FUNCTIONAL SPECIFICATION & REQUIREMENTS

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1. Document Control

1.1 Revision History

Issue	Status	Date	Author	Description of Changes
1	v 1.0	18/12/2012	Kate Gudgeon	Functional document for build of site
2	v.1.2	24/01/2013	Kate Gudgeon	Amendments and addition of numerous templates
3	v.1.4	12/02/2013	Kate Gudgeon	Addition of technical Download centre
4	V1.5	07/03/2013	Kate Gudgeon	Amendments to numerous pages

1.2 Approval List

This document requires the following approvals:

Name	Company	Electronic approval	Date
Adnan Mian,	Irinatech		
Numan Tahir	Irinatech		
Salman Tahir	Irinatech		
Kristy Jacobs	Irinatech		
Peter Healy	Emperor Design		

1.3 Distribution List

Name	Company	Date of issue
Adnan Mian,	Irinatech	
Numan Tahir	Irinatech	
Salman Tahir	Irinatech	
Kristy Jacobs	Irinatech	
Kate Gudgeon	Emperor Design	
Joanna Brinsden	Emperor Design	
Neil Reynolds	Emperor Design	
Peter Healy	Emperor Design	
Susan Waller	Emperor Design	

1.4 Reference Documents

Document name	Date	Version	Status	Source
Sitemap	12/2/13	V.11		

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2. Introduction

2.1 Purpose of this document

This document has been prepared by Emperor to describe the functional requirements of the Irinatech website. It will cover the main functional components of the website in sufficient detail to form an agreement between Emperor and Irinatech and a basis for the development schedule.

2.2 Deliverables

The Deliverable shall be a fully operational website, with content management system, subject to subsequent amendments mutually agreed by Emperor and the Client in writing.

No.	Deliverable	Status
1	Formatted templates with agreed design	In progress

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3. Technical Specifications

Development will be carried out on Emperor's internal staging server. The URL for the staging environment (including username and password if required) will be supplied after internal testing has been completed.

Test copy will be used to populate the site while in the development phase. Final copy will be added to the site after Emperor has fully tested the functionality. This site will then be made available to the client for user acceptance testing.

Following approval, the system will be transferred to the live environment and retested. The website will be launched as per the agreed timelines.

3.1 Browser specification

3.1.1 Windows XP, Vista, Windows 7

- Firefox (most-current non-beta version)
- Chrome (most-current non-beta version)
- IE9
- IE8
- IE7
- Safari 4 (most-current non-beta version)

We will also test in IE6 to ensure content is readable, but as (along with Microsoft) we are phasing out support for it, we cannot guarantee that it will be pixel perfect or that it will not cause certain issues with elements on pages. If there is a specific requirement for IE6 to be pixel perfect or if a large proportion of the target audience is known to be on IE6, then this should be raised by the client at the start of the project.

3.1.2 Mac

- Firefox (most-current non-beta version)
- Safari (most-current non-beta version)

3.1.3 Screen resolution

Designs will be 1024x768 (actually tending to design at around 950x700 as a safe zone).

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4. Mandatory technical aspects

4.1 CMS

The website will be built using the Umbraco 4.11.1 CMS

4.2 Print style sheet

The site will have a print style sheet which will display content without any unnecessary formatting/page elements and allow content to fit onto a standard A4 sheet.

4.3 Tracking

A google Analytics account will be set up and the tracking code embedded in the CMS

4.4 Hosting

The irinatech will be hosted externally by in a prior agreement between Irinatech and 1and1

4.5 Domain

The domain will be http://www.irinatech.com/

4.6 SEO

While no specific SEO exercise will be undertaken by Emperor Design, as part of the content loading process, the content will be loaded for optimum search engine visibility (using headers etc), insofar as this is possible with the content provided.

Meta data can be added using the settings tab on each page in the CMS

4.7 Project-specific technical

4.7.1 Flash

- The site will be developed without Flash in order to make it iPad / mobile compatible.

  Note: Although the site will be iPad / mobile device compatible. It will not be optimized for display on these platforms.

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5. Style Guide

This section acts as a reference for implementing visual assets associated with the new website based on design requirements and any design assets supplied by the client.

5.1 Brand Overview

Emperor Design is aware of the importance of careful brand management and the website will be designed with this in mind.

5.1.1 Visual Elements

Images to be used will be supplied by Irinatech and where additional images are required they will be sourced by Emperor Design from a stock Library.

5.1.1.1 Logo

5.1.1.2 Favicon

To feature in the browser while viewing any Irinatech page

5.2 Design Templates

The design of each page will be based on one of the agreed templates and styles. The look and feel of each page will be driven by the design templates. Photography and imagery can be added to each page as required but these will not be explicitly described in this section.

5.2.1 Media Library

Media Library should include integration of pixlr to allow cropping of images within the CMS

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5.3 Style Sheet

Addition of Second set of bullet points and indented bullet point style

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6. Website Templates

CMS users will have the ability to add, edit and delete text, images, documents, tables, iFrames and form fields within the parameters of the templates described below.

T1- Homepage
T2- Standard
T2a Standard Wide
T3- History
T5- Our Markets Overview
T6a-Technical Download Centre-Login
T6b-Technical Download Centre-Request a login
T6c-Technical Download Centre-Password Request
T6d-Technical Download Centre-Landing page
T6e-Technical Download Centre- Downloads
T7- Download Centre
T8- News and Events
T8a- News and events detail
T9- Case Studies Overview
T9a- Individual Case Studies
T10- Careers
T10a- Careers detail
T11- Contact
T11a- Contact form
T12- Search results
T13- Sitemap
T14- Error
T15- Our Clients
T16-Engineered products

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6.1.1 Shared Template Areas

Drop down menu

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6.1.2 Specific functional requirements

No.	Item	Notes
1	Logo	- Logo – not content manageable. Alt text should be 'Irinatech' - Links to the homepage from all pages
2	Primary Navigation	- Dynamic. Populated by site tree.
3	Search bar	- Uses Standard Umbraco XSLT search function (see T12 for search results templates) - On submit, searched search terms in page titles and page content
4	Banner Image	- Content Manageable - Takes parent page banner image by default
5	Main navigation section title	- Dynamic. Populated by site tree.
6	Breadcrumb trail	- Dynamic. Populated by site tree. Allows users to click back to previous pages.
7	Page Title	- Dynamic. Populated by site tree.
8	Secondary Navigation	- Dynamic. Populated by site tree.
9	tagline	- Link content manageable
10	Footer	- Quick Links: Content manageable - Corporate Brochures link: Title, content, image, link text and link x2 content manageable. Should also recognise and display file size. - "Tools" include print page, increase font size, Rss tool and contact Us link.
11	Drop down menu	- Dynamic. On click drops, down to display subpages of the main nav item

6.2 Umbraco assumptions (*for development team*):

- Requires h1, h2, h3, h4, table styles and all styles used on the site loaded into the Rich Text editor.
- **Please note there are two bullets styles with an extra style for indented bullets**
- Content must be able to wrap around an image to the left and to the right, with padding
- Links should have option to be either internal (Selection from site tree) or external (URL field, open in new window)
- Each site should have a global settings node - should contain analytics and SEO (page title, meta description, meta keywords)
- Every node should have 'Hide in Navigation' checkbox
- Every node should have 'Umbraco redirect' checkbox – to allow redirecting to an internal or external URL
- Global settings: should behave like site meta data
- Media Library: Upload max should be 10 mb
- Gallery templates should be linked to a media folder, source to be defined in settings tab.
- Virtual page: A field should be added to the Properties tab for each page that allows the CMS user to define a shortcut to another page within the site.
- Exclude from search to be added to all template properties

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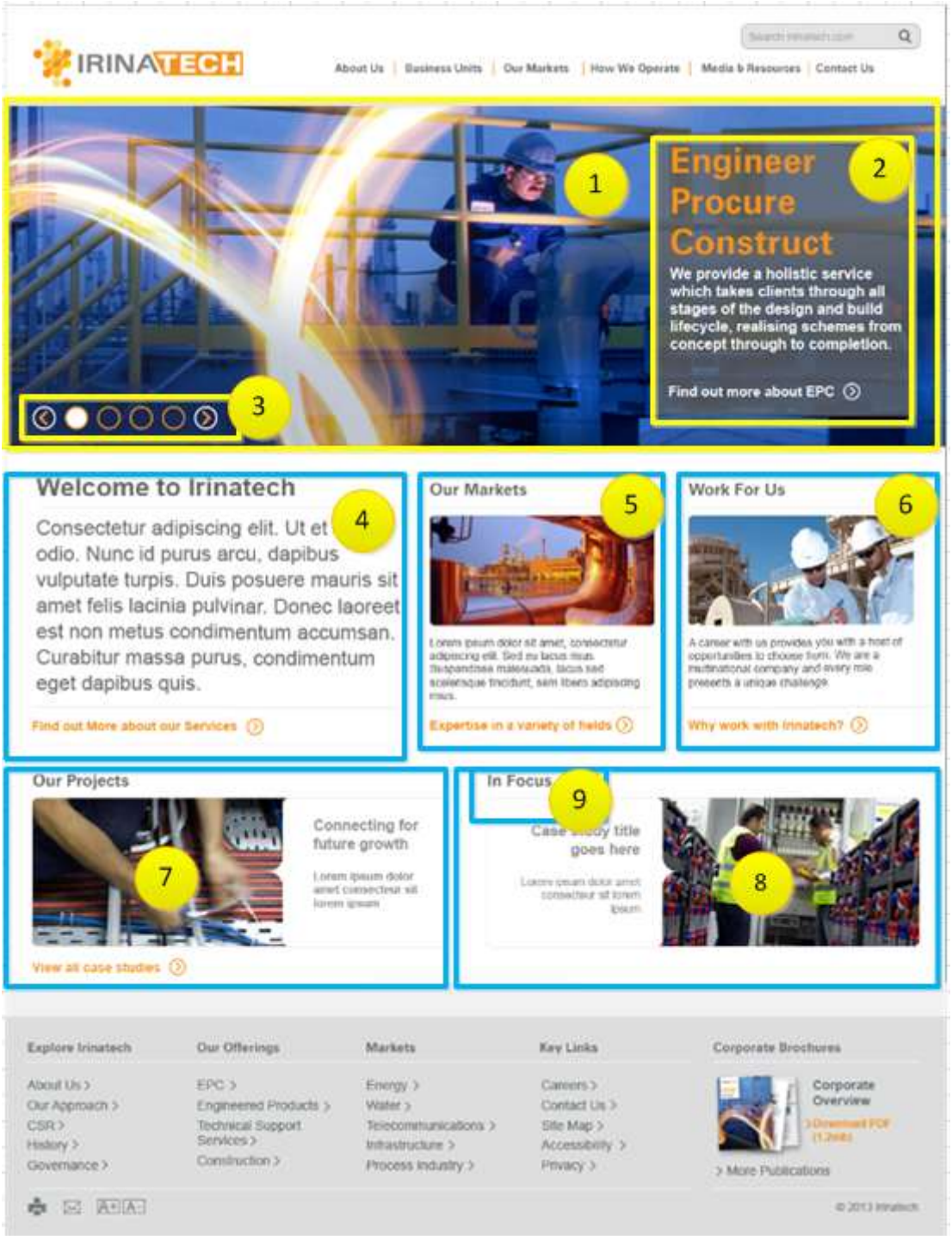
6.3 T1 - Homepage

6.3.1 Template design



6.3.2 Specific functional requirements

No.	Item	Notes
1&2	Banner	- Content Manageable - Javascript scrolling banner in a cycle of 4 - Each section should have the following properties o Title, content, link text, link (no.1) and image

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		(no.2)
3	Banner Indicator/Navigation	- Indicates which banner is showing in the series with a white circle - Clicking on a circle moves the carousel to that banner
4	Site Introduction	- Content manageable, should include following fields o Title, content, link and link text
5	Promo Area 1	- Should have the following properties - Heading, Text (should allow: body text, links, bulleted list), image, link text and link
6	Promo Area 2	- Should have the following properties - Heading, Text (should allow: body text, links, bulleted list), image, link text and link
7&8	Our Projects Section	- Section Title, link and link text to be content manageable - Two featured items both with following properties: o Title, content &image
9	In focus	- Optional title on second project

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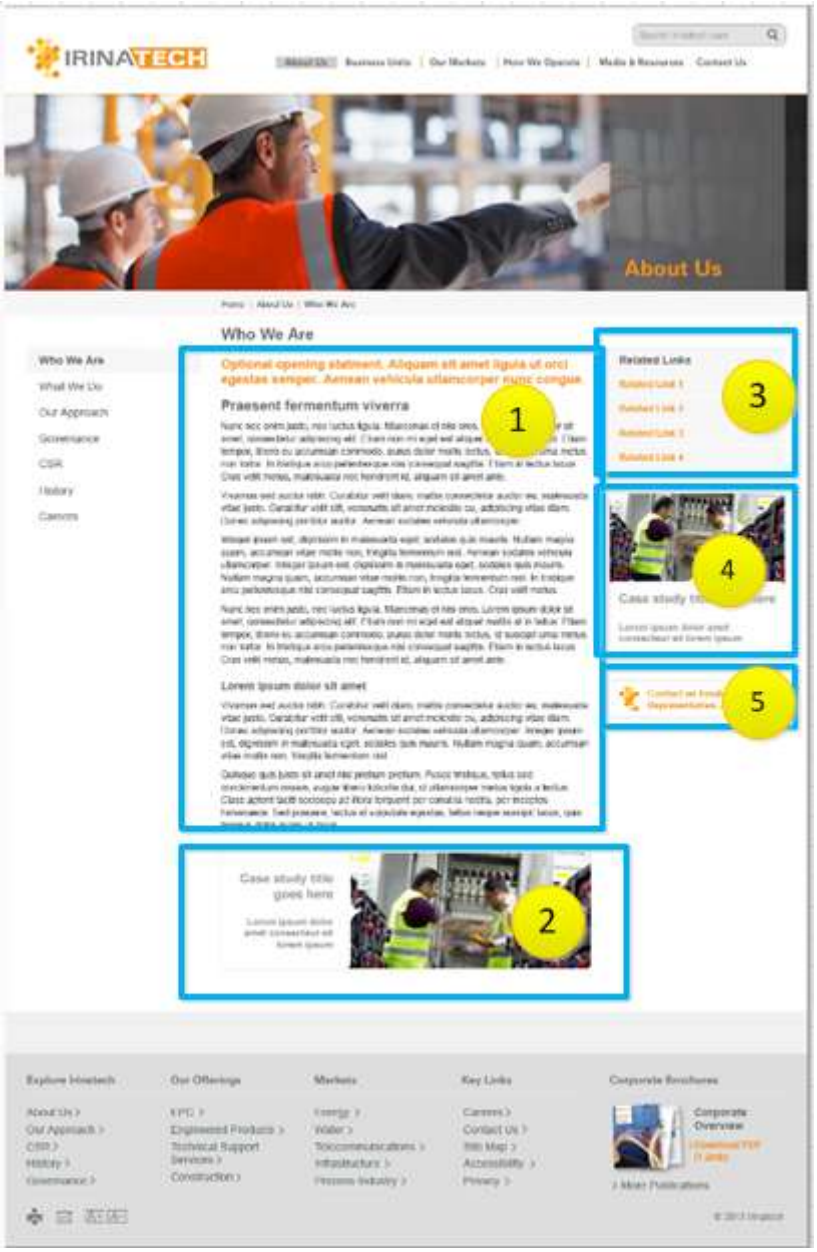
6.4 T2 – Standard 3 column

6.4.1 Template Design



6.4.2 Specific functional requirements

No.	Item	Notes
1	Page content	- Content manageable. Can contain: headings, body text, internal and external links, unordered lists (with two levels), ordered lists, tables, images (with wrapping to right and left)
2	Related Case Study	- Should be OPTIONAL and multiple should be allowed - Should have the following properties: o Title, content and image
RIGHT HAND COLUMN FUNCTIONALITY		
3	Related Links	- Links Content manageable. - "Related Links" title to be editable

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4	Related case study module (optional)	- Should be OPTIONAL and multiple should be allowed - Should have the following properties: o Title, content and image
5	Contact a rep module (optional)	- Should be OPTIONAL - Clicking on this icon takes the user to the contact us page (but link should be editable)
4&5	N.B.	- If there are both modules 4 & 5, then 4 should be placed first. If there is no number 4, number 5 should sit directly below number 3.

