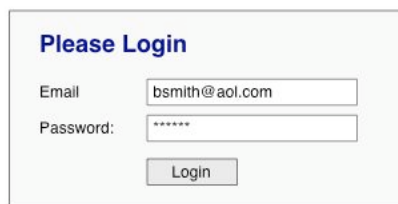
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History: 09/26/2005 – first draft
07/17/2006 – updated for demo purposes

1 Background

Widgets Incorporated is building their web site from the ground up and would like to include database-driven, interactive features to make the site a useful tool rather than just a brochure. This document discusses the features to be implemented in Phase I.

2 Administrative Login

The database features will have an administrative section for updates and maintenance. Users who have access to this will login at a special URL (probably www.widgets.com/admin). If users attempt to access the administrative pages without logging in, they will be redirected to the login page. The login page will look something like this:



The screenshot shows a login form with the following elements:

- Title: **Please Login**
- Email field: Contains the text "bsmith@aol.com"
- Password field: Contains six asterisks "*****"
- Login button: A button labeled "Login"

Note: The exact design and appearance of this page may change depending on the overall graphic design. The screen mockups in this document are intended to show functionality only.

The login will consist of an email address and a password. A username could be used instead of the email address, but email is recommended since all users will have a unique email address and they are unlikely to forget it.

Once a user has logged in, all of the administrative pages will have buttons or menus at the top or side to access all the various administrative functions, something like this:



The screenshot shows a navigation menu with the following elements:

- Title: **Administration**
- Menu items: [Users](#), [Content](#), [Literature](#), [Events](#), [Press](#), [Jobs](#), [Logout](#)

3 User Management

Users of the web site can be registered users or Widgets Inc. administrators. Either way, the same user management system will be used, but administrators will have a higher access level.

3.1 Administration

A Widgets Inc. administrator will be able to login and do administrative functions including user management. The user management page will first display a screen something like this:

Find Users

All dates
 From: Aug 1 2005
 To: Aug 31 2005

All names
 Name contains:

All emails
 Email contains:

The administrator can then narrow down the search, or find all users. If a date range is selected, only users who were added to the system during that range will be found. The results are displayed like this:

Users Found (3) [<< Back to Find Users](#)

(name contains "smith")

Name	Email
<input checked="" type="checkbox"/> Bob Smith	bsmith@aol.com
<input type="checkbox"/> Mary Smith	msmith@earthlink.net
<input type="checkbox"/> Peter Smith	psmith@bgdi.com

To edit a user's information, the administrator then clicks on the user's name. This displays the Modify User page like this:

Modify User [<< Back to Users Found](#)

First name:
 Last name:
 Email:
 Phone:
 Address:

 City:
 Country:
 State:
 Zip/Postal Code:
 Password:
 Administrator

On this page, the administrator can change the user's name, email, phone, and whatever other information we decide is needed. Notice there is a checkbox for "Administrator". This would be checked for Widgets Inc. administrators. We could also have intermediate levels of access such as "View" for users who can login to the admin pages to view, but not edit, the information. These intermediate levels can be added as needed.

To add a new user, the administrator would click "Add User" on the Find Users page. This will open a blank Modify User page.

3.2 User Registration

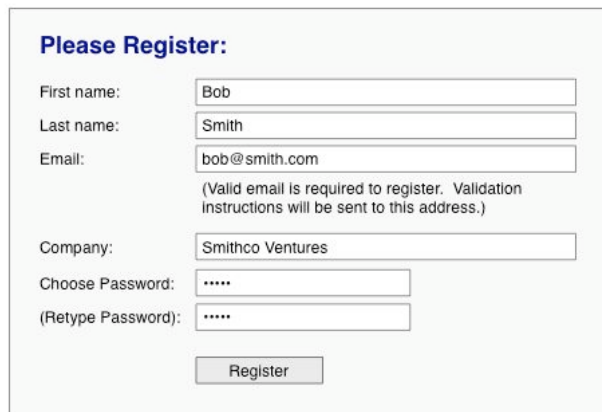
When a user tries to access a "members only" page or function, they will be redirected to the user login page if they have not already logged in. The login page will look something like this:



The screenshot shows a login form with the following elements:

- Please Login:** (Section header)
- Email:** Input field containing "bsmith@aol.com". To the right is a link: "Forgot your password?"
- Password:** Input field containing "*****". To the right is a link: "New users register here..."
- Login:** A button at the bottom.

