PART D
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SCOPE OF SERVICES

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1 Introduction

This document describes the work required to develop and implement enhancements to the current CityRail.info Website.

This includes but is not limited to:

1. a new visual design based on the new CityRail Corporate Identity Standards

2. design and develop a user centred information architecture that complies with W3C WCAI Level AA standard as a minimum.

3. the user-centred interaction design that extends the information architecture

4. identification of detailed business requirements and supporting functionality

5. integration specification for populating the new information architecture (this may require data processing and integration from existing databases)

6. implementation of the above to deliver the new enhanced website.

7. A high level view of this project is included in this document

2 Background

The CityRail.info website is a major communication channel for Sydney train travellers. The website currently receives approximately 27,000 visits each day and attracted over nine million visits in the year 2006 – 2007, a 35 per cent increase over 2005 – 2006 (6.6 million visits).

While it should be recognised that CityRail.info website has a virtual monopoly on its key content (the Department of Transport's 131500.info also publishes some operational CityRail information) these levels of usage indicate that the site is providing a service to a significant, and increasing, user base. However, the current structure, look and feel and technology platform are now over five years old and were designed to meet the expectations and needs of users at that time, reflecting a largely operational perspective.

A strategic review of the current CityRail website, including passenger research and website usability testing, was undertaken in August 2007. The study confirmed that the current usability and structure for the website does not enable users to efficiently plan a successful journey.

The review highlighted concerns regarding the lack of information integration between track work notices, service interruption announcements, daily working timetables and standard working timetables. The current train line-oriented structure of the site is not user-oriented and assumes that users are quite familiar with the rail network. The way this information is currently presented to the user causes very high error rates when users have to make a decision (i.e. line direction, weekend/weekday and timeslots).

RailCorp is in the process of implementing a major customer service focus initiative, requiring cultural change across the entire organisation. This project demonstrates a commitment to placing customer needs at the centre of decision making and increasing responsiveness.

The primary customer-facing website requires updating from a visual and usability point of view. The CityRail.info website needs to be improved to enhance the impression that RailCorp values its interaction with customer such as frequently refreshed visuals and introduce enhancements to align with users' evolving needs and expectations and to reinforce the impression of dynamism and responsiveness.

RailCorp currently segments CityRail passengers by the following train lines:

- Illawarra and South Coast lines

- South, Airport, East Hills, Southern Highlands and Cumberland lines

- Newcastle & Central Coast and Hunter lines

- Western and Blue Mountains line

- Bankstown and Inner West lines

- Eastern Suburbs line

- North Shore & Northern line

Passengers can be described as:

- Commuters – travellers to and from work (56% of passengers)

- Students – travellers for educational purposes (19% of passengers)

- Socialisers - recreational and social travellers and tourists going shopping, meeting friends or family, sightseeing or attend entertainment events (17% of passengers)

- Pensioners – retirees using our services for sightseeing and entertainment (8% of passengers)

The current design needs to provide easy access to content and facilitate an expansion of the content. The site is not able to accommodate a major addition of content supporting the customer service initiative.

The Contractor must comply with the NSW Government Website Style Directive which mandates standards for a range of elements including look and feel, accessibility for people with disabilities and security.

The CityRail.info website redesign would enhance RailCorp's reputation, providing a contemporary user interface. This would be key to improving the online experience for the site's large user base in the same timeframe as RailCorp strives to dramatically improve face-to-face interactions between passengers and staff. Over 90% of the website's users are train travellers and the purpose of the site is to provide customers with information that makes train journeys easier. There is a natural alignment between face-to-face customer service and services delivered online. The Department of Transport, along with other Transport Agencies, is considering a single technology platform for all transport websites in order to better integrate and share data between agencies.

The site needs to align with the target architecture for web applications and content management, including where necessary WAS, WPS and Documentum.

3 Scope of work

The contractor must delliver:

1. a new visual design based on the new CityRail Corporate Identity Standards

2. design and develop a user centred information architecture that complies with W3C WCAI Level AA standard as a minimum.

3. the user-centred interaction design that extends the information architecture

4. identification of detailed business requirements and supporting functionality

5. integration specification for populating the new information architecture (this may require data processing and integration from existing databases)

6. implementation of the above to deliver the new enhanced website.

