



Dairy in Schools Website Functional Requirements Document

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Table of Contents

1 Document Information	2
1.1 Purpose	2
1.2 Document Roles & Responsibilities	2
2 Project Overview	3
2.1 In-Scope	3
2.2 Out-of-Scope	4
3 Functional Requirements	5
3.1 Navigation	5
3.2 Grow With Milk	11
3.3 Digital Dairy	13
3.4 Dairy Learning	14
3.5 ESMP	15
3.6 Dairy Educator Program	16
3.7 Contact & Legal	18
3.8 Administration & Content Management	22
4 Non-Functional Requirements	26



1 Document Information

1.1 Purpose

This document captures the functional requirements for the new Dairy in Schools website, providing a complete record and understanding of the functional needs of the project from different perspectives.

1.2 Document Roles & Responsibilities

Individual	Role
Mike Rocha	Document Owner
Matt Sim	Contributor - Quality, Deployment, Process
Maahum Ijaz	Contributor - Product
Dairy Farmers of Ontario	Client and Approver



2 Project Overview

This project aims to deliver a new digital experience encompassing all of DFO's school programs, centralizing all of the DFO education team's websites, programs and initiatives into a single unified digital experience for teachers, students, parents and dairy educators.

2.1 In-Scope

The Dairy in Schools website project includes the following functional deliverables:

1. Enable a unified web experience to feature detailed information about the following education programs:
 - a. Dairy Educator Program
 - b. Elementary School Milk Program
 - c. Learning Management System (LMS)
 - d. Milk Club (launching in early 2022)
 - e. Dairycraft
 - f. Breakfast Rebate Program
 - g. Vending Machine Program
2. Feature the above content in three main website sections:
 - a. Grow With Milk
 - b. Digital Dairy
 - c. Dairy Learning
3. Enable dairy educators to view and download classroom resources such as PDF documents and DIY recipes
4. Enable school staff members to easily locate and contact dairy educators in their geographic area
5. Enable users to browse commonly-asked questions about the various school programs offered by DFO
6. Enable users to request more program information via a form
7. Enable users to easily sign up for DFO marketing newsletters, including Savour Ontario, Milk.org and Dairy Education



8. Enable parents and school coordinators to quickly access SchoolCashOnline for managing Elementary School Milk Program orders for their children/schools
9. Provide administrators with the ability to manage site content, including adding / removing / changing text, documents, links and images in English or French
10. Enable the above functionality in a mobile-responsive web application
11. Enable the site to feature content in either English or French language
12. Provide DFO IT administrators with the ability to add / change / remove / delegate site administrators for the Dairy in Schools site

2.2 Out-of-Scope

The following functional requirements are considered out of scope:

1. Website search capabilities
2. ESMP order management functionality
3. DFO Learning Management System functionality



3 Functional Requirements

3.1 Navigation

ID	Stakeholder (As a/an)	Requirement (I want to)	Goal (so I can)	Acceptance criteria
FR-001	Website visitor	Switch my language to or from English or French	View the content of the site in my native language	<ul style="list-style-type: none"> - I am able to see the language currently enabled for the site when I first visit - I am able to easily toggle the language with a single click - Toggling the language will immediately reload the page I am viewing and display it in my selected language - The language I select will be retained for whatever pages I visit of the site anytime I am on the same device as I am when I selected the language
FR-002	Website visitor	Quickly access the Grow With Milk section of the site from any page	View details about the nutrition programs offered by DFO's education team	<ul style="list-style-type: none"> - I am able to click on a link in the site navigation bar to access the Grow With Milk page on desktop - I am able to tap/click on a link in the site footer to access the Grow With Milk page on desktop, tablet or mobile



