

2022 Wordpress project
"L'espace jeux", a game library
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Website link: <https://ludothèque-lespace-jeux.fr>

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Required documentation for the development of this games library project



Project objective

The objective of this project is to create a website to introduce the "Espace Jeux", a games library located in Lauterbourg (67630), including all the different activities. This website will be created for free, for the benefit of the director, Julien Bellot. The website will have to be functional, to meet all security and accessibility standards, to be mobile and SEO-friendly, and to be translated or to include an easy-to-use translation solution to translate into English and German.

Client's specific requirements and the first possible solutions

1. A straight forward website where information is easy to find

Possible solution: one entry of the mega menu will correspond to one page. The sub-menu will consist of anchors, to avoid visitors to scroll in the page. Visitors will click on a submenu title and go to the desired section of the page.

2. This website must be easy to update, to take over, and to manage

Possible solution: a site builder (Elementor or Divi) and create templates when building each page so the client can recycle existing templates for future contribution

Stakeholders and role allocation

| Name | Julien Bellot | Céline Sellier | Unknown |
|---------------------|---|--|--|
| Title | Games library director | Master 2 CAWEB student | Volunteer |
| Role in the project | Client, decision maker, supervisor on behalf of the games library | Project manager, design manager, development manager, quality manager, and English translator | German translator |
| Specific tasks | <ul style="list-style-type: none">- provide information, textual and multimedia content- make final decisions on behalf of the games library "l'espace jeux"- oversee the translation into German | <ul style="list-style-type: none">- exchange with client to identify stakes, needs and plan the project's steps- define a graphic charter- build a website based on the client's needs- suggest possible means of improvement and monetization for the project- translate the content into English | pass on translated content through the games library director, Julien Bellot |

Scope of the project - MoSCoW method

To define the scope of this project, the MoSCoW method has been applied. The needs have first been listed and then classified into four categories:

1. **Must have** → Minimum viable product, can be illegal/unsafe to deliver end project without this
2. **Should have** → Important but not vital, may need some kind of workaround
3. **Could have** → Only do if there is extra time and budget, desirable but not indispensable
4. **Won't have** → Has no real impact, not enough time, out of budget

| Must have | | | |
|---|---|---|---|
| Technical aspects & project requirements | | Client's expectations | |
| Selection of the adequate web hosting solution | Domain name purchase | A beginner-friendly back office | Ease-to-use input system |
| Selection and implementation of the appropriate CMS | Responsive website | A functional and hosted showcase website | Clear navigation and structure |
| Translation solution to facilitate website and content translation (plugin, Polylang ?) | Accessibility: compliance to the RGAA and W3C norms | Definition of a graphic charter | Static pages to introduce the game library |
| Safety: secured access to the back office, clear legal notice (terms and conditions) & RGPD compliance | Creation and implementation of content in French | Link to games catalogs (hosted on another platform) | Social media links, promotion of social media |
| English UX Design localisation | English localisation of all contents | Client training and handover guidelines | |
| Contact page and form | Blog and articles | | |
| Work on the SEO: promote the games library, draw volunteers, partners and potential sponsors | List of suggested methods to improve the project and increase monetization | | |

| Should have | Could have | Won't have |
|---|--|---|
| German UX Design localisation | A Youtube channel and Youtube content available on the website (monetization idea) | Integration of catalogs or any online booking service |
| German localisation of all contents | Link to a crowdfunding or donation platform (Ulule, HelloAsso, etc) | Member-only, login or registration section |
| Playful, fun, modern atmosphere: graphic design, UX, language level reflexion to target adults, board games enthusiasts or curious | Implementation of a newsletter: keep members committed/notify them when new games are purchased | Creation of an online shop of related or branded products (monetization idea) |
| Improve quality and diversity of the photos displayed on the site (enhance premises and board games) | | Integration of any payment solution/terminal |
| A partner page to promote current partners and attract new ones (monetization idea) | | |

Technical choices, justification and comparison to competitors

Technical choice n°1: using a CMS

Please find here below the explanation for all technical choices the Project Manager made with regard to the creation of the "Espace Jeux" games library's website.

These choices were made according to five criterias: functionality, usability, security, compatibility with the client's skills/budget and disadvantages.

