

# Update Notice

## Handbook AS-885, usps.com Development Process and Standards May 2003

### How to Use This Update Notice

- Use the table in this update notice to find out about updates to the manual, which were published in the *Postal Bulletin*.
- In the first column, find the affected chapter, subchapter, part, appendix, or section and read across the other columns to find specific information about that revision.

**(Note:** The vertical bars adjacent to the text in the online Handbook AS-885, *usps.com Development Process and Standards*, indicate Postal Bulletin updates have been incorporated.)

This online version of Handbook AS-885, *usps.com Development Process and Standards*, published in May 2003, is updated through September 30, 2004, with the following *Postal Bulletin* articles:

This chapter, subchapter, part, appendix or section...	titled...	was updated to...	in <i>Postal Bulletin</i> issue number...	with an issue date of...
<b>Chapter 5, Phase III — Application and Technical Development</b>				
5.5-7	Exit Page Requirements	to provide Postal Service requirements on the use of exit pages related to <i>usps.com</i> .	22138	09-30-2004

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## ***usps.com* Development Process and Standards**

Handbook AS-885

May 2003  
Transmittal Letter

### **A. Introduction**

The only authorized public Internet presence for the Postal Service is *www.usps.com*. It is the electronic face we present to our residential and business customers. The site also plays a vital role in the Postal Service's retail strategy, as presented in the Transformation Plan. It has the potential to handle most of the transactions that commonly take place in Post Offices, especially when combined with carrier collection from the home or office.

As the Postal Service presents its products and services on the Internet, its Web presence must be well designed, effective, accurate, and up to date. This Web presence and its associated brand image must be projected in a coordinated, professional, and businesslike manner so that a consistent brand identity and message will be reflected throughout. It is extremely important that we maintain a coordinated and consistent brand Web presence to ensure the effectiveness of this channel.

### **B. Purpose**

This document provides the requirements for maintaining a coordinated and consistent brand Web presence to enable the effectiveness of this channel as a business medium. It contains the managerial processes, design standards, development standards, and best practices for use on *usps.com*. Business drivers and application developers will find this publication useful throughout the life cycle of any Web presence or application.

### **C. Availability**

This document is available online only at <http://blue.usps.gov/cpim/hbkid.htm>.

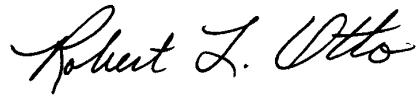
### **D. Rescission**

This document updates and replaces Publication 147, *Web Standards Guide*, and obsoletes MI AS 840-98-2, *Dissemination of Postal Information, Products, and Services Via the World Wide Web*, and MOP IT 3-11-2002, *usps.com Development and Domain Usage*.

**E. Comments and Questions**

Send comments or questions to:

E-BUSINESS SYSTEMS  
OFFICE OF THE VICE PRESIDENT, CHIEF TECHNOLOGY OFFICER  
UNITED STATES POSTAL SERVICE  
475 L'ENFANT PLAZA SW  
WASHINGTON DC 20260-1500

A handwritten signature in black ink that reads "Robert L. Otto". The signature is written in a cursive style with a large, prominent 'R' and 'O'.

*Robert L. Otto*  
*Vice President, Chief Technology Officer*

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# 1 Introduction

## 1-1 Purpose

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### Application

Computer code used to provide functionality on *usps.com*.

This document provides processes and standards for building and maintaining an information presence or application on *usps.com* and defines the design and development standards and best practices for use on *usps.com*.

## 1-2 Applicability

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### Business Driver

Manager with business need for presence on *usps.com*.

### 1-2.1 Business Drivers and Organizations

This document applies to business drivers and organizations with functional responsibilities.

### Application Developer

Entity funded by business driver to develop computer code for areas outside *usps.com* architecture and business content for posting online.

### 1-2.2 Content and Applications

It applies to all text, associated graphics, and presentations that will be available to visitors on *usps.com*.