				- I am able to open a navigation menu and tap on a Grow With Milk option to access the Grow With Milk page on tablet or mobile
FR-003	Website visitor	Quickly access the Digital Dairy section of the site from any page	View details about the digital education programs offered by DFO's education team	<ul style="list-style-type: none"> - I am able to click on a link in the site navigation bar to access the Digital Dairy page on desktop - I am able to tap/click on a link in the site footer to access the Digital Dairy page on desktop, tablet or mobile - I am able to open a navigation menu and tap on a Digital Dairy option to access the Digital Dairy page on tablet or mobile
FR-004	Website visitor	Quickly access the Dairy Learning section of the site from any page	View details about the in-classroom education programs offered by DFO's education team	<ul style="list-style-type: none"> - I am able to click on a link in the site navigation bar to access the Dairy Learning page on desktop - I am able to tap/click on a link in the site footer to access the Dairy Learning page on desktop, tablet or mobile - I am able to open a navigation menu and tap on a Dairy Learning option to access the Dairy Learning page on tablet or mobile
FR-005	Website visitor	Quickly access the Grow With Milk section of the site from the homepage	View details about the nutrition programs offered by DFO's education team	- I am able to click on a link on the homepage to access the Grow With Milk page on desktop, tablet or mobile



FR-006	Website visitor	Quickly access the Digital Dairy section of the site from the homepage	View details about the digital education programs offered by DFO's education team	- I am able to click on a link on the homepage to access the Digital Dairy page on desktop, tablet or mobile
FR-007	Website visitor	Quickly access the Dairy Learning section of the site from the homepage	View details about the in-classroom education programs offered by DFO's education team	- I am able to click on a link on the homepage to access the Dairy Learning page on desktop, tablet or mobile
FR-008	Website visitor	Quickly access any of the DFO's education programs quickly from the homepage	View details about a specific program without needing to navigate between multiple pages	- I am able to click/tap on a shortcut link on the homepage to get information about any of the following specific programs, across desktop, tablet and mobile devices: <ul style="list-style-type: none"> - Dairy Educator Program - Elementary School Milk Program - Learning Management System (LMS) (redirects to edu.milk.org) - Milk Club (redirects to milkclub.milk.org) - Dairycraft (redirects to dairycraft.ca) - Breakfast Rebate Program - Vending Machine Program
FR-009	Website visitor	Easily sign up for DFO electronic newsletters from anywhere on the site	Keep informed on the various programs and promotions on offer by DFO	- I am able to click/tap on a link in the site footer to sign up for DFO newsletters, across desktop, tablet and mobile devices <ul style="list-style-type: none"> - Clicking/tapping the link will open a popup where I can provide my details - I will be required to provide a valid email address to sign up for any newsletters



				<ul style="list-style-type: none"> - Providing an invalid or blank email address will cause an error to be shown when I attempt to submit the provided form - I am able but not required to provide my first and last name when submitting the form - The first and last name fields of the form will accept up to 50 alphanumeric characters - I am required to choose one or more of the following newsletters to subscribe to: <ul style="list-style-type: none"> - Milk.org - Savour Ontario - Education - I am shown an error message if I attempt to submit the form without checking one or more of the checkboxes provided - Submissions to this form will subscribe the form submitter to their selected newsletters within Salesforce Marketing Cloud
FR-010	Website visitor	Easily sign up for DFO electronic newsletters from the homepage	Keep informed on the various programs and promotions on offer by DFO	<ul style="list-style-type: none"> - I am able to click/tap on a call-to-action button in the site homepage to sign up for DFO newsletters, across desktop, tablet and mobile devices - Clicking/tapping the link will open a popup where I can provide my details



				<ul style="list-style-type: none"> - I will be required to provide a valid email address to sign up for any newsletters - Providing an invalid or blank email address will cause an error to be shown when I attempt to submit the provided form - I am able but not required to provide my first and last name when submitting the form - The first and last name fields of the form will accept up to 50 alphanumeric characters - I am required to choose one or more of the following newsletters to subscribe to: <ul style="list-style-type: none"> - Milk.org - Savour Ontario - Education - I am shown an error message if I attempt to submit the form without checking one or more of the checkboxes provided
FR-011	Website visitor	Access the site's contact us page from anywhere on the site	Quickly get details on DFO contacts I can reach out to	<ul style="list-style-type: none"> - I am able to click on a link in the site navigation bar to access the contact us page on desktop - I am able to tap/click on a link in the site footer to access the contact us page on desktop, tablet or mobile - I am able to open a navigation menu and tap on contact us page option to access the



