Internet Engineering Task Force (IETF) Website Revamp Requirements

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1. Project Overview
    The website revamp project will update the IETF's public-facing website (www.ietf.org), providing a "front door" for the IETF, including access to all the information that IETF participants need to accomplish their work.

    As a front door, the IETF website needs to reflect and advance the position of the IETF as the premiere Internet standards organization that gathers a large open international community of network designers, operators, vendors, and researchers concerned with the evolution of the Internet architecture and the smooth operation of the Internet.

    Since the IETF community is focused on producing technically excellent standards deployed in the global Internet, the website must embody the excellent implementation of open standards as it supports the requirements of active IETF participants, as well as the efforts of those who seek to implement them.

2. Project Goals
    The IETF website redesign will:

    a. Improve ease of navigation,
    b. Modernize the website visual design,
    c. Make the website work better for all classes of devices, including smart phones and those with low-bandwidth and high-latency connections.
    d. Incorporate current best-practices in website design and implementation (such as responsive design and accessibility),
    e. Reflect and advance key IETF messages and goals, and
    f. Improve the content maintenance processes.

3. Audiences
    The website will be redesigned with these groups in mind as key users:

    a. Active IETF Participants
       Individuals who are already actively participating and holding leadership positions in the IETF. A key goal is to ensure that the IETF website continues to be an effective tool for "getting the work of the IETF done".

    b. New or Potential IETF Participants
       Individuals who could participate in and contribute to the IETF. The revamped IETF website will help candidate participants become active contributors.

    c. Non-participants looking to find out more about the IETF
       These individuals include policy makers, managers of current or potential IETF participants, and C-level executives from the organizations of IETF participants.

4. Process

The redesign project will be informed by review and input from by groups that represent key audiences to ensure the revamped website serves both the overall IETF mission and advances its key goals. It will also include testing of proposed redesigns via mechanisms such as focus groups and task testing.

Key milestones and deliverables during the redesign process (e.g. site architecture, technology, wireframes, page design, content updates) should be identified in the proposal. These items will be reviewed and approved by a committee comprised of representatives from IETF leadership.

5. Project Scope

This project is limited to www.ietf.org only. For example, the project scope does not include datatracker.ietf.org or tools.ietf.org, though these resources will need to be reachable and available via www.ietf.org in serving the goals of the project and the needs of the key audiences.

The project is expected to consist primarily of developing and implementing an updated website design using a Content Management System. As part of the project, up to 10 key web pages (likely entry points for website visitors) in the redesigned website will be identified, updated as necessary, and implemented.

The following elements are included in the scope of the web redesign project:

a. Standards and Security
b. Search
c. Navigation
d. Accessibility
e. Responsive Design
f. Workflow
g. Blog
h. Events calendar
i. RSS/Atom feeds

Each item is described in more detail below.

6. Content Management System

There is a preference to implement the revamped website using an established open-source Content Management System (CMS) which can provide the required functionality natively or via supported (not abandoned) plugins. The CMS should have an active community of developers and implementers. Any CMS with a history of more than average security vulnerabilities should be avoided. The proposed CMS should have APIs that allow using credentials that are managed elsewhere, such as an interface to LDAP.

7. Functional Requirements

a. Standards and Security
The website front end must be built with HTML5 and other open web standards. The resulting website will be accessible via both HTTP and HTTPS, and will encourage the use of HTTPS. Functions requiring a user login will only be available over HTTPS.

Login will be required for access to any function requiring a role other than "Anonymous" (see the Workflow section). When this system requires credentials, it will use the datatracker's (datatracker.ietf.org) authentication system.

b. Search
Users will be able to use the site search for content on the IETF web presence at www.ietf.org. Users will be able to easily find search functions for other parts of the IETF web presence, including datatracker.ietf.org and the web-accessible email list archives, as well as rfc-editor.org.

The search function for www.ietf.org will allow users to search for words and/or topics, including content and metadata, as well as comments.

c. Navigation
The current availability of resources, in terms of the number of clicks needed to reach often used resources, should be maintained or improved. IETF content editors must be able to add/edit/delete/sort menu items from Main, Header, and Footer Navigation. New items can be added or changed in the menus through the content creation/edit screens or through the menu management utilities. Existing items can be reordered by dragging and dropping them in the correct location or hierarchy, or temporarily disabled (instead of deleting).

d. Accessibility

   i.   The site will be coded in compliance with the Web Content Accessibility Guidelines (WCAG) 2.0:

  ii.   Text equivalent will be available for all non-text content. This will involve providing alternative description in the alt attribute for image tags or in-element content.

 iii.   The redesigned website will allow the possibility of adding text-based transcripts of any dialogue that takes place in video or audio content.

 iv.   All information displayed in color will also be accessible without color. Pages will be readable without a style sheet.

  v.   Row and column headers will be identified on pages with tabular data.

 vi.   Pages with forms that require a timed response will display a message making users aware of this.

 vii.   For pages that require the use of applets, a link to the page where the user can obtain the plug-ins will be provided.

viii. For browsers that do not display PDF natively, pages with links to PDF files or other non-HTML files will include a link to download appropriate reader software.

e. Responsive Design
The IETF website will adapt itself to provide the best user experience based on the device being used. Responsive design can make content truly accessible, not only in terms of assistive devices, but also serving content to the widest cross section of devices and connection speeds. Responsive design consists of three elements:

i. Different layouts for different devices (Adaptive layout) - the site display is based on what device is requesting the site

ii. Fluid grid - the site uses percentages to define layout, so that the content scales. This is another way to ensure that the content presentation does not interfere with accessibility.

iii. Flexible media/images - images and other media display based on adaptive layout. For accessibility purposes, we can easily display alt text, links to transcripts, and lower resolution for slower connections.

An adaptive layout ensures that presentation will be completely separate from content. Responsive design's approach ensures additional flexibility to meet any new challenges with browsers, devices, or connection speed.

f. Workflow
The site will have roles and permissions, and will include a structured workflow for all content. All content on the site will have the following roles and workflow:

i. Administrator: administers the site and configuration, edits/deletes and publishes content all high level functions.

iv. Anonymous: general users of the website that are not logged in or assigned any role. Anonymous users will be able to view all public parts of the site.

v. Authenticated: any users that are logged in to the website and will include editable profiles.

vi. Author: writes/updates content. Can save draft for further work or send to editor for review.

vii. Editor: approves and publishes content. Can send back to author to be reworked or publishes content.

viii. Blogger: can only create, edit and post to the blog section of the site.

g. Blog
The site will have a blog. IETF authors will be able to post blog articles and tag the articles. Anonymous users will be able to comment on articles, and administrators can moderate the comments. Each article on the blog will feature the following:

i. Title of Article
ii. Author
iii. Posted Date
iv. Body
v. Image

h. Commenting
Visitors to the site need to have the ability to leave comments on specific pages. Non-authenticated (Anonymous, as described above) users will need to provide their name and/or email address to leave comments on the site. Site Administrators need to have the ability to moderate comments before they appear on the live site.

Commenting will not be turned on by default, but the system must provide a capability to allow commenting on any individual page via datatracker.ietf.org login OR anonymous commenting with moderation; the operator should be able to configure this capability through a straight-forward process.

i. Event Calendar
The Calendar of Events will be created for events with title, date/time (from and to), organizer, location, and body (description) and published events will appear in an agenda list (can be filtered by time period if needed).

j. RSS/Atom Feeds
RSS and Atom feeds will be generated for lists of content that will be updated regularly (meeting updates, news, etc.).