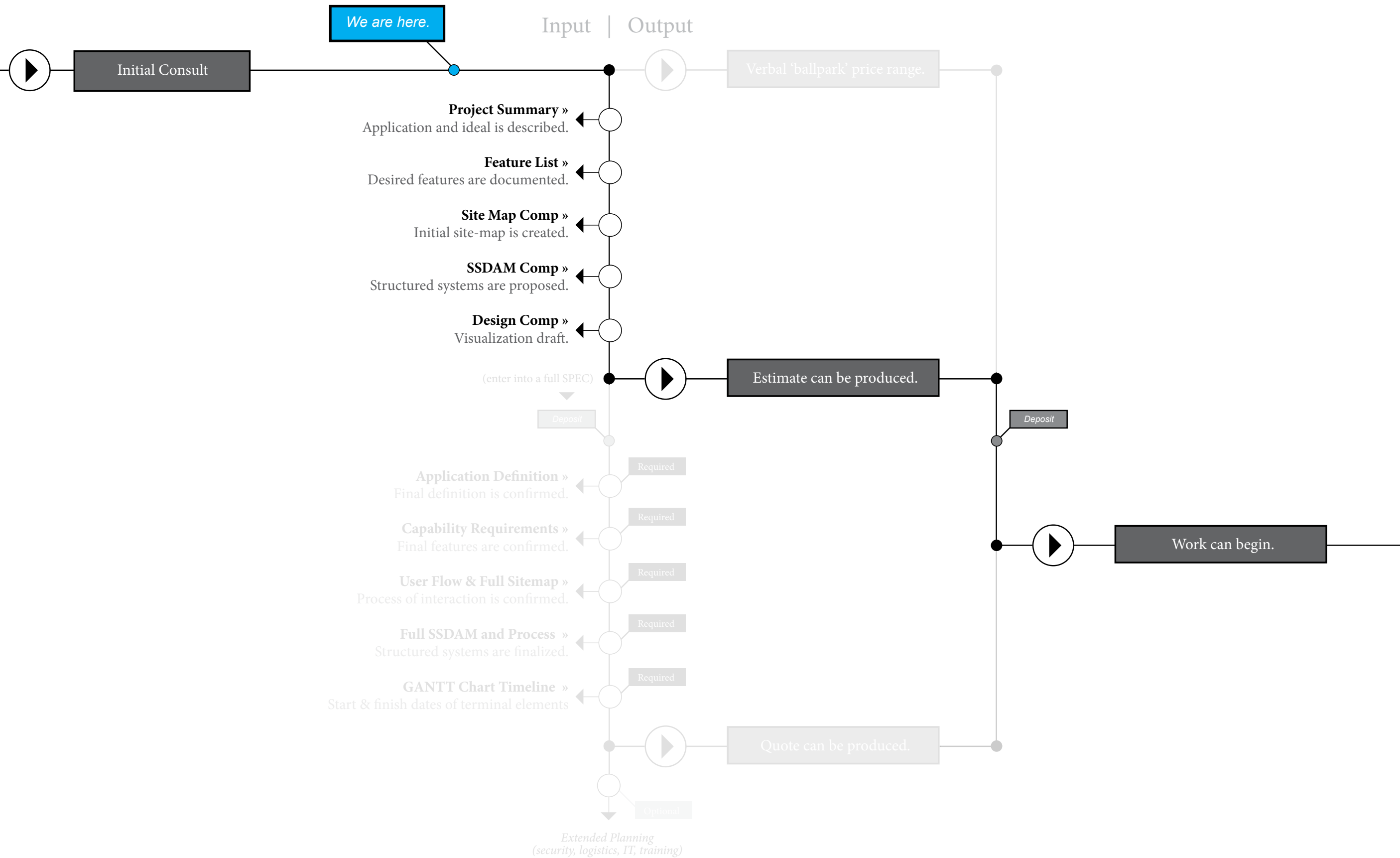


- 0 **Executive Summary**
Explanation of document
- 1 **Project Summary**
General Specification
- 2 **Feature List**
Known and future Features
- 3 **Site Map**
Listing of pages
- 4 **SSDAM Chart**
Structured Systems Analysis & Design Method
- 5 **Design comp**
Mock-up, wire frame or base design



“A project specification phase is the most important part of development.

From it will stem the instruction manual, the blueprint, the very DNA of the application.

Without it we have a lemonade stand in the desert, a great idea with no way to get there...”