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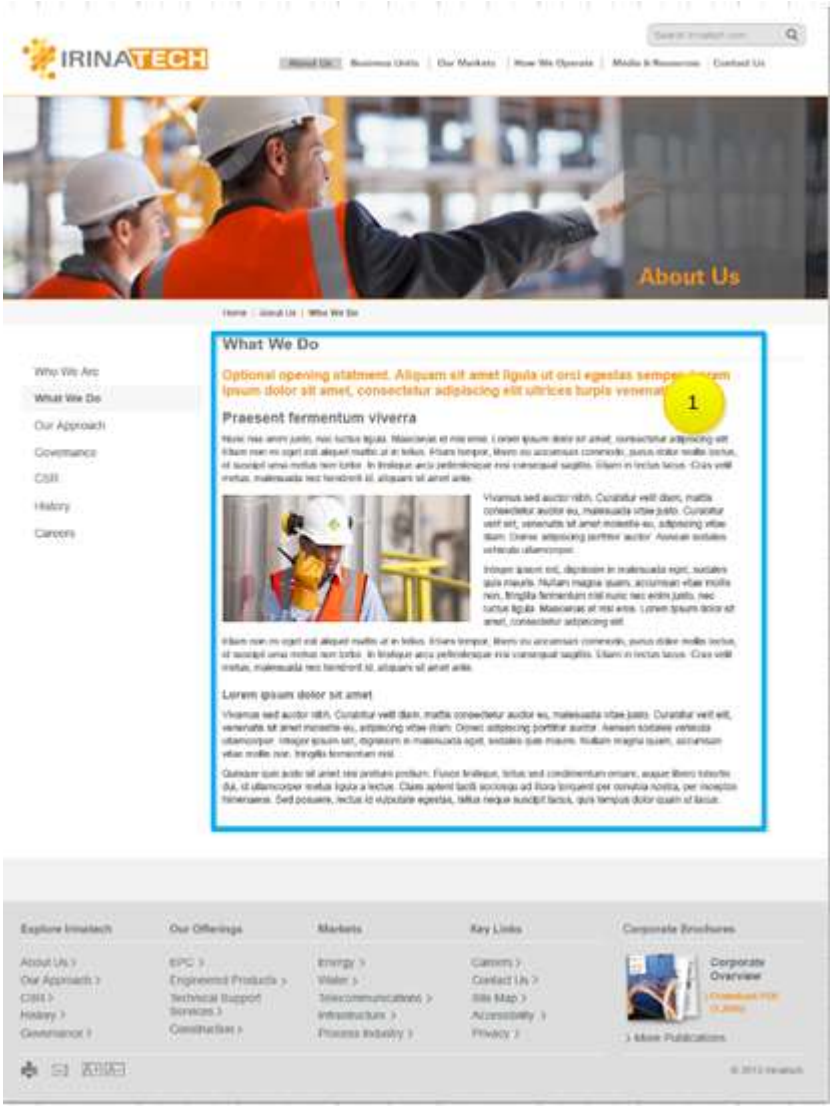
6.5 T2a Standard Wide

6.5.1 Template Design



6.5.2 Specific functional requirements

No.	Item	Notes
1	Page content	- Content manageable. Can contain: headings, body text, internal and external links, unordered lists (with two levels), ordered lists, tables, images (with wrapping to right and left)

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6.6 T3 – History

6.6.1 Template design

6.6.2 Specific functional requirements

No.	Item	Notes
1	Intro Content	- Content manageable. Can contain: headings, body text, internal and external links, unordered lists (with two levels), ordered lists and tables
2	Slide deck element	- Each section of slidedeck to be child pages on the site tree - On clicking on the element or the arrow, the section will expand and any other expanded sections will contract.
3	Slide deck sections	- Each section to have the following fields:

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		○ Title, & main content area (can contain headings, body text, internal and external links, unordered lists (with two levels), ordered lists, tables & images (with wrapping to right and left).

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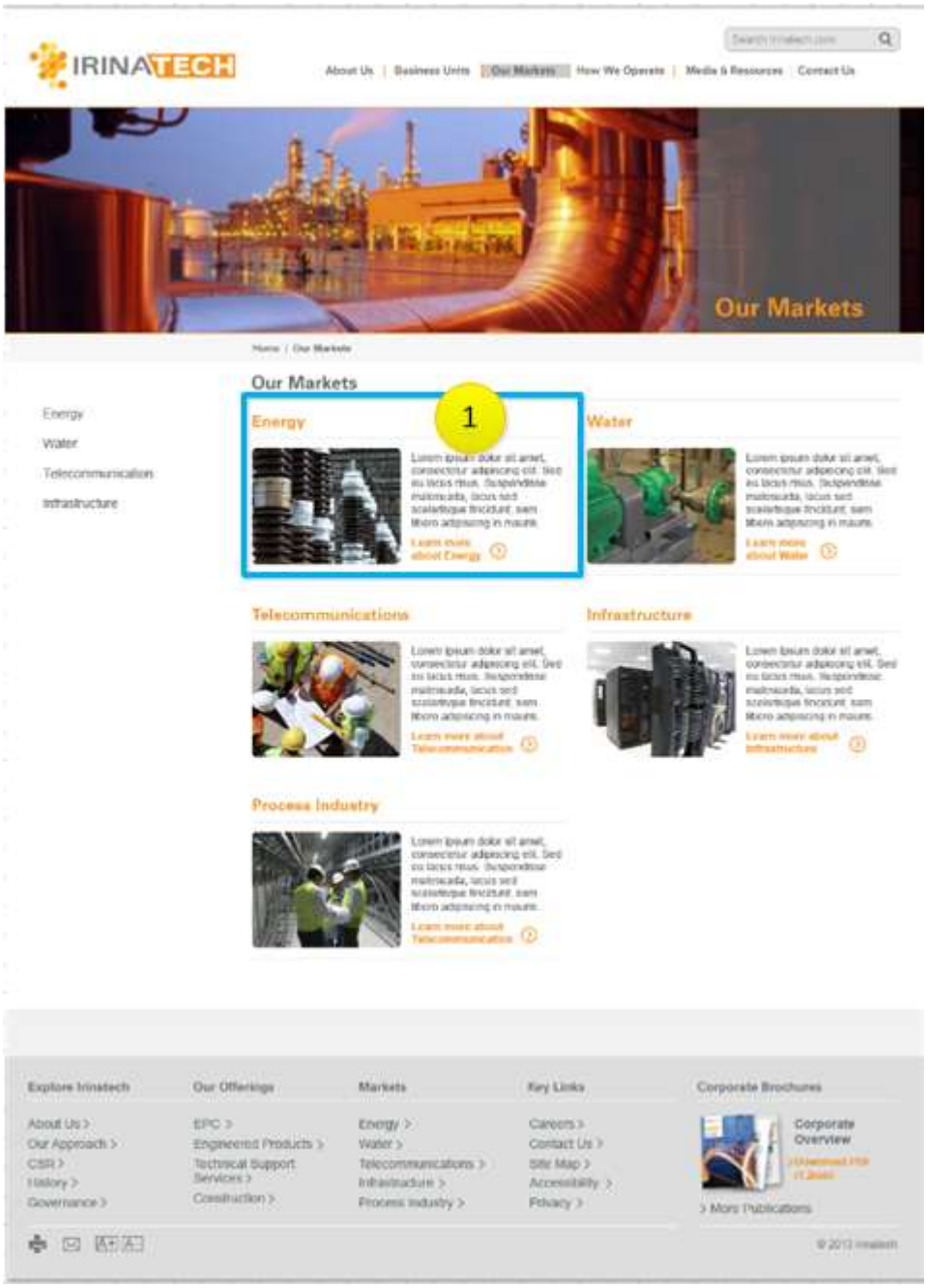
6.7 T5– Our Markets Overview

6.7.1 Template design



6.7.2 Specific functional requirements

No.	Item	Notes
1	Content	- Each content section to be added as a child node to the page, enabling the addition of more. - If more are added should continue down the page in rows of two. - Should have the following fields: o Image, Title, Main content, link text and link

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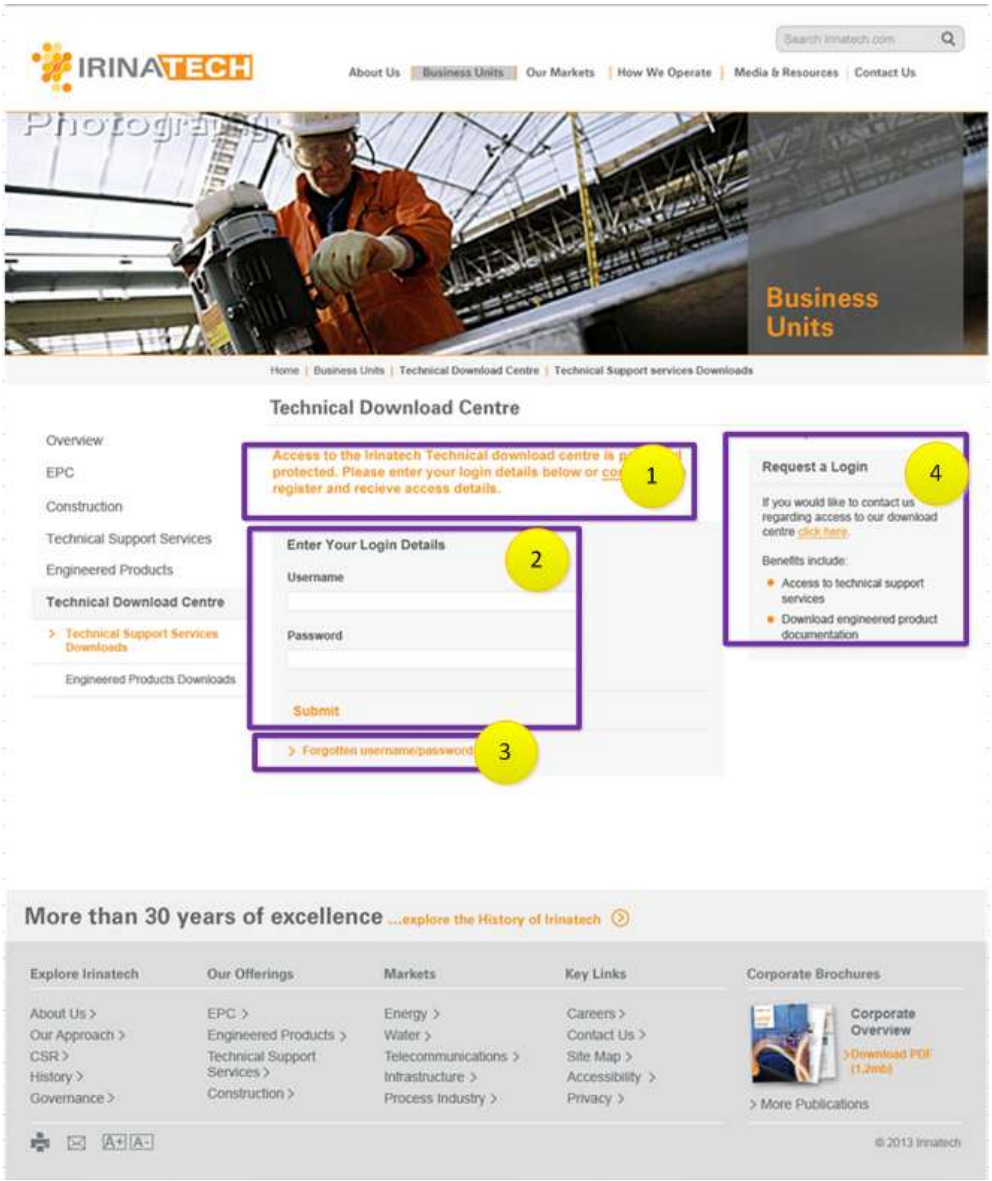
6.8 T6a – Technical Download Centre-Login

Functionality:
User requests a password through the Request a login form. On submit email to be sent to administrator. Administrator creates a username and password in CMS and emails user with details. User must create a new password once logged in.

