Outspoken Women

Front-end Submissions

Personas

Speaker

Any woman who is able and interested in delivering a technical talk at a live event. This person may be skilled in one or more technologies (e.g. PHP, CSS, C#) and have experience in any number of topics (e.g. DevOps, Front-end, Back-end, Project Management, Sales, etc.).

Organizer

A conference organizer or event planner who is looking for more female speakers to present at their event. Their primary purposes for using this site is to promote their event (esp. their open call for proposals) and to research and contact speakers that could be a good match for their schedule.

Administrator

The volunteer(s) who will be curating the content, approving speaker, organizer, and event submissions, handling donations, and otherwise conducting on-site maintenance.

Business Requirements

Administrative Requirements

- Approve visitor submissions
- Create a task in Freshdesk
- Notify speakers of open proposals

Speaker Requirements

- Register a profile
- Edit their profile
- Indicate they're a mentor
- Profile must have an editable, friendly URL

Organizer Requirements

- Create a basic organizer profile
- Create a detailed event
- Highlight the open call for proposals
- Easily contact speakers via the site
- Create a private, sharable favorites list of speakers

Features

Introduce new custom content types

- Speaker (post type)
- Organizer (post type)
- Event (post type)
- Technology (taxonomy) [speakers, events]
- Topic (taxonomy) [speakers, events]

Enable Front-end Submissions and Editing

- Provides embeddable front-end submission form
- Allow non-authenticated visitors to submit this content
- Allow non-authenticated visitors to **edit** content
- Includes action hooks for external integrations

Email Workflows

- Visitors receive a confirmation email when they submit new content
  - If confirmation link is clicked within 48 hours the drafted content enters approval queue, otherwise it is sent to trash.
- Visitors receive a second email when their profile is published
- Visitors receive a confirmation email with unique edit token for editing their content
- Administrator(s) receive a daily email notification if submitted content is awaiting approval
- Speakers or Organizers can send an initial contact email to each other via the website (without exposing the recipient's email address to the sender)
  - Person who originated the contact will receive a confirmation email

Filterable and Favorite-able Archives

- Different archives
  - Speaker
  - Event
- Faceted search for archives with shareable URLs
  - Filter by topic
  - Filter by technology
  - Search by keyword(s)
- Favorites List
  - Create private list of favorite events or speakers for easy review

Functional Requirements

Register new content types

- Speaker (post type)
- Organizer (post type)
- Event (post type)
- Technology (taxonomy) [speakers, events]
- Topic (taxonomy) [speakers, events]

Register data storage for each content type

- Speaker
    - Name (text field; post title)
    - Email address (email field; used for gravatar and future edits)
    - Position/Title (text field)
    - Location (text field)
    - Bio (wysiwyg field; post content)
    - Technologies (multi-select taxonomy terms)
    - Topics of Interest (multi-select taxonomy terms)
    - External Links
        - Twitter (url field)
        - LinkedIn (url field)
        - Github (url field)
        - Personal URL (url field)
    - Willing to Mentor (checkbox)
    - Profile Slug (text field; post slug)
    - Events (repeating field group)
        - Event name (text field)
        - Event date (date field)
        - Session title (text field)
        - Session description (textarea)
- Organizer
    - Name (text field; post title)
    - Email address (email field; used for gravatar and future edits)
    - Title (text field)
    - Location (text field)
    - External Links
        - Twitter (url field)
        - LinkedIn (url field)

- ■ Github (url field)
        - ■ Personal URL (url field)
      - ○ Profile Slug (text field; post slug)
  - ● Event
      - ○ Event Name (text field; post title)
      - ○ Event Banner (url field)
      - ○ Event Start Date (date field)
      - ○ Event End Date (date field)
      - ○ Location (text field)
      - ○ Event URL (url field)
      - ○ Event Description (wysiwyg field)
      - ○ Speaker Application URL (url field)
      - ○ Speaker Application Deadline (date field)
      - ○ Technologies (multi-select)
      - ○ Topics of Interest (multi-select)
      - ○ Primary Event Organizer Name (text field)
      - ○ Primary Event Organizer Email (email field; used for gravatar and future edits)

Content Submission Behavior

- ● Register shortcodes to output form with fields for all editable content areas
    - ○ Speaker
    - ○ Organizer
    - ○ Event
- ● JavaScript submission to save post
- ● PHP submission fallback if JS is disabled
- ● Display "success" or "error" notifications during submission
- ● Trigger confirmation email to visitor on successful submission
    - ○ Move post from "Draft" to "Pending Review" if visitor clicks link
    - ○ Cron to move draft posts to trash if submission date is greater than 48 hours.
- ● Trigger email to content submitter when content status is changed to published for the first time.
- ● Trigger action hooks at key stages of process:
    - ○ During initial submission
    - ○ During initial publish

Content Editing Behavior

- ● Generate a unique token (e.g. nonce) to allow a visitor to edit a piece of content
- ● Trigger confirmation email to content submitter with tokenized URL
- ● Output error message if edit token is invalid
- ● Auto-populate submission form fields with published post content for the given post ID if edit token is valid

- Save submitted content changes with "pending review" status
- Trigger no additional emails to content submitter; admin will be notified of pending changes as part of standard admin digest.
- Trigger action hooks at key stages of process:
    - During edit submission
    - During edit publish

Admin Digests behavior

- Daily cron process should email listed administrator(s) if content is awaiting approval
    - Include post count and link for reviewing each content (e.g. "12 speaker profiles" will link to the profile post table and show posts that are "pending review")
- Display list of events with future speaker application deadlines
    - Include event title, dates, URL, speaker application URL, and speaker application deadline
    - Make this list easy to copy/paste into other locations (e.g. monthly newsletters)

Favoriting Behavior

- Functionality to store visitors favorite lists (probably via local storage)
- Store comma-separated list of post IDs
- Store separate list for each content type (i.e. speaker, event)

Archive Appearance

- Register shortcodes to output archive layout for supported content types
    - Speaker
    - Event
- Output filter controls
    - Topic list
    - Technology List
    - Search field
    - Favorites checkbox
    - "Open Proposals" checkbox
- Output loop of cards for the given post type
    - Speaker Cards
        - Name
        - Gravatar
        - Title
        - Location
        - Technologies
        - Topics
        - External URLs

- ○ Event Cards
  - ■ Name
  - ■ Date Range (start-end)
  - ■ Banner image
  - ■ Location
  - ■ Technologies
  - ■ Topics
  - ■ Event URL
  - ■ Speaker Application URL
  - ■ Speaker Application Deadline
- Output pagination controls

Archive Behavior

- REST API-based queries to populate paginated results
- Taxonomy filters to restrict query to specific term(s) (via "OR", not "AND")
- Search filter to restrict query to specific keyword(s)
- Favorites filter (checkbox toggle) to only show favorites (captures post IDs of selected favorites from local storage, passes to "post__in" query param)
- "Open Proposals" filter (checkbox toggle) to only show events with a future speaker submission deadline (date query)

Unit tests

- Test post gets status of "draft" via submission function
- Test post gets status of "pending approval" via confirmation function
- Test post gets status of "trash" via reject function
- Test post token generation function successfully creates token
- Test valid content edit link token allows post edit
- Test invalid content edit link token disallows post edit