~Christian Zagarskas

SPEC Light a quick way to build a bridge to development.

I believe in Modern Web Standards and Product Responsibility

This document is focused on collecting the **minimal amount of information** needed to create an estimate for the production of custom software or an application. It can be used in combination with a “Full SPEC” to produce robust project documentation.

There is no charge for the light weight version of a SPEC (project specification phase) and only an estimate can be produced. Any estimate is subject to vary in price by 30%. A quote can be firmly established by securing a “Full SPEC”.

This SPEC is based on concepts from the ISO 9001 QMS (Quality Management System). I have a defined set of policies, processes and procedures required for planning and execution in the core business area of an organization, specifically Web Development and eCommerce.

I believe that planning should come *before* construction or design of any custom software that is critical to your business - because I believe **intended use produces design.**

*This document is not a contract and there is **no obligation to buy by signing.** This document does not override nor supplement any contract unless specified within the contract by name as an “exhibit” and affixed to a final contract.*

Please fill out the fields on this page, be as detailed as possible.

Requested turn time: please provide expectation for delivery.

Essential

Range:

Specific Date: (Month | Day | Year)

Budget Expectation: define expectations for price.

Essential

Payment Plan:

Specific Price USD

Primary Purpose: please describe the typical *ideal* interaction.

Essential

Goals: elaborate on secondary and tertiary click goals.

Other: describe any additional ideas or core concepts.

Project Summary

Instructions

Please use the text area to the left to give a general specification of the project. If the text box has been filled with a suggestion from the development team please edit this description as needed.

Example

*The **Primary Purpose** of this website is to sell tickets to our next event. All user interactions will ideally focus on the sale transaction and design needs to pull the eye toward checkout.*

We are open to use any online payment gateway or programming language in order to simplify the project.

***Secondary and Tertiary** interactions include, but are not limited to: Obtaining driving directions, booking a hotel, reviewing company policy and general contact information.*

We have a heavy interest in SEO and will need an accessible website compliant with the highest standards for both general and disabled users.

Our deadline is strict and a rush delivery is expressly requested.

Please select options on this page.

Project Summary

Quality Consideration -VS- Rush Delivery

Essential

These items **reduce cost** and development time in the short term and **increase risk** of errors and inflate cost in the long term.

These items **increase cost** & development time in the short term and **reduce risk** of errors and lower total cost in the long term.

WAIVER OF PLANNING

Limited Professional responsibility related to project planning is acceptable to achieve lower estimated costs & quicker turn times.

VALUE OF PLANNING IS RECOGNIZED

Professional responsibility related to project planning is deemed critical - an accurate quote is required.

VISUAL PRIORITY

Graphic Design, visual appeal, look and feel will be considered first and web standards will be ignored to produce a better design match.

FUNCTIONAL PRIORITY

Intended usage, goals & available technology will be considered first and where most logical the design will follow web standards.

FRONT FACING ONLY

The website or app is simply a front facing media asset. Little or no part is critical to successful income generation.

CRITICAL TO OPERATIONS

The website or app is the core or an important part of our business. Income generation or end user interaction plays a major role.

WAIVER OF COMPATIBILITY

To speed up turn time no compatibility research is requested regarding a CMS system.

FULL COMPATIBILITY

Compatibility research regarding the use of a CMS system is required to ensure future compatibility where reasonable.

DEBUG AND TESTING RELEASE

Various liabilities related to debugging and testing are waived in favor of quicker turn time or to meet budget limitation.

SOLID DEBUG

At least one full round of debugging is required, additional testing sessions are approved where deemed essential.

SECURITY RELEASE

Vulnerabilities related to the system are not tested in favor of quicker turn time or to meet budget limitation.

CHECK SECURITY

Vulnerabilities and exploits are to be secured where possible, either to 'PCI compliance standard' or an 'acceptable' level

Instructions

Please select all that apply. If you are unsure of an item please feel free to add a note or question using Adobe Acrobat. Note that these items effect price and speed of delivery.

Example

Choose one from the left or right column on each line.

Elaboration

By reducing the reliability of an application I can speed up turn time and therefore lower the cost. In cases where no sales transactions (nor security) is needed a site can be produced rapidly.

The inverse is true; by increasing the security, quality and turn time I can better grantee the reliability and scalability of an application as well as increase ROI.

The selections made on this page will help us to construct the proper contract.

Please select options on this page.

Project Summary

Instructions

Please select all that apply.
Leave blank if unsure.