7. Assistance with developing Solution Architecture Options and Solution Architecture Documents: RailCorp will provide a Solution Architect to develop the high level Solution Architecture Document, alongside the Contractor. This will involve identification, evaluation and selection of potential technology options that could be used in this project. Whilst it is the intention of this project to minimise the changes to technologies used in order to focus on improving the customer experience, we need to identify any opportunities to implement preferred technologies (e.g. WebSphere Application Server or WebSphere Portal Server), as specified in the RailCorp Technology Reference Model, where this does not significantly impact the project timeline.

3.1 Current Technology Platform

CityRail website redevelopment is based on the existing website architecture and platform as shown below:

www.cityrail.info network diagram
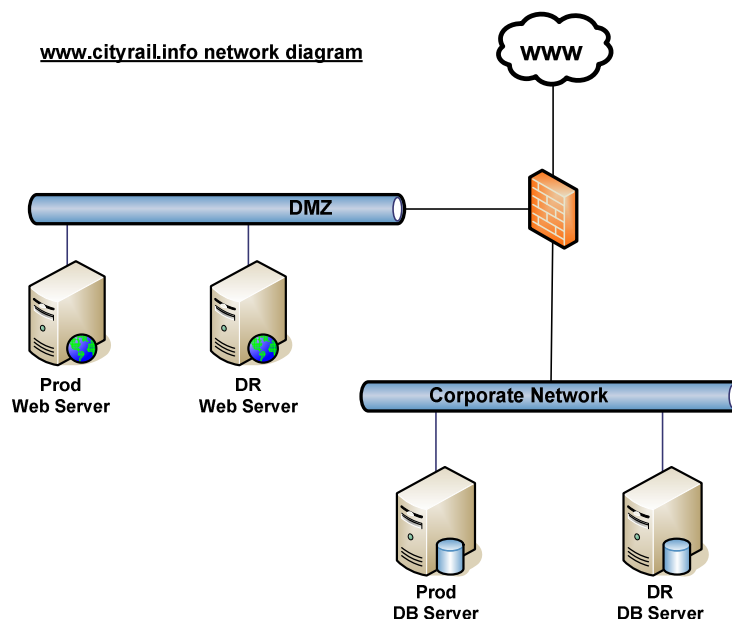
Key Platform Notes:

1. Server OS: Sun Solaris 9

2. Web Server: Az Version 4.0 (Apache 1.3.31 + Tomcat 4.1.24 + JDK 1.4.2)

3. DB Server: Oracle 9.2

4. CityRail website is developed with JSP and Java Servlet

5. 30% of the site content is controlled and published by the website administration panel (A JSP interface to interact with CityRail database)

6. 20% of the site content is preformatted using data exported from other systems, e.g. timetable and fare data

7. 50% of site content is manually composed as JSP files. Templates are in place with standard site header, footer and other system parameters if required, e.g. database connections. DreamWeaver is used to author and update content.

3.2 Project deliverables

The deliverables are to be produced in two stages as indicated below – Stage 1 Web strategy through to completed design and Stage 2 Development and Implementation.

The following table outlines the required deliverables of this project:

Deliverable	Acceptance
1. STAGE 1: STRATEGY TO DESIGN	
1.1. CityRail Web strategy Validate the strategy for the CityRail Website. This strategy is currently in its final phase and requires external validation with anchoring in the relevant RailCorp Key Result Areas and requires consideration of the potential commercialisation opportunities for the CityRail Website. This outcome will be achieved through extensive consultation with identified stakeholders: Communication, ICT and Service Delivery. This strategy will inform subsequent activities such as identification and prioritisation of functional and non-functional requirements	Communications ICT, Service Delivery
1.2. Components Requiring Redevelopment and User Testing These components must include: 1. A review of existing website functions; 2. User Profiling (number, type, core goals); 3. Information Architecture; 4. Graphical treatment; 5. Solution Architecture; and these items must be documented in a Requirements Traceability Matrix	Communications ICT
1.3. Requirements Specification Determine the overall requirements for the CityRail site in accordance with the RailCorp standard template, including: 1. **Business Requirements Specification** – covering the business outcomes required, including Service Level Agreements 2. **Functional Requirements Specification** - providing the	Communications ICT Service Delivery

capabilities provided by both the site itself and the services the site will draw upon, including:

  a. Content Management
  b. Functions provided by the site
  c. Functions provided by external sources
  d. Reporting
  e. Configuration Management
  f. Development Management (supporting the methodology)