6.8.1 Template design



6.8.2 Specific functional requirements

No.	Item	Notes
1	Intro Content	- Content manageable. Can contain: headings, body text, internal and external links, unordered lists (with two levels), ordered lists and tables - Contact Us link takes user through to contact page (but link should be editable)
2	Client login	- On submit:

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		○ If details correct, user goes through to T6d Landing page. ○ If details incorrect should display the following message "We do not recognise your email address and password, please try again. If you have not been here before, please "click here to request a login"
3	Forget username	- Links through to T6c "password request"
4	Request a Login	- Content manageable - On click of "Click here" user goes to "Request a login" (T6b)

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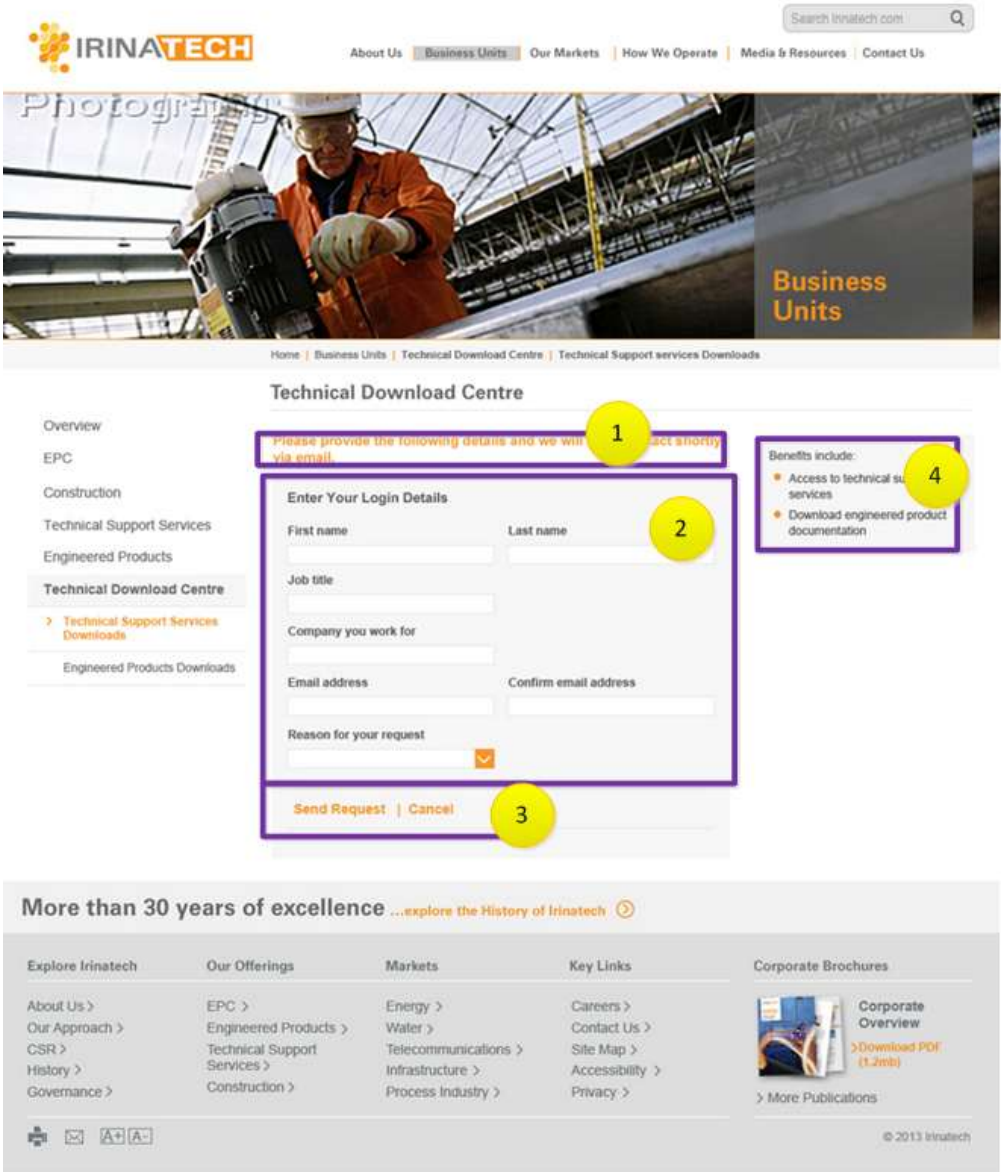
6.9 T6b – Technical Download Centre-Request a login

6.9.1 Template design



6.9.2 Specific functional requirements

No.	Item	Notes
1	Intro Content	- Content manageable. Can contain: headings, body text, internal and external links, unordered lists (with two levels) & ordered lists
2	Client login	- Content manageable form - "reason for your request" drop down options should be editable
3	Submit/Cancel	- On submit, o Email to be sent to administrator (email address editable in CMS) with full details o Email to be sent to user with confirmation of submission (Email content editable in CMS) o Cancel-all fields are cleared
4	Rhs Column	- Content manageable

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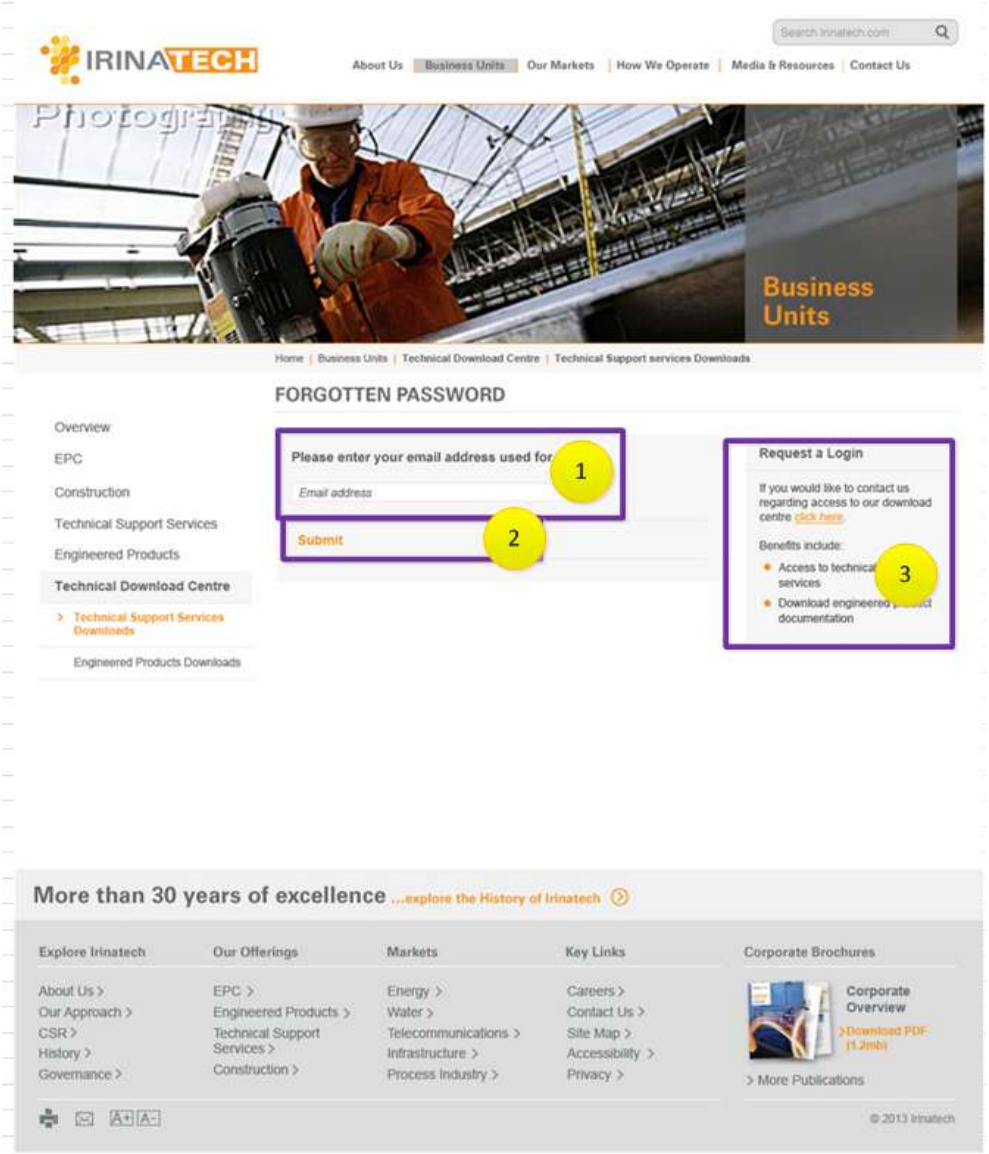
6.10 T6c – Technical Download Centre-Password Request

6.10.1 Template design

Screen 1



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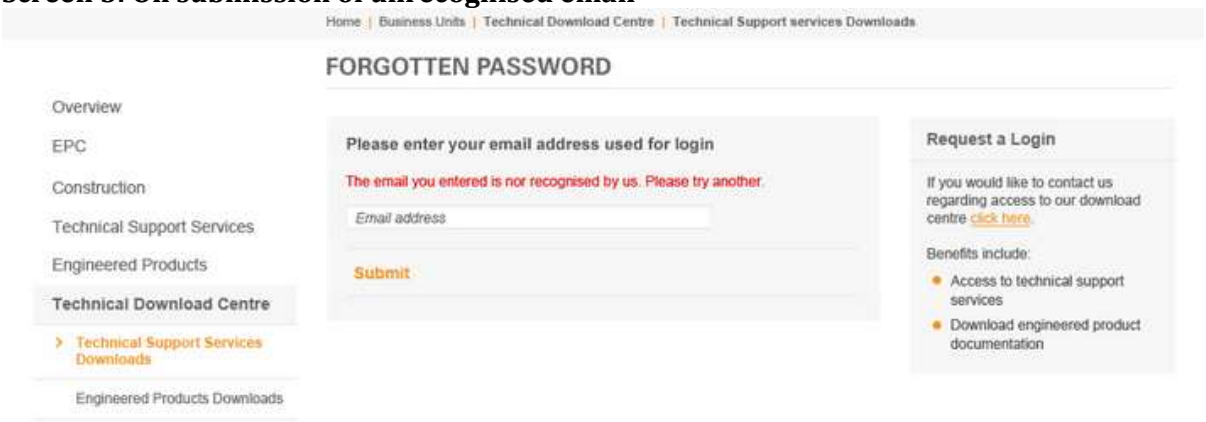
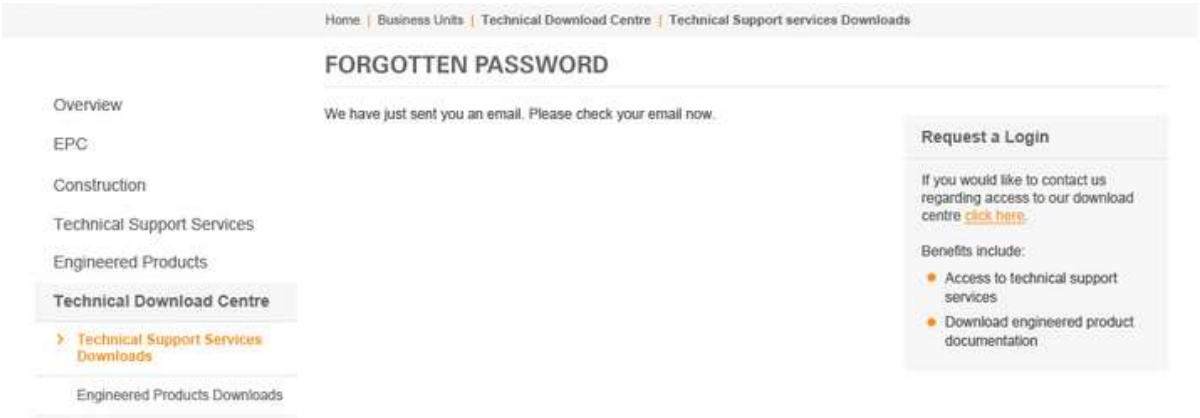
Screen 3: On submission of unrecognised email



Screen 2: On submission of correct email address



6.10.2 Specific functional requirements

No.	Item	Notes
1	Intro Content	- Content manageable.
2	Email Form	- Content manageable form - User enters email address. On submit: o If email correct ▪ Displays message "We have just sent you an email. Please check you inbox now" but this message should be editable. Screen 2 ▪ Sends an email to user with their password o If email Incorrect ▪ displays the message "The email you entered is not recognised by us, please try another" but this text should be editable ▪ The same email field and submit button are displayed to allow resubmission
3	Rhs Column	- Content manageable

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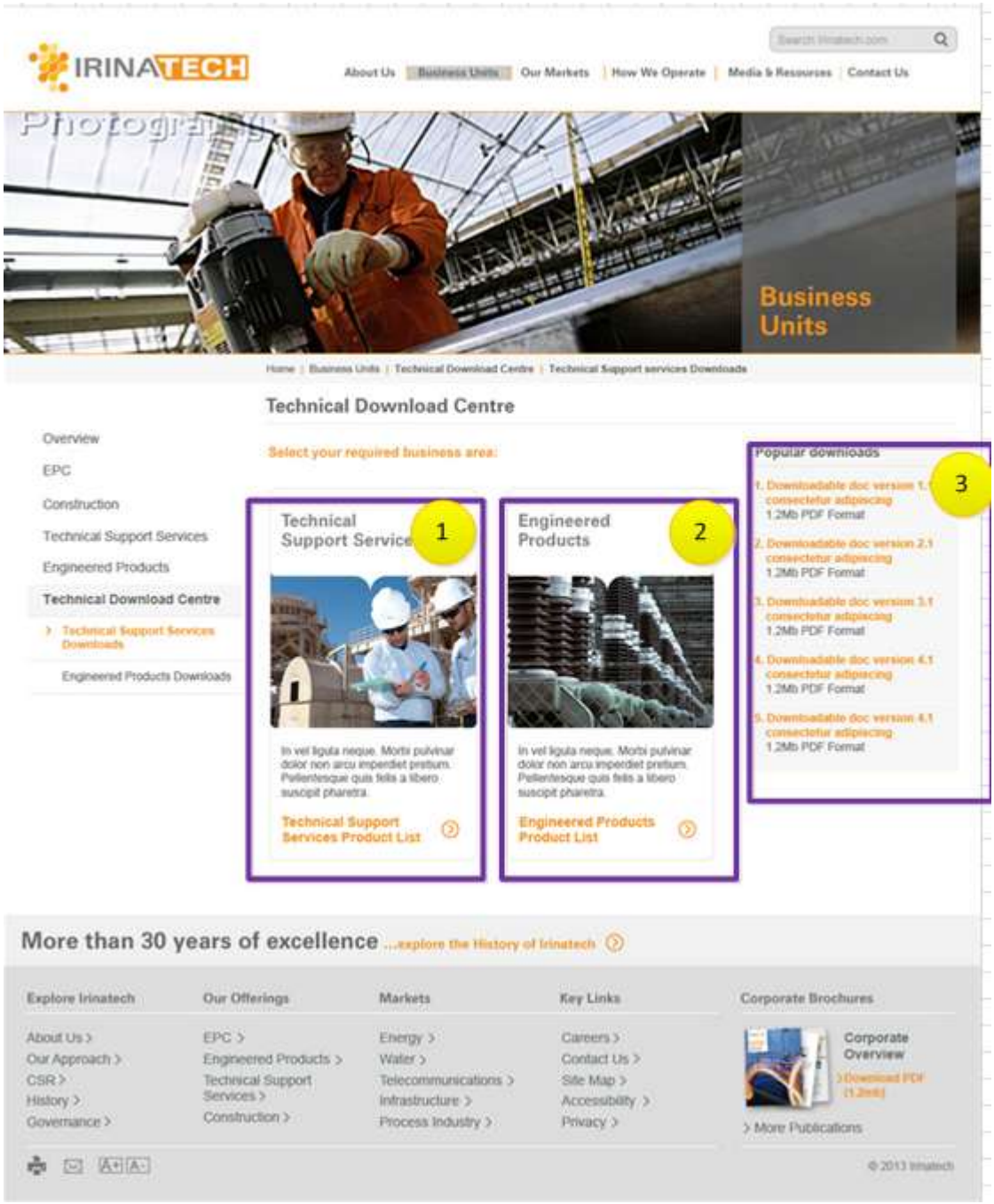
6.11 T6d Technical Download Centre-landing page

