TorahWeb.org Redesign and Expansion: Detailed Feature List

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CONTACT

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Questions to answer in final proposals:

1. Please provide a cost for each of the nine feature areas below, as well as a total cost. Please specify any tasks / work items that you feel are not obvious outgrowths of the list below and that contribute to the total cost.
2. In addition to your bid for the project, please specify any ongoing costs we will have, e.g. web hosting or cloud charges. If you provide any type of ongoing service to your clients after project completion, please specify what that service is and if there is any cost.
3. If your company is primarily a design shop or primarily a software development shop and is open to working with another company on "the other half", i.e. development or design, please specify that.
4. If you have any ideas/suggestions for features that you think would be valuable for this site and/or app that we have not thought of, please propose them!

1. **General Requirements**
   a. "scalable" user experience, which will maintain ease of use as the amount of content grows.
      i. One open question on this point: How do we handle hundreds of additional lectures from a single speaker – do we create a subdomain or just include it all part of the regular site? The argument for a subdomain is to keep our primary site strictly comprised of content that we created or from events that we hosted. The argument against a subdomain is that it would add an extra step to find different sets of content from that speaker. TBD.
   b. Web site should be mobile friendly
   c. Easy for users to find what they want via
   d. Easy for users to share TorahWeb content with others
   e. <u>Native</u> apps for Android and iOS apps
   f. Both the visual design as well as technology choices should be "built to last", i.e. should be able to survive for approximately five years; we need longevity more than "hot" trendiness.
   g. Our current direct links to content (articles, audio and video pages) should still work so as not to break links around the web
   h. Site logging and analytics should continue to use Google Analytics
   1. Include the following pages: "About", "Contact Us", and "Donate" - general donations as well as targeted donations for something specific. Already registered and using PayPal Giving Fund.
   2. All of our current content must be moved over to the new site

3. **Registration:**
   a. Users create an account and subscribe to receive notifications of new content (free).
   b. All content can be accessed without registration, but we should encourage registration and login. Users who are not registered or lgged in should still be tracked via cookies.
   c. Should be able to use existing accounts (e.g. Google, Facebook, LinkedIn) as username & password, but we must get all their contact info (name, email, mailing address) into our database

d. Special registration and topic request mechanisms for rabbis. At registration time, someone can indicate they are a rabbi, and provide a link to the synagogue or web site where they work which indicates they are employed there. This will be manually reviewed. Once approved, they will have access to a special request form, which will enable them to request that one of our authors/speakers address a certain topic, etc.

4. **Notifications**: for all types of content on the site, as well as for events, users should be able to register for, and receive, notification via email, via our app, and via WhatsApp. By default, they should receive all notifications. However, they should be able to go to their account settings and change it to only get notifications about certain types of content, certain authors/speakers, etc.

5. **Search, Browse, and Share:** for all types of content on the site (written, audio, video, books), users should be able to search & browse the following ways:
   a. keyword search
   b. search by tag, topic, and category – text-entry based and/or visual interaction based
   c. browse content via the UI, without doing an search
   d. tag and view favorite content
   e. share content with other people via social media and email

6. **Highlighted Content – General and Personalized:** the following should be done automatically to highlight content to users. This should happen at every level, i.e. on the home page the newest and most popular content across the entire site should be highlighted, on the page of a given speaker/author his newest and most popular content should be highlighted, etc.
   a. show a user his recent reads/listens/views
   b. highlight new (or other specific, if we so desire) content
   c. highlight the most popular / most frequently read/downloaded content
   d. draw popularity information from Google Analytics and Vimeo stats (let's not reinvent the wheel, unless there is some compelling reason to do so)

7. **Media Playback:** for all Audio & Video:
   a. play at variable speeds
   b. Save/store locally for offline use (from the browser or in the app)
   c. Continue playing this audio/video where I left off
   d. Share with others, and share at a specific point/time

8. **Books:** users should be able to do the following with respect to books we have published. Search results for a given speaker/author should include content from the book, where the target of the link is the book purchase page for that book.
   a. discover

b.   purchase
c.   purchase in bulk
d.   donate towards printing of

9.   **Mobile-Only Features:** the following features should only be available on the app, not the web site:
   a.   Watch a live stream of our events outside a seven mile radius of the event.
   b.   "Paparazzi" (needs a better name) - upload your pics of our speakers, authors, and events, and see those uploaded by us or by other people. We would need an approval process to approve pics to be shared.

10. **Report Generation:** enable site administrator to generate report on content popularity across all speakers/authors/content types as well as specific to each speaker/author/content type. Reports should be for a date range or all-time. Should be able to generate trend / time series versions of the reports. This should all leverage Google Analytics.

Technology Stack Requirements:
1. The technology stack must be as simple as possible
2. It must be simple for a competent programmer to add new content of any/all kinds to the web site
3. Manual editing of HTML, uploading via FTP, etc. are acceptable. We do not specifically have a need for non-technical users to add or edit content.
4. For the server side of the site, we are looking for proposals for both a traditional web hosting approach as well as a cloud-based serverless architecture, with a description of the cost-benefit tradeoffs
5. All libraries, etc., used on the site must be open source - no commercial software
6. All design documents, code, and assets for browser client, the server side, and the apps must be checked in to a GitHub repository that TorahWeb will provide access to