Table 1. Using a CMS in this project: pros and cons?

| Using a CMS in this project: pros and cons | | | | |
|---|---|---|--|--|
| Functionality | Usability | Security | Compatibility with the client's skills and budget | Disadvantages |
| Extendable functionality, through a large number of plugins and extensions | Intuitive interface: no need for real web developers or webmasters for simple content updates | Approval systems – You can give different levels of access to different users | No need for experience in any programming language | Dependence on plugins and widgets + hidden costs to add features |
| Generally integrates well with the most popular analytics tools | CMS allows flexibility, can add features as per the needs | Complete control over the content, can decide what should be accessible to the public and what should not | Quick deployment | Monthly or annual subscription/charge |
| SEO-friendly features : optimize website and content for search engines or mobile use | Facilitates creation of mobile-friendly web design | Possible to create backups before applying updates or to restore the site if attacked | Updated content published in real-time | Hacking and security threat |
| Remote access, can access and update the site from anywhere with an Internet connection | Provide better customer services such as contact forms and live chat, etc | Security plugins | Reduce website maintenance costs and time | Requires training to understand the interface and adopt the coding style |

Technical choice n°2 : opting for Wordpress

Table 2 : Using Wordpress in this project: pros and cons

| Use Wordpress in this project: pros and cons | | | | |
|--|--|--|--|--|
| Functionality | Usability | Security | Compatibility with the client's skills and budget | Disadvantages |
| WordPress has more than 45,000 plugins, including SEO plugins (Yoast SEO) and translation plugins (Polylang) | Open source so access to a support community | Wordpress security plugins (Sucuri, iThemes Security, Wordfence Security, WP fail2ban, All In One WP Security & Firewall, Jetpack, WPScan, etc) | Excellent social media integration | Open source platform - plugins and themes developed by several persons/companies, can contain bugs or malicious code lines |
| Several premade themes and blocks to pick from site | User-friendly CMS - can manage everything with a single user interface from a PC or Mac, everything can be done from the front end | Backwards compatibility - themes, plugins, and custom code will still function properly when WordPress makes updates to their core code | The basic WordPress software is free for lifetime including regular updates and security patches | Needs coding to personalize in a unique way, or to enhance its design |
| Performance - WordPress is designed with minimal code with PHP. This allows websites to load quickly | Most of WordPress's themes are responsive/mobile friendly | Control over session duration: Idle User Logout plugin - set an auto logout duration so will automatically be logged out if not actively using WordPress | Almost all web hosting companies offer one click installation service for instantly installing WordPress | |

Table 3: CMS comparison (Drupal, Joomla! and Wordpress)

| Criteria/CMS | Wordpress | Joomla! | Drupal |
|--------------------------------------|-----------|---------|-----------|
| Easy of use | Easy | Medium | Difficult |
| SSL compatible | Yes | Yes | Yes |
| Drag&Drop content | Yes | Yes | No |
| WYSIWYG Editor | Yes | Yes | Plugin |
| Multilingual content | Plugin | Plugin | Yes |
| Multi-site deployment | Yes | No | Yes |
| Out of the box customization options | A lot | Some | A little |
| Blog | Yes | Yes | Yes |
| Contact management/Mail form | Plugin | Yes | Plugin |
| Photo gallery | Yes | Plugin | Plugin |

Technical choice n°3: Hosting solution

The management of the website and thus of the hosting solution will be handed over to one or more non-professionals. There will be no real webmaster or developer to assist once the website has been delivered. It is therefore essential to use a hosting service.

Indeed :

- The hosting service offers a complete palette of tools that are user-friendly/easy-to-use

Whereas :

- Opting for a dedicated server requires a high level of knowledge in the matter
- The computer-as-a-server method requires additional configurations and continuous operation in order to display the website

Table 4: Why [Hébergement Wordpress](http://hebergementwordpress.fr) - hebergementwordpress.fr ?

Hébergement Wordpress has been delivering award-winning hosting since 1999. Hébergement Wordpress is a member of the Better Business Bureau and has adopted the bureau's standards for membership, which include a commitment to ethical business practices.

| Why Hébergement Wordpress ? | | | | |
|---|---|--|--|--|
| Functionality | Usability | Security | Compatibility with client's skills and budget | Disadvantages |
| PHP8 with OPcache, Nginx cache, Memcache. | LwsPanel, ultra simple and powerful panel. Can also choose cPanel, more adapted for WordPress multisite | 24/7 Monitored and High performance Servers | Free domain in .Com, .Fr, .Org, .Net, .Be, .Biz the first year | Relies on LWS infrastructure |
| Bloom plugin to manage newsletters and Monarch plugin to manage social networks included | Easy-to-use web hosting service | SSL (https) management with http/2 | Free host support 24 hours a day - 7 days a week | |
| Full set of premium themes and plugins from Elegant Themes like Divi Builder, Extra and Divi themes included for free | Site & domain transfer in 3 steps, Wordpress website migration without cuts | Antispam, Antivirus protection and protection Anti-DDoS Arbor® | Wordpress, WooCommerce and LwsPanel® expert support | |
| | 1-click WordPress installation with the Softaculous auto-installer | Pro-active hacking protection (WAF) | Servers in France, without outsourcing: 100% French hosting, Datacenter 100% in France | |