				contact us page on tablet or mobile
FR-012	Website visitor	Access the site's terms and conditions and privacy policy page from anywhere on the site	Quickly get details on the DFO Education program's terms and conditions	<ul style="list-style-type: none"> - I am able to click on a link in the site navigation bar to access the terms and conditions and privacy policy page on desktop - I am able to tap/click on a link in the site footer to access the terms and conditions and privacy policy page on desktop, tablet or mobile - I am able to open a navigation menu and tap on terms and conditions and privacy policy option to access the terms and conditions and privacy policy page on tablet or mobile
FR-013	Website visitor	Access the site's homepage from anywhere on the site	Quickly navigate back to the Dairy in Schools site's main home	<ul style="list-style-type: none"> - I am able to click/tap on the site's logo to access the homepage on desktop, tablet or mobile - I am able to tap/click on a link in the site footer to access the homepage on desktop, tablet or mobile
FR-014	Website visitor	Accept or decline to be tracked via cookies on the education site	Control how much the website tracks my behaviour	<ul style="list-style-type: none"> - I am able to see a popup that denotes that the website uses cookies for tracking when I first visit the site on a new device - I am able to accept or decline the use the site tracking my activity - I am able to close the popup at any time



				<ul style="list-style-type: none"> - If I close the popup, I will be asked my preferences again upon the next page visit of the site - If I accept the use of tracking, the site will track my site activity - If I decline the use of tracking, the site will not track my activity
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3.2 Grow With Milk

ID	Stakeholder (As a/an)	Requirement (I want to)	Goal (so I can)	Acceptance criteria
FR-015	Website visitor	View details about programs that cater to student dairy consumption	Learn about the programs available for promoting milk consumption for Ontario's elementary school students, both at home and at school	<ul style="list-style-type: none"> - I am able to see a list of 'Grow With Milk' programs and a brief description of each program, including: <ul style="list-style-type: none"> - Elementary School Milk Program - Breakfast Rebate Program - Vending Machine Program - Milk Club - I am able to quickly navigate to a page containing more details about the Elementary School Milk Program



				<ul style="list-style-type: none"> - I am able to quickly navigate to the Milk Club website - I am able to click a link/button to inquire about the Breakfast Rebate Program, which will navigate me to the Dairy in Schools site's contact us form with the 'Breakfast Rebate Program' topic pre-selected - I am able to click a link/button to inquire about the Vending Machine Program, which will navigate me to the Dairy in Schools site's contact us form with the 'Vending Machine Program' topic pre-selected - I am able to click a link/button to quickly access the Dairy in Schools site's contact us form if I have additional inquiries not related to a specific program



3.3 Digital Dairy

ID	Stakeholder (As a/an)	Requirement (I want to)	Goal (so I can)	Acceptance criteria
FR-016	Website visitor	View details about online programs that teach school children about dairy	Learn about the digital programs available for learning about the benefits of dairy for children	<ul style="list-style-type: none"> - I am able to see a list of 'Digital Dairy' programs and a brief description of each program, including: <ul style="list-style-type: none"> - DairyCraft - Learning Management System (LMS) - I am able to quickly navigate to the DairyCraft website - I am able to quickly navigate to the LMS website - I am able to click a link/button to quickly access the Dairy in Schools site's contact us form if I have additional inquiries not related to a specific program



3.4 Dairy Learning

ID	Stakeholder (As a/an)	Requirement (I want to)	Goal (so I can)	Acceptance criteria
FR-017	Website visitor	View details about in-classroom programs that teach school children about dairy	Learn about the in-class programs available for learning about the benefits of dairy for children	<ul style="list-style-type: none"> - I am able to see a list of 'Dairy Learning' programs and a brief description of each program, including: <ul style="list-style-type: none"> - Dairy Educator Program - Growing Up Dairy - I am able to quickly navigate to a page containing more details about the Dairy Educator Program - I am able to click a link/button to inquire about the Growing Up Dairy program, which will navigate me to the Dairy in Schools site's contact us form with the 'Growing Up Dairy' topic pre-selected - I am able to click a link/button to



				quickly access the Dairy in Schools site's contact us form if I have additional inquiries not related to a specific program

3.5 ESMP

ID	Stakeholder (As a/an)	Requirement (I want to)	Goal (so I can)	Acceptance criteria
FR-018	Website visitor	View details about DFO's Elementary School Milk Program	Learn about the details of the ESMP	<ul style="list-style-type: none"> - I am able to see information about the Elementary School Milk program - I am able to quickly navigate to a page containing more details about the nutritional benefits of milk - I am able to quickly navigate to a page containing details and resources for