Example

*Check off all applicable items.
Select YES or NO and a level of importance.*

Elaboration

This broad overview of SEO intended to note only core areas of concern.

Each item selected here will change the standards to which the application is built. *I do not expect clients to be familiar with all items listed here. Please feel free to call if you have questions.*

SEO - Search Engine Optimization

How important are search engines?

Note: if not considered prior to building the following are not easily added back into a website or application.

Essential

Are heading tags and Semantics required?
HTMLtags define the structure and meaning of a page. Without semantics the site will be partially invisible to Search Engines (although some content and data may be indexed).

No

Yes **If YES how important? (less) (more)**

Are Passing Page Speed Scores Required?
To achieve top SERP listings (search engine results page) a web-page must meet certain speed requirements. Without meeting or exceeding such requirements a site will be penalized.

No

Yes **If YES how important? (less) (more)**

Are Schema tags required?
Schema markup feeds important information to Search Engines. Without them Search Engines will not trigger enhanced features or control of enhanced features will not be honored.

No

Yes **If YES how important? (less) (more)**

Are AdWords or SEM Passing Scores Required?
To advertise a website using SEM (search engine marketing) certain requirements must be met to be approved. Without meeting or exceeding these the site will fail Advertising requirements.

No

Yes **If YES how important? (less) (more)**

Are Webmaster tools required?
The search console for various search engines allow registration of a site, indexing, a site-map and advanced administration. Without them SEO can not be managed professionally.

No

Yes **If YES how important? (less) (more)**

Are Linking strategies important?
Specific tactics must be considered and planned to take advantage of deep, internal, external and other linking strategies. Without planning these considerations expectations for SEO may not be met.

No

Yes **If YES how important? (less) (more)**

Overall, how important is SEO?

Not important
(App or Hidden website)

Some Importance
(may be needed later)

Very Important
(Critical to our business)

Please select options on this page.

Release Process: launch and live cycle initiatives.

Testing: None
ie: someone other than the developer will test

Testing: Basics
ie: make sure primary purpose works

Testing: Robust
ie: make sure everything works

Launch: Cold
ie: publish live on approval

Launch: Alpha/Beta
ie: test with live users and gather feedback

Launch: Progression
ie: release features in 1.0-2.0-3.0 cycle

Maintenance: None
ie: the developer will not update the system

Maintenance: Retainer
ie: full support is requested

Maintenance: Full Support
ie: full 24x7 support and repair is needed

Training: None
ie: no training on software is requested.

Training: Well Documented
ie: Video modules and training is needed

Debugging & Usability: device and browser testing.

Essential

Mobile: No Debug
ie: do not test any responsive design

Mobile: Simulators
ie: test on simulators only

Mobile: Actual Devices
ie: Confirm working on physical devices

Modern Browsers: Limit Debug
ie: test only 1 major browser

Modern Browsers: Partial Debug
ie: test 2 to 3 major browsers

Modern Browsers: Major Debug
ie: test more than 3 browsers

Deprecated Browsers: Limit Debug
ie: do not test browsers older than 6 mo

Deprecated Browsers: Partial Debug
ie: test browsers 6 mo to 1 yr old

Deprecated Browsers: Major Debug
ie: test browsers 1 to 2 years old

Security: Basics
ie: basic low level security

Security: Advanced or PCI compliant
ie: customer data MUST be protected!

In Responsive programming and design I can indeed target each individually. Please select all that may apply.

Project Summary

Instructions

Please select all that apply.
Leave blank if unsure.

Example

*Select applicable items.
Multiple select items from the listbox.*

Elaboration

This broad overview of common testing, debugging and launch procedure.

Each item selected here will change the way in which the application is tested.

Use “alt+click” to select multiple items from the listbox. (Specific manufacturers are also available)

*Selection of a **specific item from the list** can take special priority if there is a conflict in the selections here.*

For example; you can choose “no debug” and select only the iPhone from the list which will communicate your interest to test only for the iPhone family of devices and no other debugging.

Please select options on this page.

Project Summary

Instructions

Please select all that apply.
Leave blank if unsure.

Example

Check off all applicable items.

Elaboration

This broad overview of **Web Standards** intended to note all areas of concern.

Each item selected here will change the standards to which the application is built, researched and planned for.

I do not expect clients to be familiar with all items listed here, this exercise is simply a survey of knowledge, familiarity and general interest.