## 1-3 About This Document

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### Presence

Refers to a business driver's content areas, applications, or functionalities on *usps.com*.

The *usps.com* development process follows a life-cycle model with six phases. Chapter 2 provides roles and responsibilities, and chapters 3 through 8 cover the development phases.

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# 2 Roles and Responsibilities

## 2-1 Summary

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### usps.com Architecture

Hardware and software components supporting *usps.com* at a computer operations service center.

### Portfolio

Organization under the Vice President, Chief Technology Officer, that manages the development life cycle of Web application projects.

### Enterprise Information Repository (EIR)

Available at <http://eir>.

### Deploy

Activate for public viewing. Go into production. Go live.

### 2-1.1 Internet Channel, Chief Marketing Officer

The Internet Channel is responsible for the following:

- a. Providing business approval for new content and functions.
- b. Managing Web design look and feel, creative design, and information placement.
- c. Establishing editorial direction and providing content maintenance, as appropriate.
- d. Ensuring consistency and accuracy in presenting the business of the Postal Service to its customers.
- e. Coordinating the customer business requirements for development.
- f. Conducting ongoing focus groups and usability studies to determine the business effectiveness of *usps.com* and its components.

### 2-1.2 eBusiness Systems, Office of the Vice President, Chief Technology Officer

eBusiness Systems is responsible for the following:

- a. Technical development, maintenance, and support of all *usps.com* platform components.
- b. Executing system development and technical integration.
- c. Integrating scheduling, technical maintenance support, and search and measurement support.
- d. Defining, developing, and maintaining all content management capabilities.
- e. Carrying out ongoing quality assurance reviews.
- f. Determining work plans and costs for development.
- g. Providing and managing the dedicated Web operational platform at its computer operations service centers (COSCs).

### 2-1.3 **Portfolios, Office of the Vice President, Chief Technology Officer**

The portfolios are responsible for the following:

- a. Supporting the business drivers in their development efforts.
- b. Participating in the customer strategic planning process.
- c. Managing the relationship between the customer and the Office of the Vice President, Chief Technology Officer, the technical budgets, programs and projects, and supplier partnership agreements.
- d. Identifying and managing program or project issues and risks and being accountable for appropriate technological solutions.
- e. Ensuring that the application is registered in the Enterprise Information Repository (EIR).
- f. Establishing and maintaining appropriate service level agreements (SLAs).
- g. Supporting and providing all Chief Technology Officer/Information Technology (CTO/IT) costs for business case analysis and Decision Analysis Report (DAR) development.

### 2-1.4 **Business Drivers and Application Developers**

Business drivers and application developers are responsible for the following:

- a. Following the processes and standards specific to *usps.com*.
- b. Complying with all legal, security, Section 508, corporate identity, and technical requirements before their site can be deployed.
- c. Providing ongoing content maintenance and customer support.

### 2-1.5 **Chief Privacy Officer**

The chief privacy officer is responsible for the following:

- a. Setting privacy policy for all Web presences.
- b. Reviewing requirements and design to determine whether there are any privacy issues.
- c. Answering questions regarding privacy matters.

### 2-1.6 **Corporate Information Security Office, Office of the Vice President, Chief Technology Officer**

Corporate Information Security Office is responsible for the following:

- a. Assigning an Information Systems Security Officer (ISSO).
- b. Ensuring that all security requirements have been met and that all required documentation, reviews, and approvals have been completed.

### 2-1.7 **Manager, Brand Equity and Design, Public Affairs and Communications**

- a. Reviews the Web design look and feel and creative design while integrating the tone and manner established in the branding guidelines for all Web presences.
- b. Reviews all requirements and design to assure consistent Postal Service branding standards.

## 2-2 **Consolidated View of Roles**

The following presents a consolidated view of roles by development phase.