6.11.1 Template design



6.11.2 Specific functional requirements

No.	Item	Notes
1&2	Sectors	- Content manageable. - Should have the following fields: o Title, image, content, link text and link (internal)
3	Popular Downloads	- Content manageable - Files to be manually chosen from the media section of CMS - Automatically displays files type and size. - Title content editable

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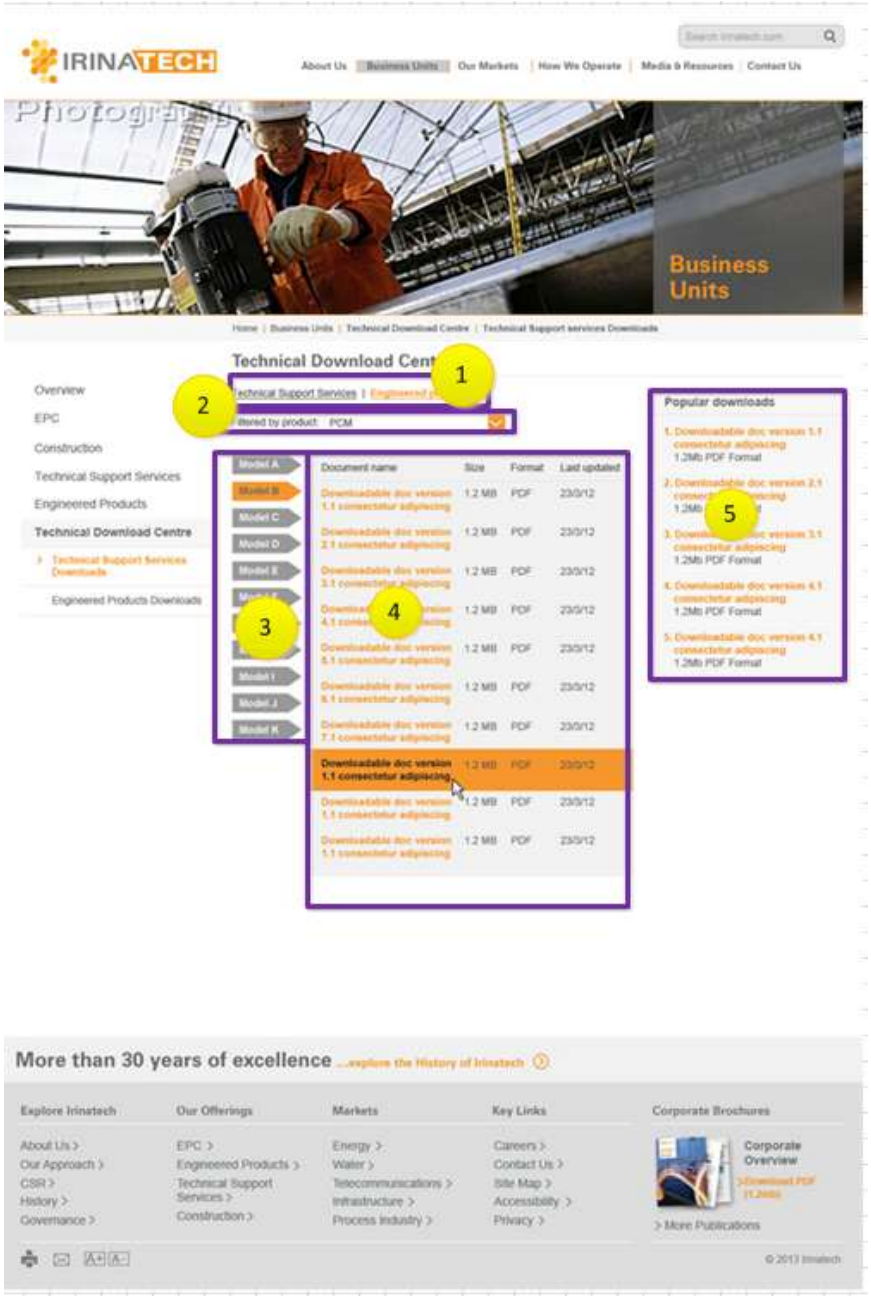
6.12 T6e – Technical Download Centre-Downloads

6.12.1 Template design



6.12.2 Specific functional requirements

No.	Item	Notes
1	Filter 1	- User can filter between Technical Support services and Engineered products sections
2	Filter by product Dropdown	- Content manageable - User first selects a product from dropdown
3	Filter List 2	- Content Manageable - Once a option is chosen from List 1, the applicable options are then displayed in list 2
4	Specification	- Once an item is chosen from 1, 2 & 3, the applicable downloadable

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	document list	spec are displayed - When there are many specs, a scroll bar appears on the right hand side. - Should automatically display size, format and last updated
5	Popular Downloads	- Content manageable - Files to be chosen from media centre - Automatically displays files type and size. - Title content editable

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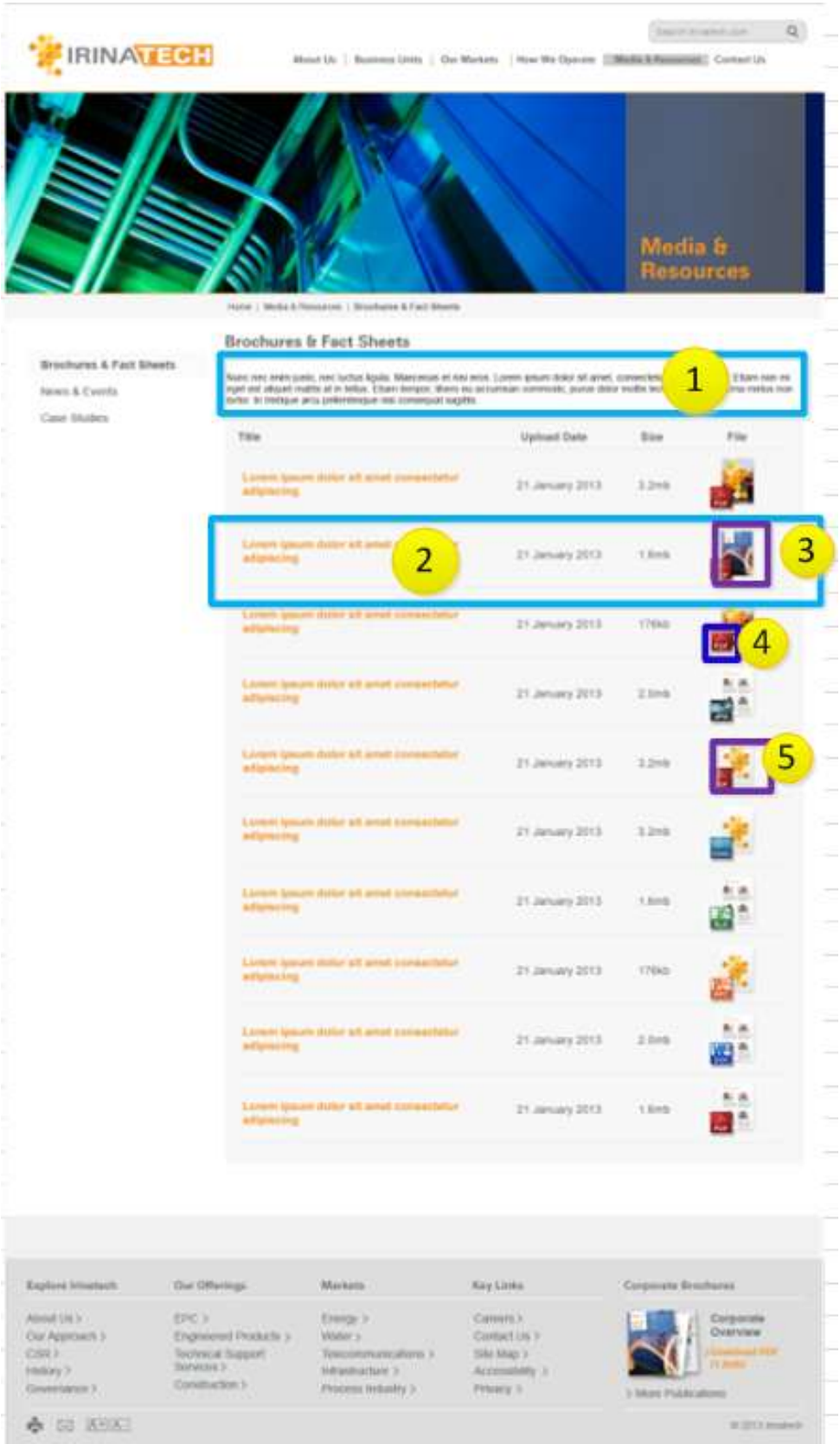
6.13 T7 – Download Centre-Simplified

6.13.1 Template design



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6.13.2 Specific functional requirements

No.	Item	Notes
1	Intro	- Content Manageable
2&3	Downloadable items	- Each item to have the following fields o Title, image (no.3) and file picker (from media library) o CMS should recognize and display file size, date uploaded and file type (no.4) o On clicking title or image, pdf opens in a new window o Should allow upload of Jpg, PDF, word, dwg, zip, autocad.
4	Image file type	- File type should be recognized and displayed
5	Default image	- If not file image (no.3) is selected, this image should be displayed be default.

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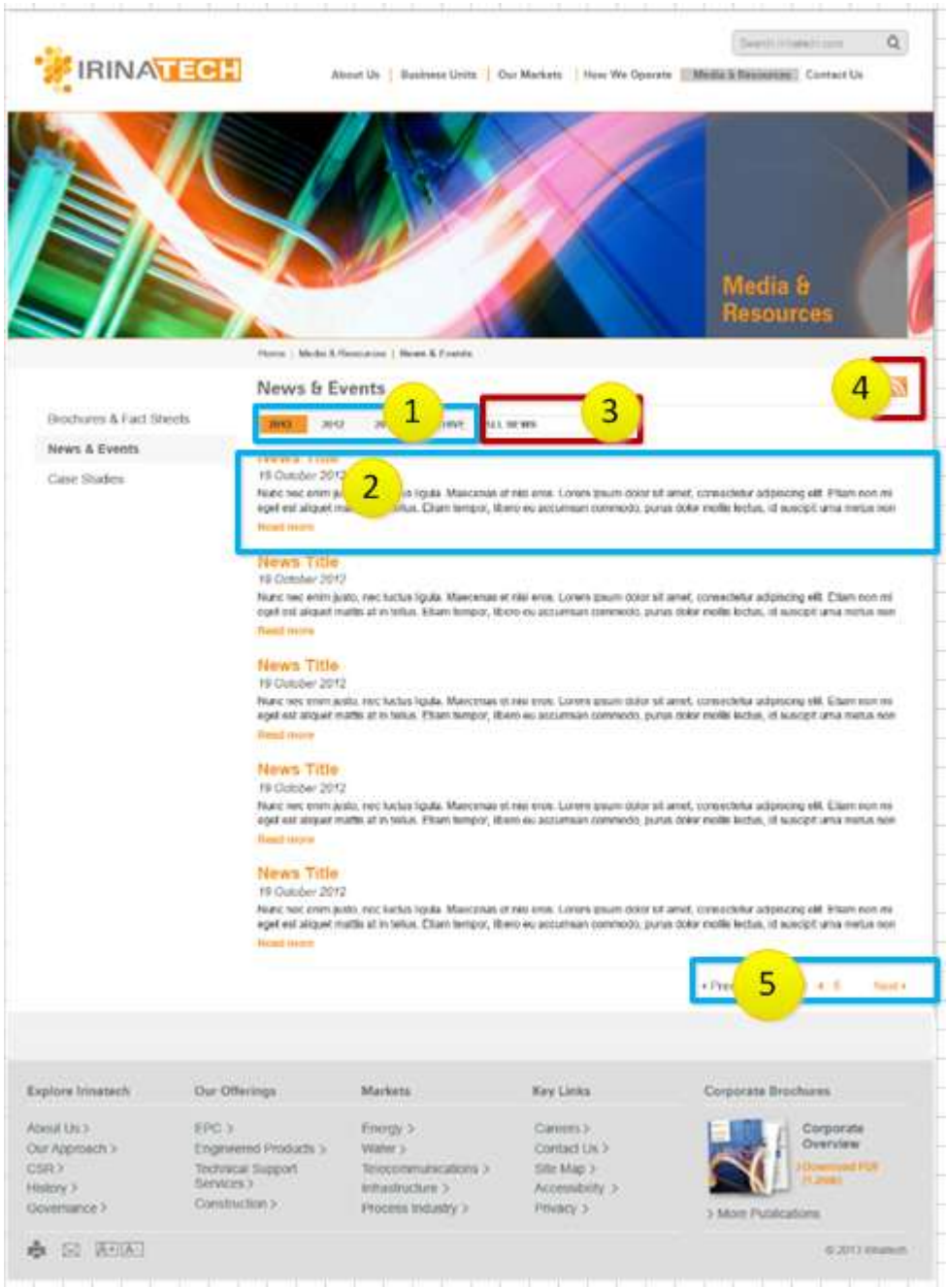
6.14 T8- News and Events

6.14.1 Template design



6.14.2 Specific functional requirements

No.	Item	Notes
1	Year filter	- News items to be filters by year. - Only to show 3 most recent years - Items older than 3 years to be automatically archived
2	News Items	- News items should be added as child nodes to the news listing page - Listing displays following properties: o Title, Date & summary

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		○ Admin must associate a news item with a category (no.2) - On clicking title or "read more", users go through to news detail page or of if there is one attached, the pdf should open directly (in a new window) - Displays the most recent news item first
3	News categories filter	- Editable categories to be associated to news stories to allow for filtering - Must be able to edit, add and remove categories in CMS
4	RSS	- RSS tool
5	Pagination	- Paginates after 6 news items