WEB DESIGN AND APPLICATIONS

HTML & CSS

JavaScript Web APIs

Graphics

Audio and Video

Accessibility

Internationalization

Mobile Web

Privacy

Math on the Web

SEMANTIC WEB

Linked Data

Vocabularies

Query

Inference

Vertical Applications

XML TECHNOLOGY

XML Essentials

Efficient Interchange

Schema

Security

Transformation

Query

Components

Processing

Internationalization

Publishing

BROWSERS & AUTHORING TOOLS

Browsers

Media Players

Authoring Tools

Social Media

WEB ARCHITECTURE

Architecture Principles

Identifiers

Protocols

Meta Formats

Protocol & Meta Format Considerations

Internationalization

WEB OF SERVICES

Payments

Security

Internationalization

WEB OF DEVICES

Mobile Web

Voice Browsing

Device Independence & Content Adaptation

Multimodal Access

Web and TV

Please select options on this page.

API and 3rd party Integrations

Essential

How important is social media and services from external websites?

Note: if not considered prior to building the following are not easily implemented within a website or application.

Is OpenGraph Metta data required?
 OpenGraph is a markup language that adds in additional info about website content. Without this the image, description, source and specifics of what is shared is not easily controlled.

No

Yes **If YES how important? (less)** **(more)**

Are Sharing Tools required?
 Sharing tools can be custom built or they can be integrated by a 3rd party system such as provided by AddThis or ShareThis. These tools slow down a website, user can share content without them.

No

Yes **If YES how important? (less)** **(more)**

Are External Backups required?
 External backup systems can send a full backup to other servers or in some cases even download them to your computer. Without an external system there is no guarantee the website will be backed up.

No

Yes **If YES how important? (less)** **(more)**

Are any other 3rd Party API's needed?
 A third party API is a system outside of the website or app that will either provide data to your system, or, accept data from it.

No

Yes **If YES how important? (less)** **(more)**

Select all that may apply:

- | | |
|-------------|-------------------|
| Facebook | Salesforce |
| Twitter | Infusionsoft |
| LinkedIn | Appointment Core |
| Youtube | Ticketleap |
| Pintrist | StubHub |
| Foursquare | EventBrite |
| Google Maps | Acuity scheduling |
| Instagram | Zozi |

Custom API
Describe or note any other 3rd party or API interest.

Project Summary

Instructions

Please select all that apply.
Leave blank if unsure.

Example

*Check off all applicable items.
Select YES or NO and a level of importance.*

Elaboration

This broad overview of 3rd Party API's intended to note all areas of concern.

Each item selected here will change the way in which the application is developed.

API stands for 'Application program interface' and in this case essentially refers to other websites not under our control that will feed in features which the final site will rely on.

I do not expect clients to be familiar with all items listed here.

Please use a simple LIST format for these fields.

Front End Features: what users do.

Essential

Back End Features: please list what Admin's can do.

Other Features: other considerations.

Optional: wishlist of non essentials.

Feature list

Instructions

Please use the text areas to the left to list specific features (in order if known).

If the text box has been filled with a suggestion from the development team please edit this description as needed.

Example

- + *Ability for user to checkout with Paypal*
- + *Admin ability to export all sales*
- + *Export users by name*
- + *Sort users by date in export*
- + *Automatic backups*
- + *Language translation into Spanish*
- + *Blogging and comment section*
- + *Full tracking with Google Analytics*
- + *Goals and Conversion Tracking*
- + *AdWords passing Score*
- + *GOV standards for accessibility*

Please select options on this page.

Tracking Urchins: will the site track users?

No Tracking

Interested in Tracking

---Or Select Specific Types---

Google Analytics

Visualvisitor

Luckyorange

Opentracker

AWStats

ShinyStat

SiteMeter

StatCounter

W3Counter

W3Perl

Webalizer

Woopra

Sumome

Crazyegg

Multimedia: rich content and features.

Video Embeds: Basic

ie: Popup videos from Youtube, Vimeo

Video Embeds: Advanced

ie: Membership, Streaming, protected video.

Image Interaction: Basic

ie: Popups, simple photo galleries

Image Interaction: Advanced

ie: Image sharing tools, advanced galleries.

Forms and data: Simple

ie: Simple contact form sent to an email.

Forms and data: Complex

ie: Data collection, dynamic changing fields.

Web Animation: Light weight

ie: simple fade in, fade out, sliding.

Web Animation: Reactive

ie: mouse control, isotope, masonry.