<b>Who</b>	<b>Phase</b>	<b>Responsibilities</b>
Internet Channel  and  Chief Marketing Officer	I. Analysis	<ul style="list-style-type: none"> <li>■ Conducts kickoff meeting.</li> <li>■ Acts as business requirements conduit along with business driver.</li> <li>■ Assigns coordinator to be single point of contact with business driver.</li> <li>■ Coordinates appropriate content approvals.</li> <li>■ Reviews measurement, search, and keyword requirements.</li> </ul>
	II. Design	<ul style="list-style-type: none"> <li>■ Provides creative design for new content areas or applications.</li> <li>■ Helps define and approve URL and navigational structure.</li> <li>■ Determines location of new material on <i>usps.com</i>.</li> </ul>
	III. Application and Technical Development	<ul style="list-style-type: none"> <li>■ Reviews and approves creative rendering based on design requirements.</li> <li>■ Approves location of new area on <i>usps.com</i>.</li> <li>■ Provides requirements feedback to application developer, if applicable, and coordinates issues resolution with business driver.</li> </ul>

Who	Phase	Responsibilities
	IV. Review and Test	<ul style="list-style-type: none"> <li>■ Reviews creative design implementation, navigation, and content presentation.</li> <li>■ Ensures that the business driver has obtained the necessary legal, corporate identity, and privacy approvals.</li> </ul>
	V. Deployment	<ul style="list-style-type: none"> <li>■ Obtains all final approvals.</li> <li>■ Gives approval for deployment.</li> <li>■ Participates in post-implementation review.</li> </ul>
	VI. Maintenance	<ul style="list-style-type: none"> <li>■ Posts <i>usps.com</i> content at business driver's request.</li> <li>■ Provides final approval for business driver-managed content.</li> <li>■ Arranges for customer support.</li> </ul>
Business Drivers	I. Analysis	<ul style="list-style-type: none"> <li>■ Presents business requirements and concepts for the presence.</li> <li>■ Provides executive sponsorship and funding.</li> <li>■ Registers presence in the EIR.</li> <li>■ Resolves initial legal issues with General Counsel.</li> </ul>
	II. Design	<ul style="list-style-type: none"> <li>■ Ensures that creative design complies with Section 508.</li> </ul>
	III. Application and Technical Development	<ul style="list-style-type: none"> <li>■ Provides feedback on business requirements to the Internet Channel, Portfolio, and application developer (if applicable).</li> </ul>
	IV. Review and Test	<ul style="list-style-type: none"> <li>■ Reviews new content areas (and applications, if applicable) to ensure they meet stated business requirements.</li> <li>■ Obtains necessary approvals.</li> <li>■ Conducts initial quality assurance review (with application developer, if applicable).</li> <li>■ Certifies that area complies with Section 508.</li> </ul>

Who	Phase	Responsibilities
	V. Deployment	<ul style="list-style-type: none"> <li>■ Approves new area for deployment.</li> <li>■ Populates new content area or designates Internet Channel or eBusiness Systems to do so.</li> <li>■ Participates in post-implementation review.</li> </ul>
	VI. Maintenance	<ul style="list-style-type: none"> <li>■ Ensures that content is accurate and up to date.</li> <li>■ Provides funding and staff resources for hosting, customer support, and content and application revisions.</li> <li>■ Maintains own content on <i>usps.com</i> (forwarding proposed changes and required sign-offs to the Internet Channel for final approval via the workflow approval process) or provides content to the Internet Channel to post on the business driver's behalf.</li> </ul>
Portfolios	I. Analysis	<ul style="list-style-type: none"> <li>■ Determines the appropriate application development entity for development outside the <i>usps.com</i> architecture.</li> <li>■ Participates in developing cost estimates.</li> <li>■ Ensures that requirements are fully funded at kickoff meeting.</li> </ul>
	II. Design	<ul style="list-style-type: none"> <li>■ Reviews technical design requirements in preparation for development phase.</li> </ul>
	III. Development	<ul style="list-style-type: none"> <li>■ Oversees development process and business driver relationship with the Internet Channel and the application developer.</li> <li>■ Guides business driver and application developer through the security review process.</li> </ul>