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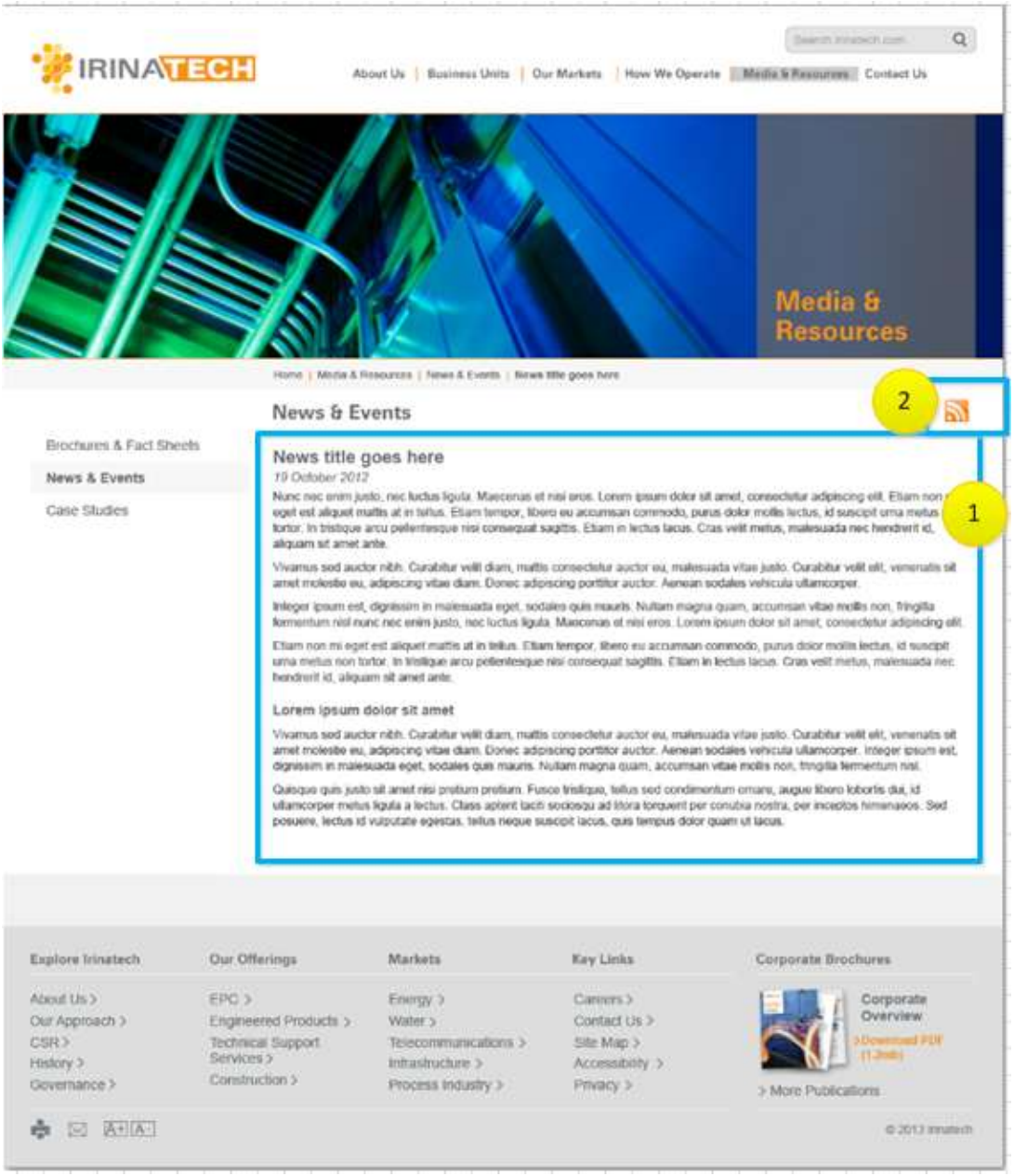
6.15 T8a – News Detail

6.15.1 Template design



6.15.2 Specific functional requirements

No.	Item	Notes
1	News Content	- News items should have the following properties: ○ Title, Date, Content (can contain: headings, body text, internal and external links, images (with wrapping to left and right), tables, ordered lists & unordered lists)
2	Rss	- Rss tool
N.B.	News Details	- News items should not appear in the navigation

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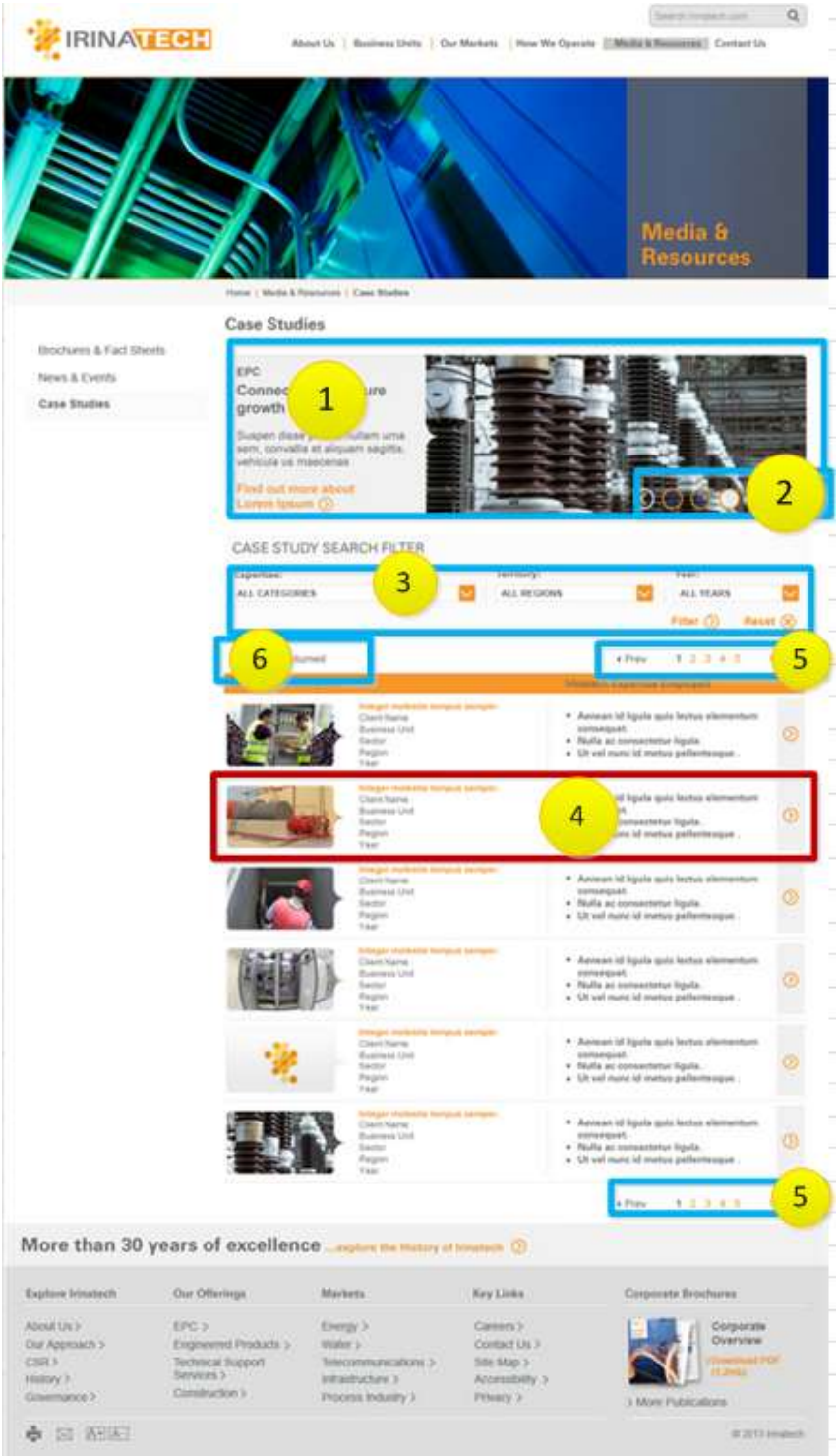
6.16 T9- Case Studies

6.16.1 Template design



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6.16.2 Specific functional requirements

No.	Item	Notes
1 &2	Carousel of featured projects	- Content manageable. - Automatically rotates after three seconds or user can manually rotate by clicking on circles (no.2) - User should be able to edit, add and remove projects - Projects should be manageable and each have the properties: Title, content and image, link - On click of case study (name or image), user to go through to a case study (standard page). - On click of left right arrows users can scroll through the projects
3	Filtering	- To be able to filter both by Category, Location and year - All filter parameters must be editable in CMS - User able to tick numerous filters in dropdown menu - To be three levels. If clicking on top level all sublevels should also be ticked - **Year Filter should be able to be made visible or not visible**
4	Case studies	- Each case to be associated to a business unit AND region. - Each case study to have following fields o Project name, client name, business unit, region, link (internal) and content area, to be bulleted list). - On click of project title, image or arrow (right hand side), go through to Individual case study
5	Pagination	- Paginates after 6 results.
6	Results found	- Dynamically displays number of results

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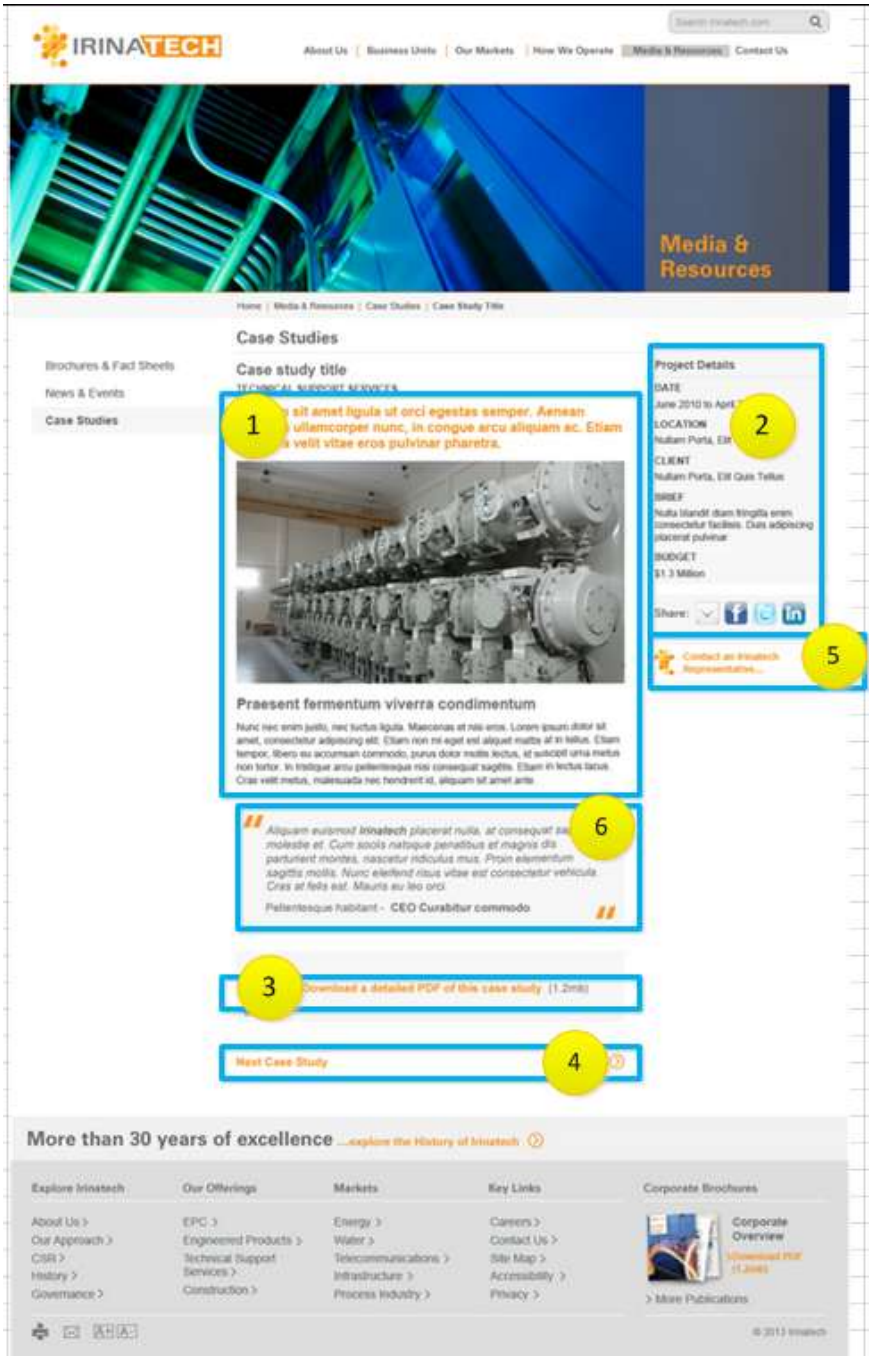
6.17 T9a- Individual Case Studies

6.17.1 Template design



6.17.2 Specific functional requirements

No.	Item	Notes
1	Page content	- Content manageable. Can contain: headings, body text, internal and external links, unordered lists (with two levels), ordered lists, tables, images (with wrapping to right and left)
2	Case study Detail	- Content Manageable - Should be able to add and remove details, so the size is dynamic

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3	Link to PDF	- Link to pdf, admin to select file from media library - Recognises and displays file sizes - Displays generic file image (As per on template) - Should be able to add more than one PDF
4	Link to next case study	- Links to other case studies in the same category, eg. EPC
5	Contact a rep module	- This module should be optional and sit underneath the 3rd column content - Clicking on this icon takes the user to the contact us page (but link should be editable)
6	Client Testimonial	- Optional Quote style - Content manageable