Interactivity: Web Standard

ie: basic clicks

Interactivity: Interactive

ie: mouse tracking, paralax, layering

Interactivity: Near Gaming

ie: 3d, VR, panoramic, highly interactive

eCommerce: online sales & money collection.

eCommerce: Small Business

ie: selling a single item via one gateway.

eCommerce: Professional

ie: basic online store, shipping, taxes.

eCommerce: Enterprise

ie: international logistics, many gateways.

eCommerce: areas of consideration or interest.

Total number of SKU's

Configurable product options

Personalization of products

Virtual or downloadable products

International Shipping

Advanced Logistics & BPE

Multi-State Tax collection

Warehouse Inventory Sync

Promotions and coupon codes

Location Ticketing: Physical

Event Ticketing: Virtual

Time specific sales

Dynamic price ranges

Memberships + Reoccurring billing

Memberships + Price groups

Memberships + Seller profiles

Feature list

Instructions

Please select all that apply.
Leave blank if unsure.

Example

Check off all applicable items.

Elaboration

This broad overview of web based features and services intended to document areas of interest.

Each item selected here will change the way the application was built a certain way. *I do not expect clients to be familiar with all items listed here.*

Please use a Nested LIST format for these fields.

Main Menu

Essential

Sub Menu: other menu items.

Main Process: Primary interactions.

Sub Routines

Describe any other interactions or areas of concern as they relate to how a user will navigate the website or app.

Site Map - Text

Instructions

Please use the text areas to the left to list specific features (in order if known). If the text box has been filled with a suggestion from the development team please edit this description as needed.

Example

```

-----
Website Main Menu Example
> Home
> About Us
=> Policy
=> TOS
> Blog
-----
Website Process
> Checkout Process
--> Collect address
----> Collect payment
-----> Suggest Mailing List
-----
Application Main Menu Example
> Search Records
> Your Account
=> Username
=> Password
-----
Application Process
> Search Process
--> List Results
----> Select Result
    
```

Affix Graphic using Acrobat PRO

Visual Site-map: Place graphic here.

Optional

Site Map - Text

Instructions

Please add a site map graphic here or include the URL link to a source file.

I suggest using: www.mindmeister.com

Example**_X_ Graphic**

URL Entry Example:

[https://www.mindmeister.com/\[your file ID\]](https://www.mindmeister.com/[your file ID])

URL: Links to source files.

Essential

Affix Graphic using Acrobat PRO

SSDAM - Structured Systems Analysis and Design Method: Place graphic here.

Optional

SSDAM Chart

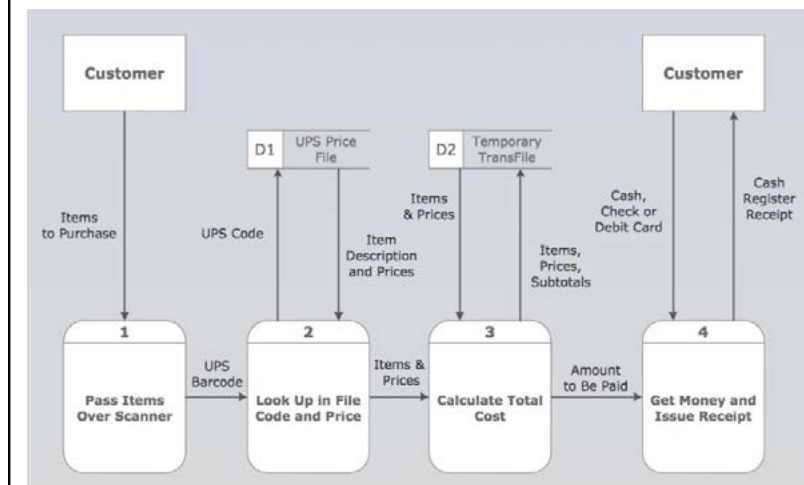
Instructions

Please add a SSDAM chart graphic here or include the URL link to a source file.

I suggest using: www.smartdraw.com

Example

X Graphic



URL Entry Example:

[https://www.dropbox.com/\[your file ID\]](https://www.dropbox.com/[your file ID])

URL: Links to source files.

Essential

Affix Graphic using Acrobat PRO

Design Comp: Place graphic here.

Optional

Design Comp

Instructions

Please add a visual Design graphic here or include the URL link to a source file.

I suggest using: Photoshop

Example

X Graphic



URL Entry Example:

[https://www.dropbox.com/\[your file ID\]](https://www.dropbox.com/[your file ID])

URL: Links to source files.

Essential