Table 5: Other CMS considered but rejected

| Wix (previous web host/site builder solution) | | Hostinger (Client found it interesting when searching online) | |
|---|---|--|--|
| Pros | Cons | Pros | Cons |
| Good site speed | Free plan forces Wix branding | Hostinger Is REALLY Fast | No Phone Call Support |
| Lots of help and support | Tracking and analytics require a paid plan | 30-day no-hassle money back guarantee | No Traditional Cpanel |
| Free domain with most plans (except on the basic plan) | Your site isn't transferrable | Unlimited SSD space and bandwidth | Not all plans come with a free domain name |
| The whole site and account management can be found on one page. | Premium plans are single-site only | Free domain name (except on the basic plan) | |
| 15-day no-hassle money back guarantee | Although Wix provides web hosting services, it's a website builder rather than a web hosting platform | Free daily and weekly data backups | |
| | Hidden costs and more expensive plans than competitors | Free SSL certificate and Bitninja security on all plans | |
| | | Solid availability and ultra-fast server response times with LiteSpeed | |
| | | 1-click WordPress auto-installer | |

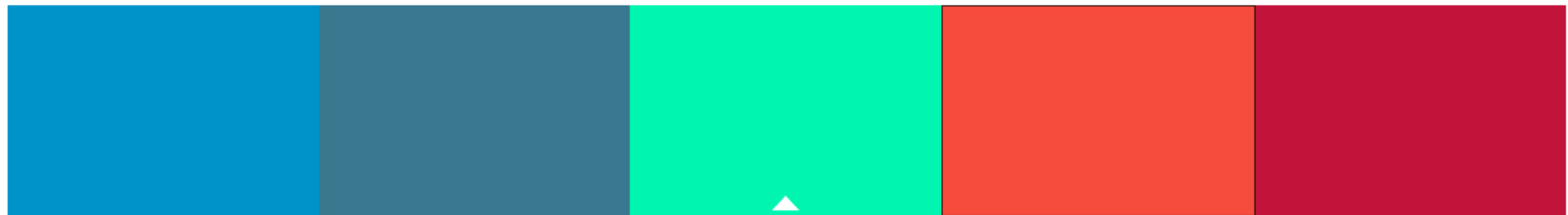
Technical choice n°4: Graphic line and template

Graphic palette

The main color is a turquoise blue (#0093C9), which is the main color of the only graphic element provided by the Client: the logo. For secondary elements, we use the orange (#F64C3E).

[According to this website](#), the turquoise blue: “ is a calm, friendly, and cheerful color”, “it has both a warming and cooling effect depending on its accompanying palette” and “it can be mixed with its opposite color, dark orange for a dynamic combination”

[According to this website](#), the orange: “is associated with meanings of joy, warmth, heat, sunshine, enthusiasm, creativity” and “has very high visibility and is often used to gain attention. It still gets your message noticed without the bold, in-your-face presence that the color red has”



#0093C9

#39788F

#00F5B0

#F64C3E

#C2133B

Chosen theme

The theme chosen for this project is : <https://fr.wordpress.org/themes/exs/> (also disponible here: [Smallest and Fastest WordPress Theme for 2022: ExS \(Free&PRO\) \(exsthemewp.com\)](#))

Important feature: Multiple logo layouts → essential since the logo is the only element that carries the games library's identity and its round shape makes it difficult to include in many designs (there is a risk of being too small to appreciate the details)

How well does the theme meet the project's requirements? Benefits :

- 100% Google Page and LightHouse speed
- Extra small size for CSS and JS assets
- No plugins dependency
- Unlimited customisation options
- 100% SEO optimized and valid code
- 100% mobile friendly
- Built with modern CSS technologies: CSS flexbox, CSS grid
- Work with any page builder such as Elementor, Beaver Builder, WPBackery, Brizy etc.

Technical choice n°5: Installed plugins

| Plugin name | Function | Relevance for this project |
|---|---|---|
| Akismet Anti-Spam | Security | - filters out hundreds of millions of spam comments |
| Bloom | Email marketing - Newsletter (monetization idea) | - eMail Opt-In Plugin For WordPress - helps build an active email list as a long term strategy - helps build loyalty and increase member count |
| Catch breadcrumb | Navigation | - a simple yet feature-rich breadcrumb WordPress plugin - lightweight, responsive, with features such as shortcode options, breadcrumb selector, separator, and more |
| Complianz GDPR/CCPA Cookie Consent | GDPR (RGPD) compliance | - robust GDPR/ePrivacy plugin that facilitates compliance with global privacy laws - supports a wide range of regions, helps generate legal documentation, makes consent management easy - easy translation |
| Contact Form 7 | Contact form | - a contact form plugin help reduce spam, increase security - a way to contact the games library's team - helps collect partnership or donation ideas (on the Projects and Partnerships page) |
| Elementor | Page builder | - very easy to use, no need to master HTML, CSS, Js - facilitates responsive for someone with no prior knowledge in this area - permits use of templates and consistency once site is delivered to client |
| Envato Elements | Page builder | - access to over 80 different template kits and over 1,400 page templates |