Who	Phase	Responsibilities
	IV. Review and Test	<ul style="list-style-type: none"> <li>■ Oversees testing of application development outside the <i>usps.com</i> architecture.</li> <li>■ Completes security risk letter based on Information Security Assurance (ISA) review report (if applicable).</li> <li>■ Obtains executive approval of ISA results (if applicable) and executive permission to place the new area into production.</li> </ul>
	V. Deployment	None
	VI. Maintenance	None
eBusiness Systems, Office of the VP, CTO	I. Analysis	<ul style="list-style-type: none"> <li>■ Begins integration checklist.</li> <li>■ Works with application developer to determine appropriate architecture and use of <i>usps.com</i> architecture components.</li> <li>■ Determines measurement and search strategy.</li> </ul>
	II. Design	<ul style="list-style-type: none"> <li>■ Determines technical design for <i>usps.com</i> content areas (and applications, if applicable).</li> <li>■ Provides presentation layer technical design for Web areas linking to back-end applications.</li> </ul>
	III. Application and Technical Development	<ul style="list-style-type: none"> <li>■ Performs all development for the <i>usps.com</i> architecture.</li> <li>■ Implements meta data, keyword, and search engine capabilities.</li> </ul>
	IV. Review and Test	<ul style="list-style-type: none"> <li>■ Conducts quality assurance review.</li> <li>■ Conducts limited security code review if Business Impact Assessment (BIA) rules out need for comprehensive external review.</li> <li>■ Tests for Section 508 compliance.</li> <li>■ Completes integration checklist and identifies any remaining issues.</li> </ul>

Who	Phase	Responsibilities
	V. Deployment	<ul style="list-style-type: none"> <li>■ Completes technical integration.</li> <li>■ Completes application pre-launch checklist.</li> <li>■ Gives approval for deployment.</li> <li>■ Places site into production.</li> <li>■ Carries out post-implementation review.</li> </ul>
	VI. Maintenance	<ul style="list-style-type: none"> <li>■ Provides Web hosting, measurement, security, and support services.</li> <li>■ Provides technical support for content maintenance.</li> <li>■ Performs all code or application revisions for <i>usps.com</i> (for applications only).</li> </ul>
Application Developers	I. Analysis	<ul style="list-style-type: none"> <li>■ Determines the scope of the development effort and provides time and cost information.</li> <li>■ Determines development approach.</li> <li>■ If necessary, assigns ISSR to work with Corporate Information Security Office.</li> </ul>
	II. Design	<ul style="list-style-type: none"> <li>■ Reviews design requirements in preparation for development phase.</li> <li>■ Ensures that creative and technical design meets Section 508 compliance guidelines.</li> <li>■ Ensures appropriate security and privacy guidelines are followed.</li> <li>■ Works with ISSO to resolve security issues.</li> </ul>
	III. Application and Technical Development	<ul style="list-style-type: none"> <li>■ Develops applications that meet <i>usps.com</i> creative and technical design and development standards.</li> <li>■ Ensures that development meets Section 508 compliance guidelines.</li> <li>■ Ensures appropriate security and privacy standards are met, assigning an ISSR to resolve ISA issues, if necessary.</li> </ul>