After successfully logging in, the user will be directed back to the "members only" page. Or, if they click "New users register here", they will be directed to the registration page like this:



The screenshot shows a registration form with the following elements:

- Please Register:** (Section header)
- First name:** Input field containing "Bob"
- Last name:** Input field containing "Smith"
- Email:** Input field containing "bob@smith.com". Below the field is a note: "(Valid email is required to register. Validation instructions will be sent to this address.)"
- Company:** Input field containing "Smithco Ventures"
- Choose Password:** Input field containing "*****"
- (Retype Password):** Input field containing "*****"
- Register:** A button at the bottom.

Depending on what they are actually registering for, we may decide that more information is required (such as mailing address). But, for things like downloadable literature, name, email and company are probably sufficient. After filling out the form, a page will appear telling them they must check their email to validate their registration. The email will contain a link which they must click to validate the registration.

Once they have successfully registered, they will be directed back to the "members only" page.

4 Site Search

An extensive search engine is beyond the scope of Phase I, but a simple keyword search can realistically be done. All static HTML pages will have keywords in a META tag. When the user submits a word in the search box, these pages will be searched and the results will be displayed in a list as links. The links can be clicked to go directly to the pages. Eventually, the search can be expanded to include results from the downloadable literature or other database tables.

The general search will be available on every page somewhere in the header or banner. It will be a very simple interface something like this:

The “Advanced search” link will go to a page with more options like this:

In Phase I, the “Search for:” choices will just be “Web pages”, so this will probably not even be included. But eventually, the other choices can be added. And the keyword drop-down will have choices for “All keywords” and “Any keyword”. The search results will be displayed on a page with a list of clickable links.

5 Jobs

Widgets Inc. administrators will be able to post new jobs in various categories and delete old jobs or mark them as “filled”. And users will be able to browse the current job postings to apply for a position.

5.1 Administration

When an administrator goes to the Jobs administration, they will first see a page something like this:

ID	Title	Summary
<input checked="" type="checkbox"/>	42 Tax Accountant	Tax accountant specializing in Biotech. Must know...
<input type="checkbox"/>	16 Event Coordinator	Coordinates and plans all logistics for various events...
<input type="checkbox"/>	33 Office Assistant	General office work. Must know Word and Excel...

The administrator can select a job category from the drop-down list at the top of the page, or check/uncheck the box to show open positions only. This will refresh the screen to show only the appropriate jobs. Note that the ID is just a unique number assigned by the database to identify job positions in case, for example, there is more than one position open for “Tax Accountant”.

To edit a job posting, the administrator then clicks on the job title. This displays the Modify Job page like this:

Modify Job #42 [<< Back to Jobs](#)

Title:

Category:

Posted:

Summary:

Full Description:

Qualifications:

Position filled

On this page, the administrator can modify the various job fields, or mark the job as “filled”. In that case, it will no longer show up in user searches, but it will still be in the database for future reference.

To add a new job, the administrator would click “Add New Job” on the Jobs admin page. This will open a blank Modify Job page.

5.2 End Users

When end users go to the Jobs page, they will see the list of open positions like this:

Jobs Available

Category:

ID	Title	Summary
42	Tax Accountant	Tax accountant specializing in BioTech. Must know...
16	Event Coordinator	Coordinates and plans all logistics for various events...
33	Office Assistant	General office work. Must know Word and Excel...

The user can then click on a job title to see the full description on a separate page, or possibly in a popup window. The Jobs page will also have information on where to send a resume, who to contact, etc.

6 Events

Events will be handled in a way similar to jobs. Administrators will be able to post new events, but instead of marking them as “filled”, they will simply expire when the event date is past. Users will be able to view the upcoming events in chronological order.

6.1 Administration

When an administrator goes to the Events administration, they will first see a page something like this:

	Title	Date
<input checked="" type="checkbox"/>	North American BioTech Convention	2005-Oct-10
<input type="checkbox"/>	European DNA Conference	2005-Nov-11
<input type="checkbox"/>	Drug Discovery Seminar	2005-Nov-18

Show upcoming events only

Delete Add New Event...

To edit an event, the administrator then clicks on the event title. This displays the Modify Event page like this:

Modify Event << Back to Events

Title: North American BioTech Convention

Start date: Oct 10 2005

End date: Oct 14 2005

Location: Vancouver Convention Center, Vancouver, Canada

Description: See all the latest technology in BioTech and meet with industry leaders.

Update Event

On this page, the administrator can modify the various event fields. Notice there is a starting and ending date. These would both be set to the same thing for a one-day event. When the end date is past, the event will no longer appear on the Events page on the web site.

To add a new event, the administrator would click “Add New Event” on the Events admin page. This will open a blank Modify Event page.