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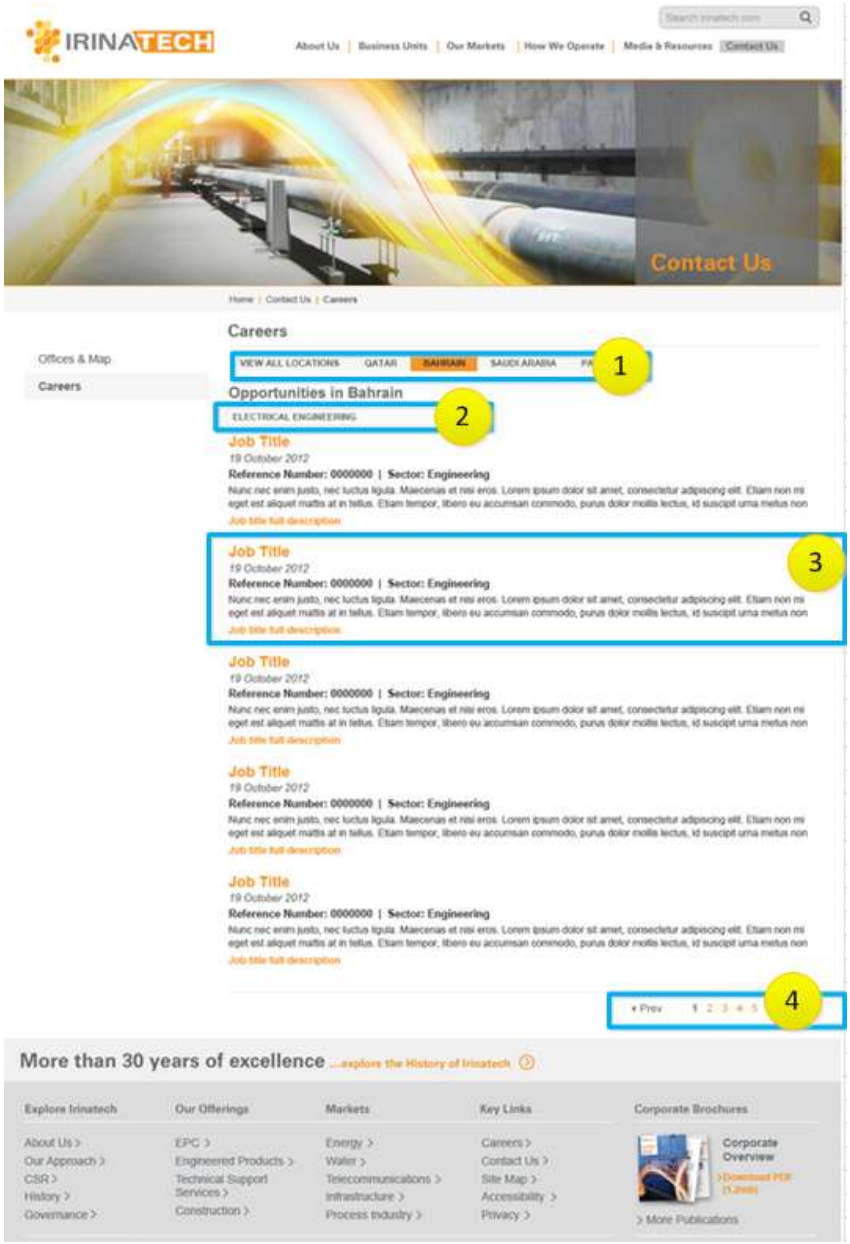
6.18 T10- Careers

6.18.1 Template design



6.18.2 Specific functional requirements

No.	Item	Notes
1	Filter	- Jobs to be filtered by location (Qatar, Bahrain, Saudi Arabia and Pakistan)
2	Specialisation filter	- User also able to filter by sector - Drop down list - Filters editable in CMS
3	Job Listing	- Content manageable - Each item to have the following fields o Title, date, specialisation (to choose from list) , location (choice of Qatar, Bahrain, Saudi Arabia and Pakistan), job reference and link - Jobs to be shown in date order, most recent first.
4	Pagination	- Pagination after 5 results

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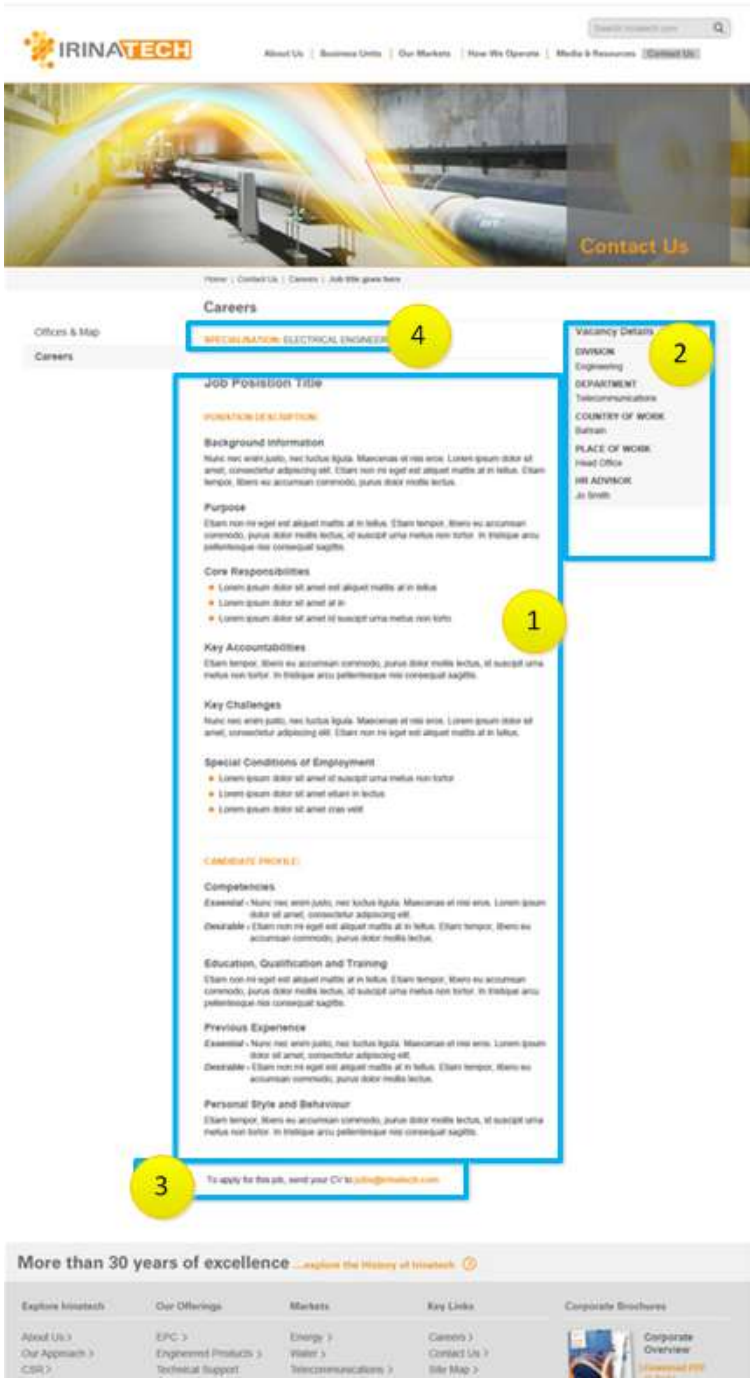
6.19 T10a- Careers detail

6.19.1 Template design



6.19.2 Specific functional requirements

No.	Item	Notes
1	Content Area	- Content manageable. Can contain: headings, body text, internal and external links, unordered lists (with two levels), ordered lists, tables, images (with wrapping to right and left)
2	Job details	- Content Manageble
3	Job contact info	- Email address is a mailto link
4	Specilisation	- Dynamically displays the specialisation

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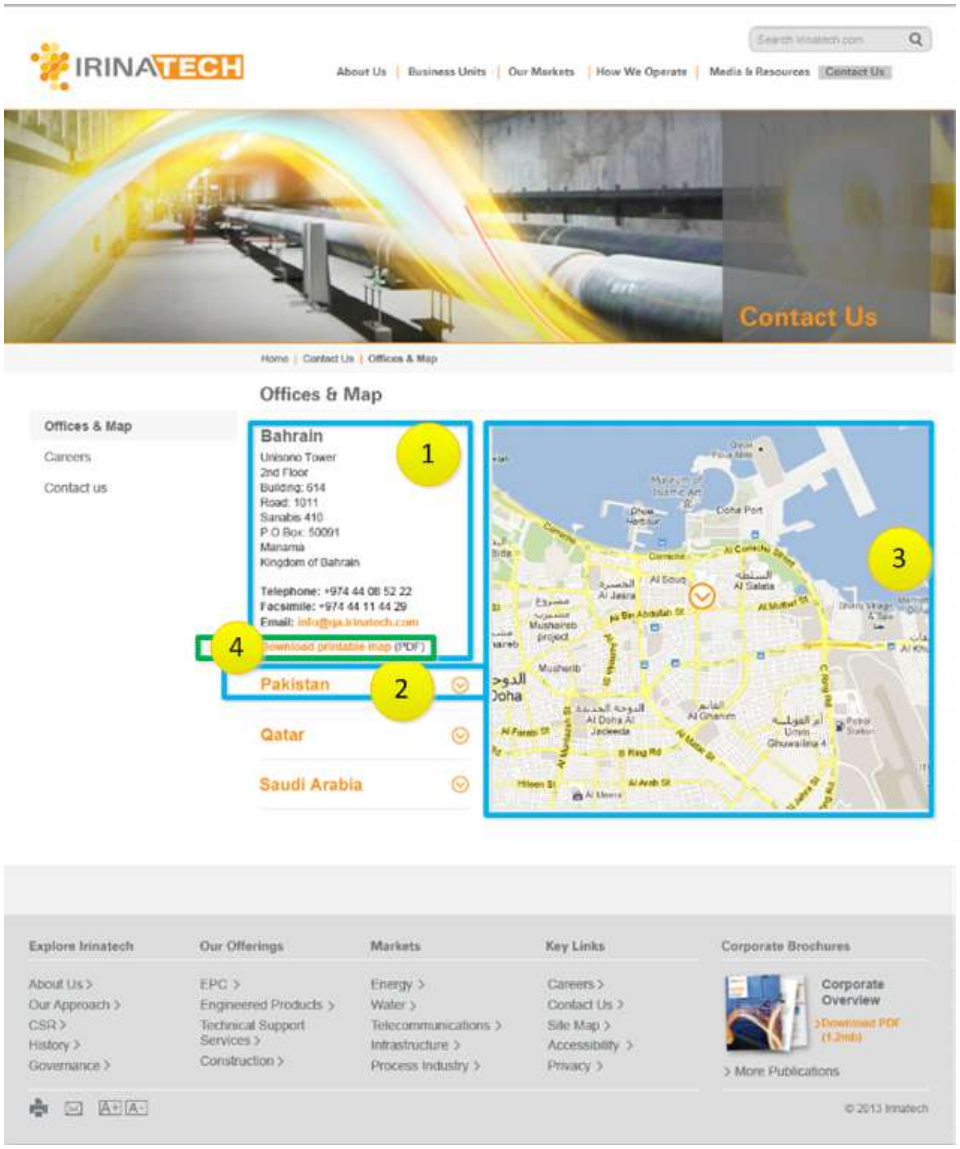
6.20 T11– Contact

6.20.1 Template design



6.20.2 Specific functional requirements

No.	Item	Notes
1&2	Slide deck element	- Each address section should be a child page in the site tree and should have the following properties: Country Name, Address, telephone, fax, email and google URL (see point 2) - Expands and contracts when clicking anywhere on element Slide deck open at Qatar by default
3	Google Map	- Map Image: This will use Google API Google maps URL field to insert the link for the static and interactive map in the Properties tab
4	Print map link	- Link to pdf. - Appears on each country. - Admin to choose file from media library - On click pdf opens in new window

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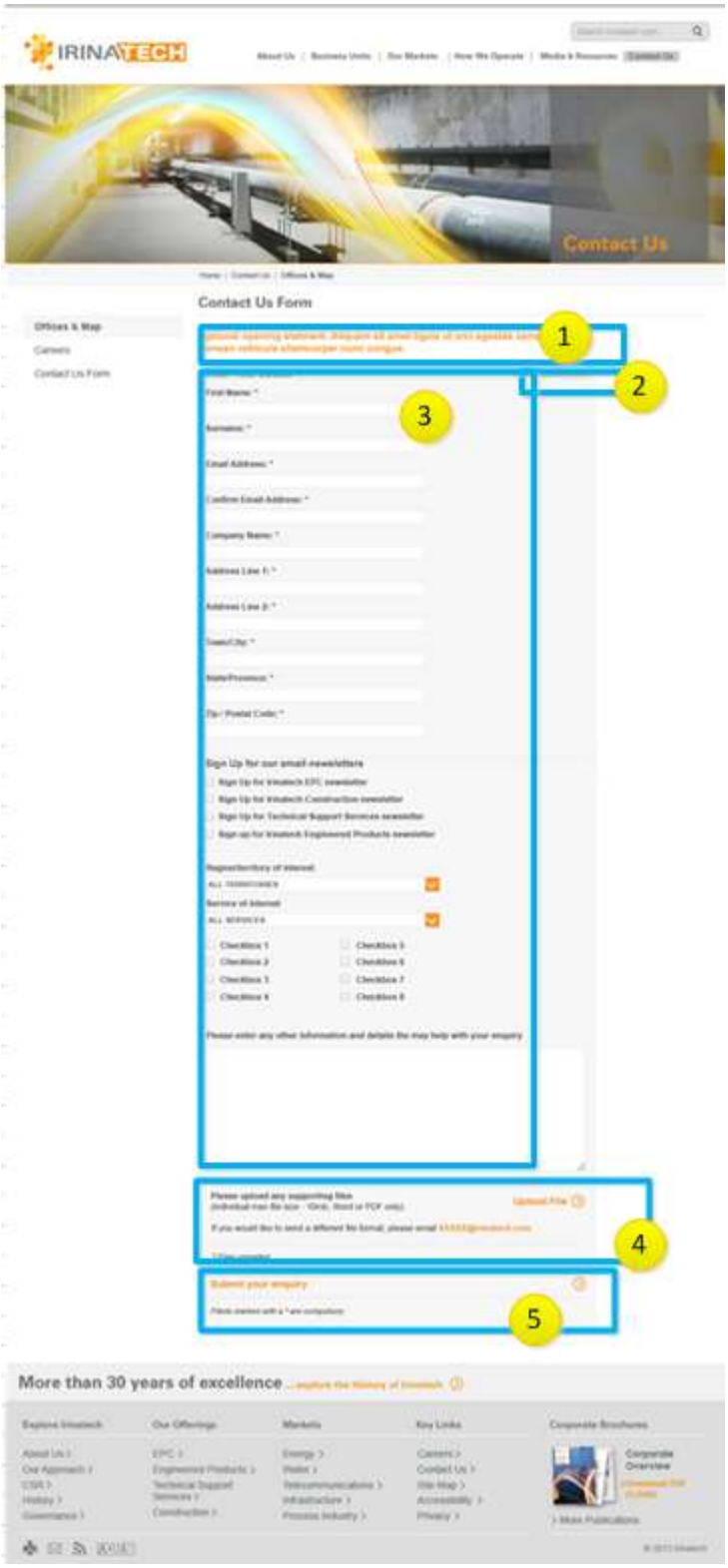
6.21 T11a– Contact Form

6.21.1 Template design



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6.21.2 Specific functional requirements

No.	Item	Notes
Functionality		Uses contour. Based on choices made within dropdowns, the email is sent to a certain recipient. This should be manageable in the CMS
1	Intro Content	Content manageable
2	Link to privacy policy	- Manageable link
3	Form	- Uses Contour to create form including tick boxes, dropdowns and messages. All editable in contour section of CMS
4	Document upload	- Should allow upload of word and pdf documents only - Documents to be stored within CMS and email notification sent to assigned email address - Document size limited to 10mb - Should include validation message if file not correct file type. - Email address to email other files must be editable and a @mailto
5	Submit	- On submit form is sent to relevant recipient - A Thank-you email is sent to sender (wording to be editable in CMS)