<b>Who</b>	<b>Phase</b>	<b>Responsibilities</b>
	IV. Review and Test	<ul style="list-style-type: none"> <li>■ Conducts initial quality assurance review with business driver.</li> <li>■ Tests browser/platform compatibility.</li> <li>■ Ensures that security code review (internal or external) takes place.</li> <li>■ Tests for compliance with Section 508.</li> <li>■ Completes ISA review with ISSO (if applicable).</li> </ul>
	V. Deployment	None
Corporate Information Security Office, Office of the VP, CTO	VI. Maintenance	<ul style="list-style-type: none"> <li>■ Provides back-end application code maintenance and updates.</li> <li>■ Ensures continued compliance with Section 508.</li> <li>■ Maintains content at business driver's request, forwarding proposed changes and sign-offs to the Internet Channel for final approval via the workflow approval process.</li> </ul>
	I. Analysis	<ul style="list-style-type: none"> <li>■ Assigns ISSO to work on the business impact assessment and, if necessary, ISA with Portfolio and/or ISSR.</li> </ul>
	II. Design	<ul style="list-style-type: none"> <li>■ Works with ISSR to identify and resolve potential security issues.</li> </ul>
	III. Application and Technical Development	<ul style="list-style-type: none"> <li>■ Conducts ISA review with ISSR.</li> </ul>
	IV. Review and Test	<ul style="list-style-type: none"> <li>■ Completes the ISA review report (if applicable).</li> <li>■ Approves security arrangements.</li> </ul>
	V. Deployment	<ul style="list-style-type: none"> <li>■ None</li> </ul>
Chief Privacy Officer	VI. Maintenance	<ul style="list-style-type: none"> <li>■ None</li> </ul>
	I. Analysis	<ul style="list-style-type: none"> <li>■ Reviews requirements for privacy issues.</li> </ul>
	II. Design	<ul style="list-style-type: none"> <li>■ Reviews design to ensure that privacy concerns are met.</li> </ul>
	III. Application and Technical Development	<ul style="list-style-type: none"> <li>■ Answers privacy questions that may arise.</li> </ul>

Who	Phase	Responsibilities
	IV. Review and Test	<ul style="list-style-type: none"> <li>■ Reviews any privacy issues raised during testing.</li> </ul>
	V. Deployment	None
	VI. Maintenance	None
Manager, Brand Equity and Design, Public Affairs and Communications	I. Analysis	<ul style="list-style-type: none"> <li>■ None.</li> </ul>
	II. Design	<ul style="list-style-type: none"> <li>■ Reviews the creative design and narrative with the manager of Communication Integration. This is required to ensure integration of approved corporate messaging and Postal Service brand and identity guidelines, including font usage, colors, images, etc.</li> </ul>
	III. Application and Technical Development	<ul style="list-style-type: none"> <li>■ Reviews and approves creative concepts and renderings.</li> <li>■ Provides requirements to business drivers.</li> </ul>
	IV. Review and Test	<ul style="list-style-type: none"> <li>■ Reviews and approves creative design.</li> <li>■ Approves brand identity.</li> </ul>
	V. Deployment	<ul style="list-style-type: none"> <li>■ None</li> </ul>
	VI. Maintenance	<ul style="list-style-type: none"> <li>■ None</li> </ul>

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# 3 Phase I — Analysis

## 3-1 Roles and Responsibilities I

Role	Responsibilities
Internet Channel	<ul style="list-style-type: none"> <li>■ Conducts kickoff meeting.</li> <li>■ Acts as business requirements conduit along with business driver.</li> <li>■ Assigns coordinator to be single point of contact with business driver.</li> <li>■ Coordinates appropriate content approvals.</li> <li>■ Reviews measurement, search, and keyword requirements.</li> </ul>
Business Driver	<ul style="list-style-type: none"> <li>■ Presents business requirements and concepts for the presence.</li> <li>■ Provides executive sponsorship and funding.</li> <li>■ Registers presence in the EIR.</li> <li>■ Resolves initial legal issues with General Counsel.</li> </ul>
Portfolio	<ul style="list-style-type: none"> <li>■ Determines the appropriate application development entity for development outside the <i>usps.com</i> architecture.</li> <li>■ Participates in developing cost estimates.</li> <li>■ Ensures requirements are fully funded at kickoff meeting.</li> </ul>
eBusiness Systems	<ul style="list-style-type: none"> <li>■ Begins integration checklist.</li> <li>■ Works with application developer to determine appropriate architecture and use of <i>usps.com</i> architecture components.</li> <li>■ Determines measurement and search strategy.</li> </ul>
Application Developer	<ul style="list-style-type: none"> <li>■ Determines the scope of the development effort and provides time and cost information.</li> <li>■ Determines development approach.</li> <li>■ If necessary, assigns ISSR to work with Corporate Information Security Office.</li> </ul>
Corporate Information Security Office	<ul style="list-style-type: none"> <li>■ Assigns ISSO to work on the business impact assessment and, if necessary, ISA with Portfolio and/or ISSR.</li> </ul>
Chief Privacy Officer	<ul style="list-style-type: none"> <li>■ Reviews requirements for privacy issues.</li> </ul>