				<p>ESMP coordinators</p> <ul style="list-style-type: none"> - I am able to quickly navigate to a page containing instructions on how to volunteer for the ESMP program - I am able to quickly navigate to the ESMP parent portal to register or place orders for school milk for my children

3.6 Dairy Educator Program

ID	Stakeholder (As a/an)	Requirement (I want to)	Goal (so I can)	Acceptance criteria
FR-019	Parent	View details about DFO's dairy educator program	Learn about the dairy educator program for my children and its benefits	<ul style="list-style-type: none"> - I am able to see information about the Dairy Educator program - I am able to quickly navigate to a page where I can look up my local educators



				and request one
FR-020	Dairy Educator	View and download resources for my in-classroom presentations	Easily access the tools I need to have a successful presentation	<ul style="list-style-type: none"> - I am able to see information catered to dairy educators - I am able to quickly access a page containing resources for my presentations, including documents, images, media and DIY recipes
FR-021	Dairy Educator	View and print DIY recipes for in-classroom presentations	Easily get the materials needed for my students to make recipes in class or at home	<ul style="list-style-type: none"> - I am able to see a list of DIY recipes - I am able to open any individual DIY recipe and see a list of supplies needed for the recipe - I am able to open any individual DIY recipe and see a list of ingredients needed for the recipe - I am able to view any images and videos associated with any of the DIY recipes - I am able to view nutritional information associated with any of the DIY recipes - I am able to view and print a printer-friendly version of any of the DIY recipes
FR-022	Parent	Find a dairy educator in my area	Request a dairy educator to come to my children's school for a presentation	<ul style="list-style-type: none"> - I am able to see a list of dairy educator regions - I am able to see a map showing all the



				<p>dairy educators and their locations</p> <ul style="list-style-type: none"> - I am able to enter my address and/or postal code to sort the list of educators by ascending distance from that address - I am able to allow my web browser to use my device's current location to automatically populate the address, which will sort the list of educators by ascending distance from my current location
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3.7 Contact & Legal

ID	Stakeholder (As a/an)	Requirement (I want to)	Goal (so I can)	Acceptance criteria
FR-023	Website visitor	View the contact information for the education program's administrators	Reach out to them if I have questions	<p>I am able to view the address information for the various dairy education program administrators at DFO</p> <p>I am able to view the contact details of the DFO Education administrators</p> <p>I am able to see a map of the DFO offices</p>
FR-024	Website visitor	See a list of common questions about the Dairy	Try to get an answer to one of my questions	I am able to view a list of frequently-asked questions



		in Schools programs		<p>I can click any of the questions to get an answer to that question</p> <p>I can click on the question again once opened to close the question</p> <p>I can see the list of frequently-asked questions grouped by category</p> <p>I can click any of the categories to see the frequently-asked questions in that category</p>
FR-025	Website visitor	Submit a question to the DFO education team	Get an answer to my question about the program that is not available in the FAQs	<ul style="list-style-type: none"> ● I am able to fill out a form with the following information: <ul style="list-style-type: none"> ○ First name (max 50 characters, required) ○ Last name (max 50 characters, required) ○ Email address (email address format, max 100 characters, required) ○ Description of the question (text area, max 1000 characters, required) ○ Type of inquiry (required) - drop-down list with the following options: <ul style="list-style-type: none"> ■ General Inquiry ■ Digital Dairy ■ Dairy Learning ■ Grow With Milk ○ Program (optional) - drop-down list with the following options, only shown based on 'Type of Inquiry' drop-down : <ul style="list-style-type: none"> ■ If Digital Dairy selected: <ul style="list-style-type: none"> ● Dairycraft