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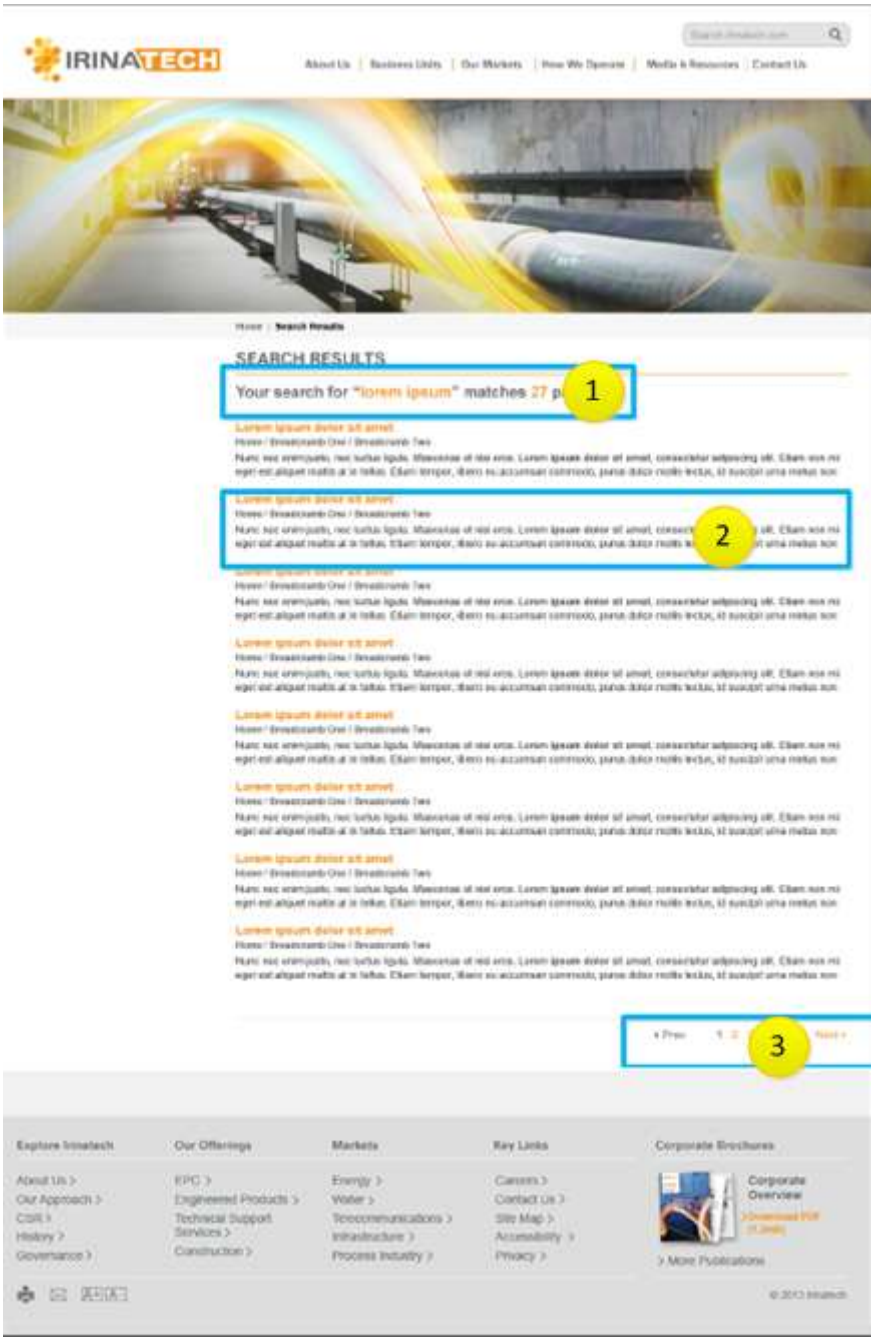
6.22 T12 – Search Results

6.22.1 Template design



6.22.2 Specific functional requirements

No.	Item	Notes
1	Search précis	- Your search for [search term] returned the following [x] results:
2	Search Item	- Displays page title & first 250 characters of text from page - Page title links to page - Board items will display thumbnail in search listing
3	Pagination	- Paginates after 8 results.

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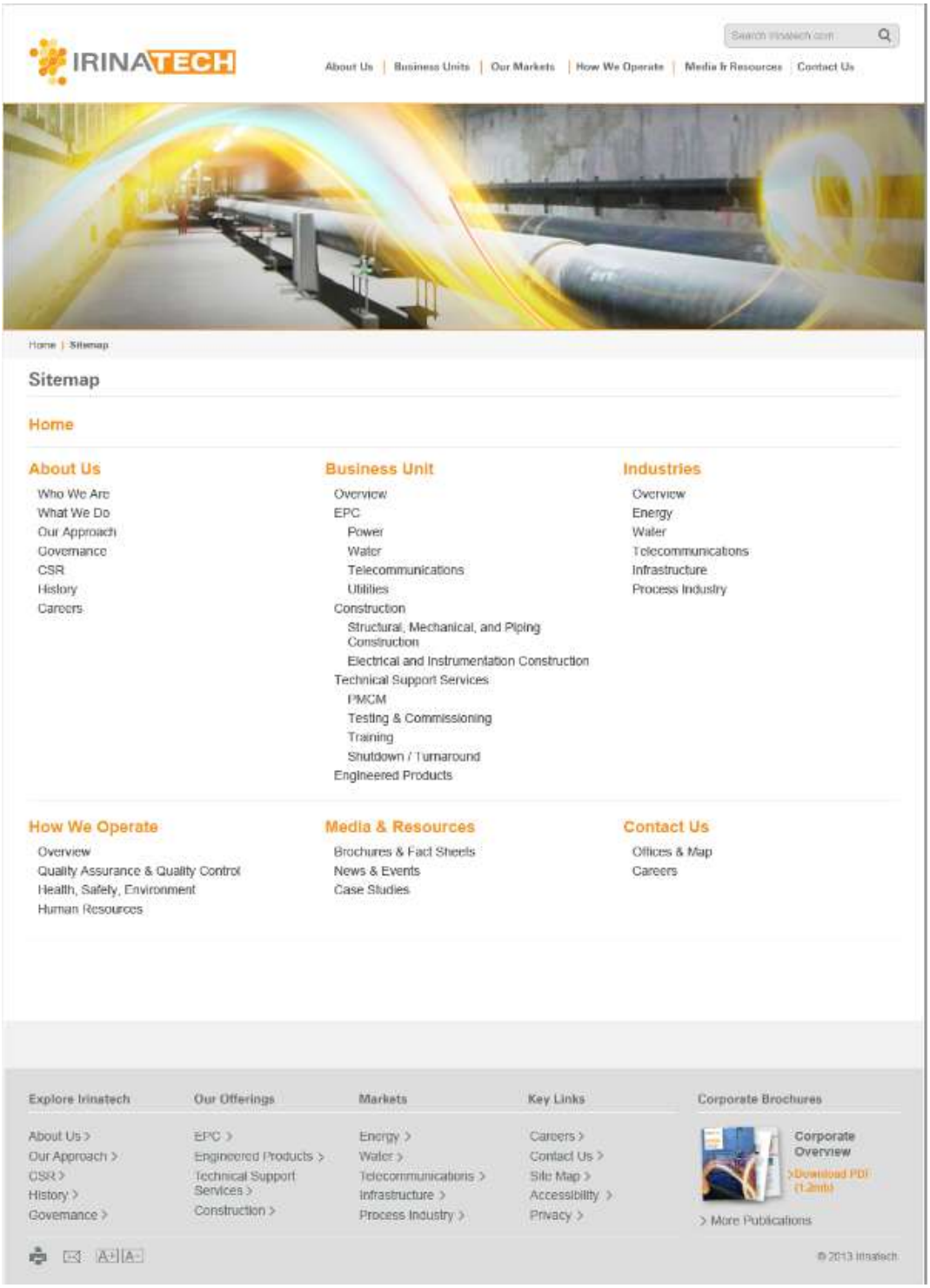
6.23 T13 – Sitemap

6.23.1 Template design



6.23.2 Specific functional requirements

No.	Item	Notes
1	Site Map	Automatically generated list of the first, second and third level pages which are live and visible in the site navigation

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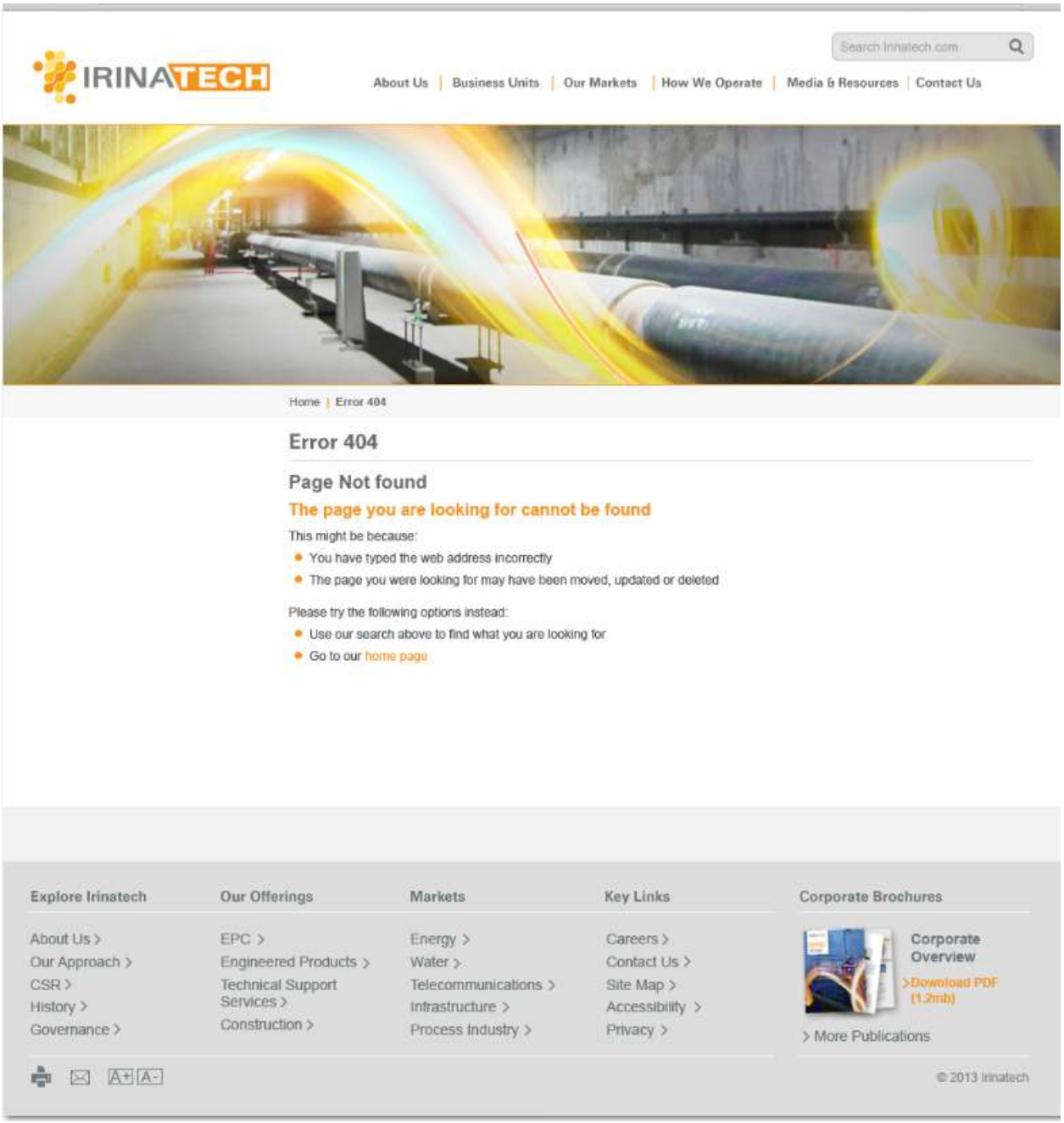
6.24 T14 – Error

6.24.1 Template design



6.24.2 Specific functional requirements

No.	Item	Notes
Custom Error		- When a user attempts to view a page which does not exist (either with or without the .aspx file extension) a custom error page will be returned following the above style

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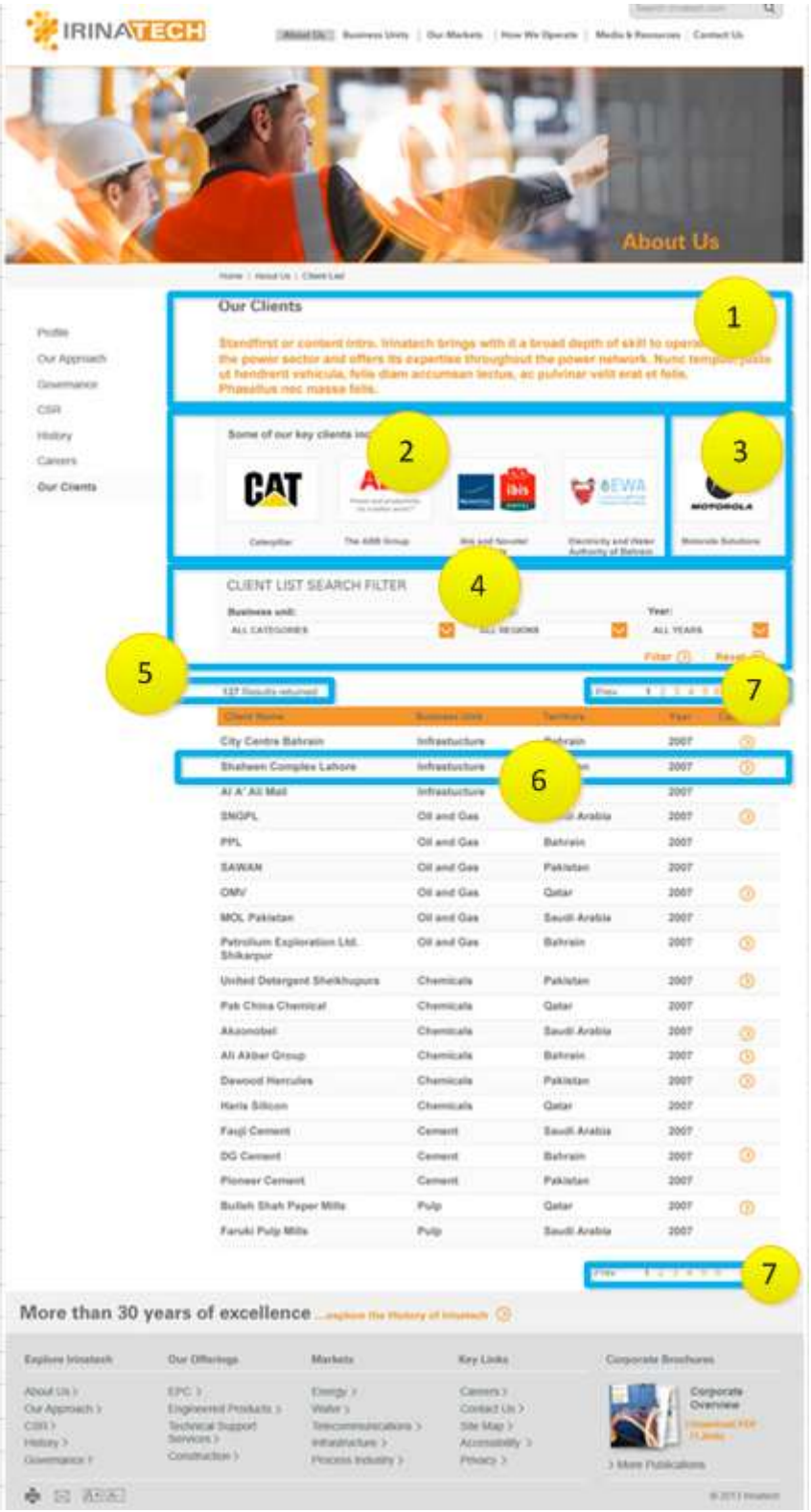
6.25 T15 – Client List