6.2 End Users

When end users go to the Events page, they will see the list of upcoming events in chronological order like this:

Upcoming Events

Oct 10 - 14, 2005	<p>North American BioTech Convention Vancouver Convention Center, Vancouver, Canada See all the latest technology in BioTech and meet with industry leaders.</p>
Nov 11, 2005	<p>European DNA Conference Paris, France Learn about the latest on the Human Genome project and other new discoveries.</p>
Nov 18, 2005	<p>Drug Discovery Seminar San Jose, CA Hear presentations from industry leaders on cutting edge technology.</p>

If we decide it is necessary, events could also have a clickable link to a details page, or possibly to the web site for the event itself.

7 News / Press Releases

News / Press Release items will also be handled in a way similar to Jobs and Events. Administrators will be able to post new items, and like Jobs, they can be marked as “obsolete”. Users will be able to view the items in chronological order and obsolete items will not be displayed.

8 Tech Support

Customers will be able to email tech support via a form that requires basic contact info as well as the actual question. In order to get to that page, the user must login (or register if they haven't done that yet). The form will look something like this:

Tech Support Request

First name:

Last name:

Email:

Company:

Instrument serial #:

Description:

Attach file:

Note that since the user must login to get to this form, the first 4 fields can be pre-filled. The user can upload and attach any relevant file, if desired. When the “Send” button is clicked, two things happen: First, the user is redirected to a “Thank You” page saying something to the effect that

“we will contact you as soon as possible”. Second, a designated contact at Widgets Inc. is emailed with the tech support request, complete with attachment if present.

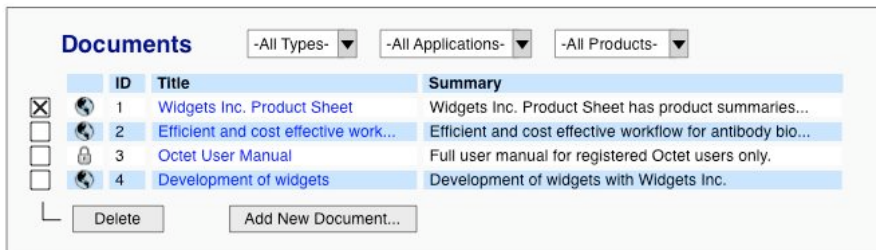
In a future version (Phase II), tech support requests could also be accumulated in the database, and the user would be assigned a case number. Then, Widgets Inc. could keep track of the transactions.

9 Downloadable Document Management

Currently, downloadable documents are maintained in the database, but there is no administration for entering new documents or updating existing ones. Plus, the Literature page displays everything available and does not have a way to select subsets. This section discusses a system that can better accommodate Widgets Inc. growing library of literature.

9.1 Administration

The administration for downloadable document management will start with a page that looks something like this:



By default, all documents are shown in the list (with page numbering ala Google if the list is too long), but the administrator can narrow down the list by choosing a type (like “Spec Sheet”, “Press Release”, “Application Note”, etc.), an application (like “Construction”, “Electronics”, etc.) and a product (“Widget 9000”, “Gizmo 7500”, etc.).

Notice documents that are available to any registered user on the Literature page have a small “world” icon in the first column, and documents that are only available to users with a registered product have a “padlock” icon.

To create a new document, the administrator would click “Add New Document” on the document list page. Doing so opens a blank Modify Document page (see following).

To edit an existing document, the administrator would click the title. Doing so opens a page like this:

Modify Document << Back to Documents

Title: Widgets Inc. Product Sheet

Availability: All users Users with registered products

Summary: Widgets Inc. Product Sheet has product summaries.

Keywords: widget, specifications, specs

Document: /My Documents/widget-inc.pdf

Type: Spec Sheet

Products: Gizmo 7500

Applications: Electronics
 Construction

The form allows the administrator to specify the details of the document, plus upload the actual document to the server. Notice a document can be relevant to more than one product and more than one application.

9.2 Literature Page

Currently, the literature page of the web site displays all available documents. This page will now display only documents that are available to all users, and we can also have selector drop-downs for type, applications, and products similar to the admin page to help users narrow down the choices.

9.3 Literature Links

The script that drives the literature page will now also be able to accept URL parameters for type, product, application, or document number. This means links from other parts of the site, or from emails, can be used to select what is shown on the literature page. This could be used, for example, in an email where you want to point people to all the literature relating to Electronics.

10 Dynamic Includes

Since the web pages will have many common components like menus, headers, footers, etc., these will be maintained in script files that are included dynamically when the page is accessed. This will make updates and maintenance much easier.

11 Costs and Scheduling

To be supplied.