				<ul style="list-style-type: none"> ● LMS ■ If Dairy Learning selected: <ul style="list-style-type: none"> ● Request a Classroom Expert ● Growing Up Dairy ■ If Grow With Milk selected: <ul style="list-style-type: none"> ● Milk Club ● Elementary School Milk Program ● Vending Machine Program ○ County or Region (only visible and required if 'Request a Classroom Expert' is selected for 'Program) - drop-down with the following options: <ul style="list-style-type: none"> ■ Algoma ■ Brant ■ Bruce ■ Carleton ■ City of Kawartha Lakes ■ Cochrane ■ Dufferin / Wellington ■ Dundas ■ Durham Region ■ East Nipissing / Parry Sound ■ East Sudbury / West Nipissing ■ Elgin / Middlesex ■ Essex ■ Frontenac ■ Glengarry ■ Grenville
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				<ul style="list-style-type: none"> ■ Grey ■ Haldimand ■ Halton ■ Hastings ■ Huron ■ Kent ■ Lambton ■ Lanark ■ Leeds ■ Lennox & Addington ■ Manitoulin / West Sudbury ■ Niagara ■ Norfolk ■ Northumberland ■ Oxford ■ Peel ■ Perth ■ Peterborough ■ Prescott ■ Prince Edward ■ Rainy River / Kenora ■ Renfrew ■ Russell ■ Simcoe ■ Stormont ■ Temiskaming ■ Thunder Bay ■ Toronto and area
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				<ul style="list-style-type: none"> ■ Waterloo ■ Wentworth ■ York <ul style="list-style-type: none"> ● I am shown an error message if I attempt to submit the form without providing a value to any of the above required fields ● I am shown an error message if I attempt to submit the form without providing a properly-formatted email address ● I am shown a success message if I submit the form successfully
FR-026	Website visitor	View the Dairy in Schools program's terms and conditions	Be informed on the specific legal details of the Dairy in Schools program	<p>I am able to view the terms and conditions, privacy policy and cookie policy for the Dairy in Schools programs</p> <p>I am able to easily navigate between sections of the policies at the top of the page</p>

3.8 Administration & Content Management

ID	Stakeholder (As a/an)	Requirement (I want to)	Goal (so I can)	Acceptance criteria
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FR-027	Content editor	Manage the list of FAQ categories available on the Contact page of the site	Better organize the questions commonly asked of the program	<ul style="list-style-type: none"> - I am able to view the list of FAQ categories currently available on the site - I can remove any existing FAQ category on the site - I can add a new FAQ category at any time - I can modify the English or French name of any existing FAQ category - When adding a new FAQ category, I will be required to provide the category name in English and in French
FR-028	Content editor	Manage the list of frequently-asked questions available on the Contact page of the site	Prevent site users from needing to contact us with their common questions	<ul style="list-style-type: none"> - I am able to view the list of FAQs currently available on the site - I can remove any existing FAQ on the site - I can modify any existing FAQ's question or answer text in English or French - I can modify any existing FAQ's category - I can add a new FAQ at any time - When adding a new FAQ, I will be required to select the category, and provide both a question and an answer in English and French
FR-029	Content editor	Manage the list of topics available in the contact form of the site	Allow site visitors to contact DFO with specific questions	<ul style="list-style-type: none"> - I am able to view the list of contact topics currently available - I can remove any existing topic from the list - I can add topics to the list in English or French



FR-030	Content editor	Manage the list of dairy educators available on the site	Add or remove educators as required	<ul style="list-style-type: none"> - I am able to view the list of dairy educators, including the following information: <ul style="list-style-type: none"> - English Email address - French Email address - Location (postal code) - I can add, modify or remove any existing educator from the list
FR-031	Content editor	Manage the list of DIY recipes available to dairy educators on the site	Add or remove recipes as required	<ul style="list-style-type: none"> - I am able to view the list of recipes currently available - I can define the following for any new or existing recipe, in English and French: <ul style="list-style-type: none"> - Recipe name (required) - List of supplies (required) - List of ingredients (required) - Instructions (required) - Images (optional) - Videos (optional) - Nutritional Info (optional) - I am shown an error message if I do not provide any of the required information listed above - The following maximum lengths will be enforced for the above fields <ul style="list-style-type: none"> - Recipe name - 200 characters - Supplies - 100 characters - Ingredients - 100 characters



				<ul style="list-style-type: none">- Instructions - 5000 characters- I will be prevented from providing text that exceeds the above lengths when creating or editing a recipe



4 Non-Functional Requirements

ID	Requirement
NR-001	All site users will be shown a 404 page when accessing any website resource that does not exist.
NR-002	The Dairy in Schools site must be WCAG level AA compliant.
NR-003	All images uploaded to the website via the content management system must have an ability to define alt text for WCAG compliance purposes.
NR-004	All site content will be available in English and French.