6.25.1 Template design



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6.25.2 Specific functional requirements

No.	Item	Notes
1	Intro	- Content manageable. Can contain: headings, body text, internal and external links, unordered lists (with two levels), ordered lists, tables, images (with wrapping to right and left)
2&3	Top 5 clients	- Into text content manageable - 5 clients - Each top client should include following fields: o Client name and image
4	Filters	- Will be same dropdown functionality as used in Case Study template (T9) - User able to filter both by Sector, location and date - Filters should be editable in CMS - On Click of "filter" results are filtered - On click of "reset", all clients shown and filters back to "all" - **Year Filter should be able to be made visible or not visible**
5	Results found	- Dynamically displays number of results found

6	Clients	- Each client must be associated with a section and a location by Admin
		- Client to have following fields
		  o Name, business unit, territory, and link (internal)
		  o On click on arrow (right hand side) use goes through to linked case study
		  o If there is no case study attached, the arrow (right hand side) is not displayed.

7	Pagination	- Paginates after 20 results

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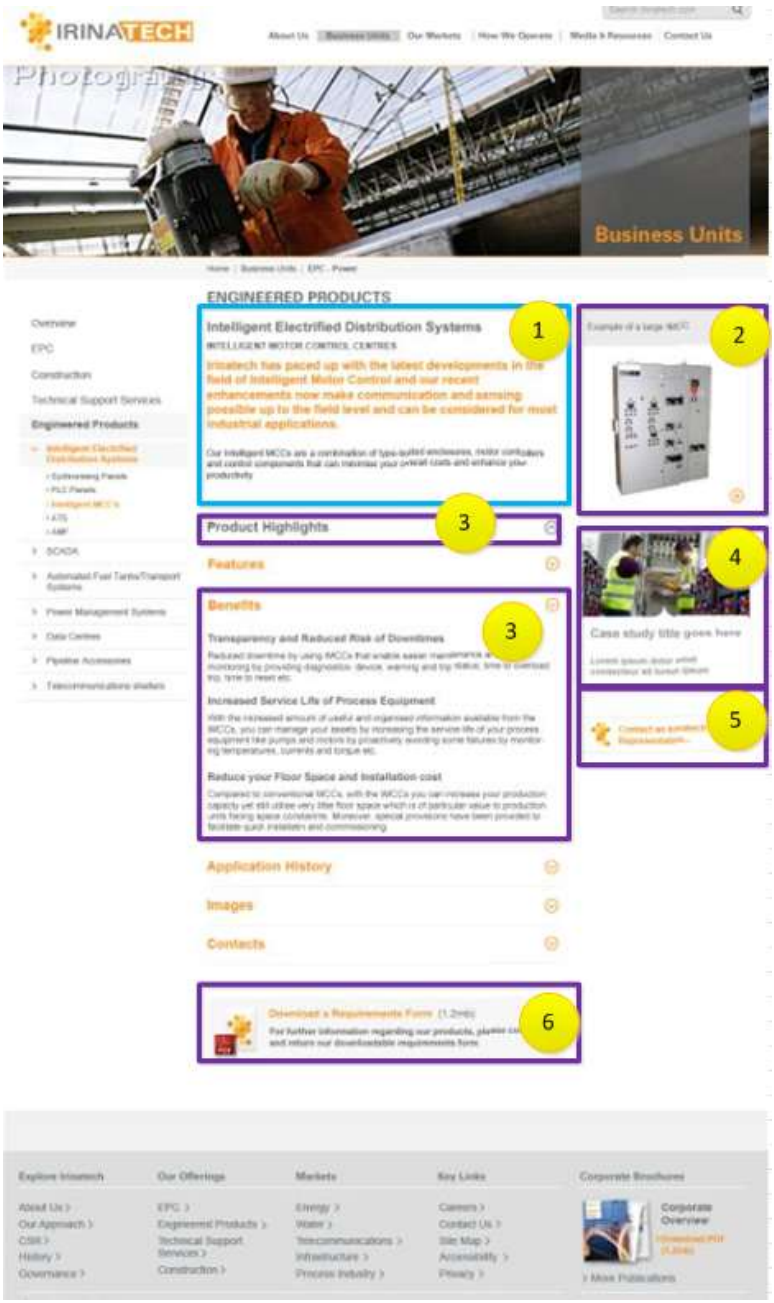
6.26 T16 – Engineered products

6.26.1 Template design



6.26.2 Specific functional requirements

No.	Item	Notes
1	Intro	- Content manageable. Can contain: headings, body text, internal and external links, unordered lists (with two levels), ordered lists, tables, images (with wrapping to right and left)
2	Product Image	- Content manageable - On click of plus sign, image opens as an overlay
3	Slide Deck elements	- Each section should be a child page in the site tree and should have the following properties: Title & Content

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		- Expands and contracts when clicking anywhere on element - Only one element to be open at a time i.e. when another element is opened, the previous contracts
4	Related case study module	- Should be OPTIONAL - Should have the following properties: o Title, content and image
5	Contact a rep module	- Should be OPTIONAL - Clicking on this icon takes the user to the contact us page (but link should be editable)
6	Link to PDF	- Link to pdf, admin to select file from media library - Recognises and displays file sizes - Displays generic file image (As per on template) - Should be able to add more than one PDF

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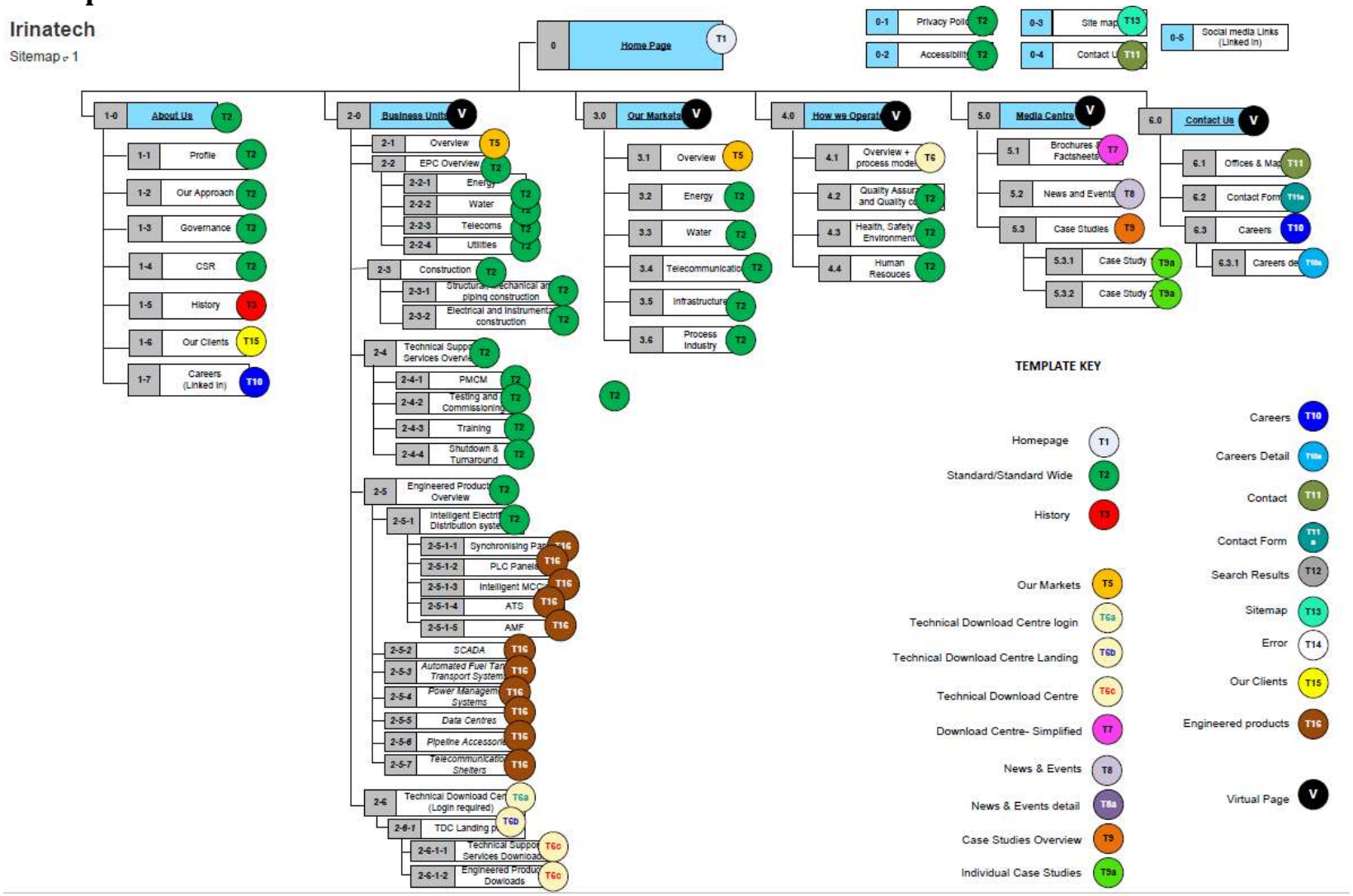
7. Sitemap



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8. Appendix I – Glossary

404 Error	The 404 or Not Found error message is an HTTP standard response code indicating that the client was able to communicate with the server, but the server either could not find the file that was requested, or it was configured not to fulfil the request and not reveal the reason why
Accessibility	Ensuring web content is available to a wide range of users
API	Application Programming Interface; an interface for letting a program communicate with another program
Client Side	Code that is executed within the browser on the user's home machine and not on the server; usually JavaScript
CMS	Content Management System. Allows non-programmers to easily change site content based on pre-approved design constraints
Cookie	Information from a web server stored on your computer by your web browser
CSS	Cascading Style Sheets; a language for defining style (such as font, size, color, spacing, etc.) for web documents
DNS	Domain Name Service; a computer program running on a web server, translating domain names into IP addresses
Domain Name	The name that identifies a web site eg emperordesign.co.uk
Element	A specific content type, these could be Heading, Text, Image, Table, or Document
Encryption	To convert data from its original form to a form that can only be read by someone that can reverse the encryption, to prevent unauthorized reading of the data
HTML	Hypertext Markup Language; the language in which web pages are written
HTTP	Hyper Text Transfer Protocol; the standard set of rules for sending text files across the Internet
HTTPS	Secure Hyper Text Transfer Protocol; same as HTTP but provides secure Internet communication using SSL
Meta Data	Data that describes other data
PDF	Portable Document Format created by Adobe for displaying pages as they were designed to be printed; requires a separate reader 'plug-in' to display documents on the screen
Publishing	Automatic process leading to the integration of design templates and database content written to publicly accessible web site
QA	Quality Assurance
SSL	Secure Socket Layer; software to secure and protect web site communication using encrypted transmission of data
Template	Page coded with permanent items such as images and layouts ready to be populated with user content
URL	Uniform Resource Locator; a web address eg www.emperordesign.co.uk
XML	Extensible Markup Language; used to define data
XHTML	Extensible Hypertext Markup Language; an extension of HTML
XSL	Extensible Style Language; used to define how data should be presented to the user

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9. Appendix III – Accessibility

Emperor Design develops websites following the guidelines laid down by the W3C Web Accessibility Initiative (WAI).

Web Content Accessibility Guidelines (WCAG) 2.0 covers a wide range of recommendations for making web content more accessible. Following these guidelines will make content accessible to a wider range of people with disabilities, including blindness and low vision, deafness and hearing loss, learning disabilities, cognitive limitations, limited movement, speech disabilities, photosensitivity and combinations of these. It will also often make your web content more usable to users in general.

The 12 accessibility guidelines (arranged under 4 principles) are:

1. Perceivable - information and user interface components must be presentable to users in ways they can perceive.
    - 1.1 Provide text alternatives for non-text content.
    - 1.2 Provide captions and alternatives for audio and video content.
    - 1.3 Make content adaptable; and make it available to assistive technologies.
    - 1.4 Use sufficient contrast to make things easy to see and hear.
2. Operable - user interface components and navigation must be operable.
    - 2.1 Make all functionality keyboard accessible.
    - 2.2 Give users enough time to read and use content.
    - 2.3 Do not use content that causes seizures.
    - 2.4 Help users navigate and find content.
3. Understandable - information and the operation of user interface must be understandable
    - 3.1 Make text readable and understandable.
    - 3.2 Make content appear and operate in predictable ways.
    - 3.3 Help users avoid and correct mistakes.
4. Robust - content must be robust enough that it can be interpreted reliably by a wide variety of user agents, including assistive technologies.
    - 4.1 Maximize compatibility with current and future technologies.

There are three levels of conformance to the accessibility guidelines: A (lowest), AA, and AAA (highest) and our aim is to conform to the industry standard AA Level. Note however that these are guidelines only and in some instances it is not practical to conform exactly to all checkpoints. In addition, if a client is managing their own website content then they must assume a degree of responsibility for ensuring that their website content continues to meet accessibility standards.

A more detailed reference to the Web Content Accessibility Guidelines (WCAG 2.0) can be found at http://www.w3.org/WAI/WCAG20/quickref/ and the full document at http://www.w3.org/TR/2008/REC-WCAG20-20081211/.

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