3. **Non-functional Requirements Specification** – to define the performance and architecture for the CityRail site, including:

  a. Capacity & Scalability
  b. Security, including controls from ISMS ISO/IEC 27001
  c. Backup
  d. Disaster Recovery
  e. Reliability and Availability
  f. Maintainability
  g. Supportability
  h. Upgradeability
  i. Performance
  j. Safety
  k. Quality

4. **Requirements Traceability Matrix**

1.4.	**Stage 1 Documentation pack**	
Comprising all document deliverables.		ICT PMO

2. STAGE 2: DELIVERY

2.1.	**Solution Design / Technical Specification**	ICT
2.2.	**Requirements Traceability Matrix**	ICT
2.3.	**Implementation Plan**	Communications ICT
2.4.	**The New CityRail Website Build** Incorporating infrastructure and platform implementation, data/content migration, change management and rollout to all RailCorp users.	Communications ICT
2.5.	**Environment Specification and Configuration**	ICT
2.6.	**Deployment to Production and Disaster Recovery Environments**	ICT
2.7.	**Test Strategy and Test Plan** In accordance with the RailCorp standard template and the Test Strategy, this will set out the specific unit, system, integrated, performance UAT and OAT testing required to validate this project's objectives.	ICT Test & Release Centre ICT Portfolio Delivery
2.8.	**Test Scripts** (encompassing unit, system, integrated, performance and UAT testing)	ICT Test & Release Centre
2.9.	**Test Execution** Encompassing unit, system, integrated and performance testing and management of UAT and Operations Acceptance Testing	ICT Test & Release Centre

2.10. Test Reports In accordance with the RailCorp standard template.	ICT Test & Release Centre ICT Portfolio Delivery
2.11. Defects Register With all defects closed off	ICT Test & Release Centre

3.3 Project Management Deliverables

The project management deliverables are required as per the Railcorp Project Management Methodology (RPMM), for both Stage 1 Web strategy through to completed design and Stage 2 Development and Implementation.

All documentation relevant to this project must be submitted to RailCorp as they are developed for review, comment & changes.

Unless stated otherwise in the Contract Documents, the Contractor must supply one hardcopy and one softcopy of the document deliverables. If RailCorp require softcopies in native format (e.g. MS Word, Excel or Visio as opposed to PDF), this format must be provided.

Where RailCorp approval is required for documents, then:

- RailCorp representative is not bound to check the documents for errors, omissions or compliance with the requirements of the Contract;
- RailCorp's approval does not relieve the Contractor from responsibility for the Contractor's errors or omissions or compliance with the requirements of the Contract;

3.4 Available documentation

The Contractor will be responsible for reviewing existing documentation to establish known functional and non-functional requirements for the CityRail Website.

The appointed service provider will have access to a number of documents that will form fundamental inputs into the development of requested deliverables. These include, but are not limited to:

Technology Reference Manual
RailCorp Project Management Methodology
Information Management Framework
Information Security Policy
Information Security Management System
Employee Web Channel Vision Paper
Web Channels Governance Model
Employee Web Channel Implementation Plan

4   Other requirements

4.1 Communication with RailCorp

The Contractor must provide weekly performance reporting as per the RailCorp standard template. This report must include actual progress, issues and risks, next week's activities and invoicing, estimates to completion.

The Contractor must attend at RailCorp nominated premises, weekly progress meetings and Change Advisory Board, as required.

Either the Contractor or RailCorp may request an ad hoc project/ technical meeting as required by the project. The requested party will make themselves available for the meeting.

4.2 Facilities

RailCorp will provide the standard working facilities for the Contractor's personnel assigned to the project. Activities not requiring interaction with RailCorp staff should, where possible, be undertaken on the Contractor's premises.

4.3 Indicative timeline

The Contractor is required to complete the scope of works within four months of the project commencement date. Tenderer shall provide a detailed project plan for all deliverables. This project plan needs to outline deliverables, milestones, dependencies and resource assignment.

5 Appendix A – Abbreviations and Definitions

Several key terms are described and commented below:

Term	Definition
BCP	Business Continuity Planning
DBA	Database Administrator
DM	Document Management
DR	Disaster Recovery
MS	Microsoft
OAT	Operations Acceptance Testing
PIR	Post Implementation Review
PMO	Project Management Office
UAT	User Acceptance Testing
UI	User Interface
WCM	Web Content Management