## 3-2 Process

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### 3-2.1 Initial Contact

The business driver contacts the Internet Channel or appropriate Portfolio manager to propose a new Web presence or application on *usps.com*.

### 3-2.2 Kickoff Meeting

The Internet Channel arranges a kickoff meeting for representatives from the Internet Channel, Internet Services, and the Portfolio. (If a request comes to a Portfolio manager first, he or she coordinates with the Internet Channel to arrange the meeting.) At the kickoff meeting, the following occurs:

- a. The business driver presents business requirements and ideas for the presence.
- b. The Internet Channel, eBusiness Systems, and Portfolio manager ensure that the following conditions are met:
  - Requirements are fully defined.
  - Responsibilities are clear (for design, development, etc.).
  - The new content or application is appropriate for *usps.com*.

**Note:** Business drivers must not enter into external business relationships, affiliations, agreements, or contracts before the kickoff meeting. If application development outside the *usps.com* architecture is required, the Portfolio manager will determine the appropriate application development entities (eBusiness Systems, Integrated Business Systems Solutions Service Center, Preferred Portfolio Provider, etc.).

### 3-2.3 Project Approval

The Internet Channel has approval authority. If the Internet Channel approves the project, eBusiness Systems begins to prepare an integration workbook for the project.

#### Business Requirements

Content and functionality desired by a business driver for his/her Web presence.

## 3-3 Cost Analysis and Funding

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### 3-3.1 Preparation of Costs and Time Estimates

The Internet Channel, eBusiness Systems, and Portfolio manager analyze the business driver's requirements, define the development time and cost estimates for completion, and advise the business driver. Cost estimates include the following:

- a. Creative design and content maintenance by the Internet Channel.
- b. Technical development, hosting, and technical maintenance by eBusiness Systems.
- c. Application development.

### 3-3.2 Commitment of Funds

The business driver must fully commit funds through either the approved purchasing process or a Memorandum of Understanding (MOU) accepted by the manager, Internet Services, before any work begins.

### 3-3.3 Acceptance of Requirements

After acceptance of the business driver's requirements, the following actions take place:

- a. The Internet Channel assigns a coordinator to act as the single business point of contact for the business driver.
- b. If an application is required, the Portfolio manager assigns a Portfolio project manager to oversee and coordinate the project.
- c. The business driver registers the presence in the EIR (see MI AS-830-2002-2, *Registering Systems in the Enterprise Information Repository*).

## 3-4 Determination of Architecture

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### Architecture Component

An application available on *usps.com* to meet business requirements.

### Infrastructure Architect

eBusiness Systems staffer who helps determine the architecture components that best meet business requirements and resolves other architecture issues.

### 3-4.1 Architecture Components

eBusiness Systems will provide a list of architecture components for use in the architecture determination process. Available components include catalog, shopping cart, registration, payment, and credit card validation capabilities, among others, as well as comprehensive content management.

### 3-4.2 Authorized Application Developers

eBusiness Systems or its designee is the only authorized developer for applications that will reside within the *usps.com* architecture and the sole developer of the common *usps.com* architecture components. If development outside the *usps.com* architecture is required, the following steps must be taken:

- a. The Portfolio determines the appropriate application developer.
- b. eBusiness Systems assigns a *usps.com* infrastructure architect to work with the application developer to determine which architecture components best meet the business requirements.