| | | |
|--|-------------------------------------|---|
| Essential Addons for Elementor & Unlimited Elements for Elementor | Page builder - more features | <ul style="list-style-type: none"> - brings more creative elements for free beside what Elementor already offers - Info box, flip box, image accordion, advanced accordion and tabs, post grid, post timeline, pricing table, call to action, filterable gallery |
| iThemes Security | Security | <ul style="list-style-type: none"> - dynamic dashboard with all your WordPress website's security activity stats in one place, including brute force attacks, banned users, active lockouts, site scan results, and user security stats - two-Factor Authentication (2FA), enforce a password policy, permanently block repeat offenders, network brute force protection, enforce SSL, database backups, etc... |
| LWSCache | Cache management | <ul style="list-style-type: none"> - automatically manage LWSCache purge when edit pages, post, messages |
| Monarch Plugin | Social media integration | <ul style="list-style-type: none"> - provides a set of social media share buttons and social media follow buttons - mobile-friendly, and offers many customization options for buttons - choose how to display sharing buttons: sidebar, pop up, fly in, inline(below/above content), on media (overlying images, videos) |
| Polylang & Polylang Connect for Elementor | Translation/localisation | <ul style="list-style-type: none"> - no limit in the number of languages added and WordPress' language packs automatically downloaded - connect Polylang multilingual plugin with Elementor Page Builder - easily build a nice and fully customizable language switcher (show or hide flags, language name, language code) |
| Really Simple SSL | Security | <ul style="list-style-type: none"> - automatically detects settings and configures website to run over HTTPS |
| WP Fastest Cache | Cache management | <ul style="list-style-type: none"> - the site speed is used in Google's search ranking algorithm so cache plugins that can improve page load time will also improve SEO ranking - don't need to modify the .htaccess file, it will be modified automatically. |
| WP Statistics | Statistics/Analytics | <ul style="list-style-type: none"> - comprehensive plugin for WordPress visitor statistics - search Engines, see search queries and redirects from popular search engines - overview and detail pages for all kinds of data, including; browser versions, country stats, hits, exclusions, referrers, searches, search words and visitors |

| | | |
|--------------------|----------------|---|
| WP-Optimize | Cleaner | <ul style="list-style-type: none"> - an all-in-one, progressive plugin that thoroughly cleans the database, while simultaneously compressing large caches and images on the site - keep the website fast and fully optimized - also helps enhance SEO, keep customers by decreasing user bounce, and helps you do more with few server resources |
| Yoast SEO | SEO | <ul style="list-style-type: none"> - makes optimization easier - accessible and user-friendly tool - proofreading of the contents: helps identify errors such as readability score, passive constructions, long sentences, grammatical errors, etc. |

Suggestions to monetize and further develop the project

| Suggested monetisation solution | Relevance for this project | Client's answer/final decision |
|---|--|--|
| Provide members or potential partners with a contact form to suggest donations, partnerships or events | Receive free games and/or increase the library's visibility and influence (not real income but savings) | Caution: can not appeal for financial donations because receive funds from the Communauté de Communes - agreed to create the form |
| Partnerships with game creators/editors | Offer them visibility on the new website (display their logo and/or news) in exchange for free games, or a financial contribution | Yes, will use the site to approach game editors - creation of a "Partners & Partnerships" page |
| Create a Youtube channel | Increase interest and loyalty of members & takes not much to film the unboxing of the game/news | No time/availability for now - future project |
| Register on donation platforms like HelloAsso & place a button on the site | Gather money to organize free events, open to all and promote both the games library & the games | Can not appeal for financial donations because receive funds from the Communauté de Communes - not possible |
| Create an online store/merch: branded bags to carry games, game mats, etc. OR distribute/award branded items | Gather community around a logo, a brand, make the game library known, collect funds | Must check if possible with the Communauté de Communes - future project |
| Create a bar on site, including a piggy bank for everyone to contribute/donate the desired amount | Raise money without requesting it, create a friendly atmosphere and attract people to the site | Project already in progress, premises being fitted out - presentation planned on "Partners & Partnerships" page, with contact form to call for volunteers to contribute |
| Offer to rent the premises and/or a larger number of games (limited to 3 per family, for up to 3 weeks for now) for events such as birthday parties | Helps promote the games library & boost membership, contributes to fun atmosphere, opportunity to charge extra for privatization | Under consideration |
| Implement/offer to subscribe to a newsletter | Attract enthusiasts who want to be updated on the latest news (games, events, project progress), brings the community together and even makes people want to contribute(either with time or money) | Under consideration - Bloom plugin installed in anticipation |