

Section/Task	Detail	Hours
Theme Selection, Site Configuration, Basic Layout	Wordpress themes can contain many feaures which reduce website development time	
Theme Research	Based on Birdsnest brief and conversations a suitable theme can be identified	4
Graphics Supply (by Birdsnest team)	TripleACS team will receive and integrate graphics in prototype theme - NOTE - all the graphics will be developed by Birdsnest	8
Workshop of layout and styles	TripleACS team and Birdsnest stakeholders will meet to brainstorm the 'look' and some key style decisions	3
Basic Site structure and look	TripleACS team will build the basic site structure. This includes Home Page, Navigation and the Category and Tag structure identified in the project brief. Analytics code to be embedded in pages and posts in line with Birdsnest requirement	8
Dynamic backgrounding	When site visitors move around the website, the background images, or images in 'zones' within the screen should change to keep things fresh and interesting.	4
Widgets - Most popular and Recent	TripleACS team will select the most suitable widgets to perform these functions and tailor their functionality and appearance to be aligned to the site.	4
Stakeholder Review and sign-off	TripleACS will present the site and background to key decisions for consideration by Birdsnest	3
Blog Post Templates (4 'easy-input' canidates)	Birdsnest staff - FOR COSTING PURPOSES - 4 'easy-input' blogpost styles will be assumed - if more are required, the costings will increase 'pro rata'. PLEASE ALSO NOTE - Birdsnest can also opt not to use the templates and can draft custom blogposts as required.	
4 Candidate Blogppost Styles	Birdsnest team provide hand or electronically drawn prototypes of one or more blogpost styles that they may require. Involvement of TripleACS staff is not costed for this activity, but can be arranged upon request.	0
4 Candidate Blog Templates development	TripleACS to develop blog post template styles for review by Birdsnest	10
Refinement and sign-off Worskhop	The template styles can be refined during a final workshop and signed off in readiness for production	4
Social Media Connectivity	Enabling distribution of Blogposts to a range of popular Social Media channels.	
Social Media Target List Finalisation	The list of Social Media sites to be used in the first release of the site is to be agreed. API Keys for each of the sites must be sourced and made available for storage within the Birdbath site	1
Social Media and Blogpost integration	When completing a Blogpost, the writer can select which Social Media sites the post is to be further circulated to. This is a custom plugin which we will develop for you.	16
Testing	End to end testing of post input, and on-flow to every one of the linked Social Media sites	4

Federated Login (2-way)	Allows Birdsnest eCommerce registrants to make comments on the Bird Bath site without having to re-login. By making this process 2-way, registrants on the Birdbath site can 'upgrade' their registration to work automatically on the eCommerce site too.	
Workshop with Birdsnest Developer (s)	The workshop will enable the 'handshaking' between main eCommerce site, and the Bird Bath site to be specified. The Birdsnest Developers will then need to implement this feature within the existing software	4
Web services Plugin Development	Accessing a WebService made available on the Birdsnest eCommerce site, the Bird Bath site can achieve federated login utilising the 'OpenAuth' protocol	12
Testing	Extensive testing of this functionality will be required	4
Comment and Spam Handling	All commenting requires some form of identification	
Custom post reporting feature	The Bird Bath audience need a facility to be able to object to a comment (or spam) on a post.	4
Offensive comments administration	Site monitors/editors need to be notified whenever a comment is objected to. And be able to easily remove offending material	8
Related Posts shown to the side	When site visitors view a full Blogpost page, related posts should be conveniently laid out on the right-hand side of the post	
Layout modification of BlogPost page	PHP code modification to enable related posts to be collected and displayed to the right of a Blog Post's contents	8
Training, Documentation and Support	To operate successfully, the team responsible will require training in key functional aspects of running a Wordpress site. Additionally, to maintain business continuity, support for content editing and trouble-shooting is required	
General Wordpress Usage training	On-site or remote training and training materials can be provided on general Wordpress usage (operation, system features and operations, backup and basic site maintenance)	4
BlogPost Template Training	Training will be provided for a) 'Easy input' blogpost template usage (refer earlier description of this). b) General Blogpost styling and content preparation using Visual Editors c) Usage of shortcodes for fast content preparation	8
Online Documentation and Training	Documentation about the system operation is to be provided. As well as text formats, video recording of screen usage during key procedures will be captured and made available via suitable means (e.g. a dedicated location on the company Intranet)	8