**Note:** The infrastructure architect and application developer must maximize use of existing common architecture components before considering other options.

## 3-5 Determination of Legal Requirements

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Business drivers will work with the Internet Channel to determine the legal implications of their requirements, obtain Postal Service General Counsel review of new content, and to resolve legal issues before going to production.

## 3-6 Related Postal Service Policies

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New content and applications must comply with the following directives, which are available at <http://blue.usps.gov/cpim>:

- a. Management Instruction AS-310-96-3, *Management of Policy and Procedure Information — Paper and Online*.
- b. HBK AS-805, *Information Security*.
- c. HBK AS-508, *Section 508*.
- d. HBK F-7, *Secure Internet Payment Policies*.
- e. DMM G013, *Trademarks and Copyrights*.

New content and applications must also comply with the Postal Service's privacy policy, available online at <http://www.usps.com/common/docs/privpol.htm>.

## 3-7 Information Technology Requirements

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Technology-based solutions will be developed in accordance with the Postal Service Integrated Solutions Methodology, available online at <http://ism>.

## 3-8 Measurement Analysis

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Business drivers may need to measure visitor activity on their sites, including qualitative and quantitative measurement information. eBusiness Systems will prepare the paperwork to incorporate measurement requirements into the development and maintenance agreements.

### Site Measurement Options

<http://blue.usps.gov/webtrends>.

## 3-9 Search and Keyword Analysis

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The business driver should provide details on any specific site search requirements or the need for keywords to enhance site navigation.

# 4 Phase II — Design

## 4-1 Roles and Responsibilities

Role	Responsibilities
Internet Channel	<ul style="list-style-type: none"> <li>■ Provides creative design for new content areas or applications.</li> <li>■ Helps define and approves URL and navigational structure.</li> <li>■ Determines location of new material on <i>usps.com</i>.</li> </ul>
Business Driver	<ul style="list-style-type: none"> <li>■ Ensures that creative design complies with Section 508.</li> </ul>
Portfolio	<ul style="list-style-type: none"> <li>■ Reviews technical design requirements in preparation for development phase.</li> </ul>
eBusiness Systems	<ul style="list-style-type: none"> <li>■ Determines technical design for <i>usps.com</i> content areas (and applications, if applicable).</li> <li>■ Provides presentation layer technical design for Web areas linking to back-end applications.</li> </ul>
Application Developer	<ul style="list-style-type: none"> <li>■ Reviews design requirements in preparation for development phase.</li> <li>■ Ensures that creative and technical design meet Section 508 compliance guidelines.</li> <li>■ Ensures that appropriate security and privacy guidelines are followed.</li> <li>■ Works with ISSO to resolve security issues.</li> </ul>
Corporate Information Security Office	<ul style="list-style-type: none"> <li>■ Works with ISSR to identify and resolve potential security issues.</li> </ul>
Chief Privacy Officer	<ul style="list-style-type: none"> <li>■ Reviews design to ensure that privacy concerns are met.</li> </ul>
Manager, Brand Equity and Design	<ul style="list-style-type: none"> <li>■ Reviews the creative design and narrative with the manager of Communication Integration. This is required to ensure integration of approved corporate messaging and Postal Service brand and identity guidelines, including font usage, colors, images, etc.</li> </ul>

## 4-2 Creative Design

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Creative design is defined as the design of the nontechnical portion of a site, such as content, content presentation and navigation (the “look and feel”), and the placement and location of links to content (the information architecture).

### Presentation Layer

The prompts and forms viewed by a visitor to a Web site and used for navigation or entering information.

#### 4-2.1 Determination of Presentation

The Internet Channel determines the creative design for *usps.com* content areas and application presentation layers. Web presences must use templates that comply with *usps.com* design standards. To ensure a consistent design, the Internet Channel retains a creative design firm. Creative design from any other source is not acceptable. For approved design standards, see the *usps.com Style Guide*, which is available from the Internet Channel.

#### 4-2.2 Determination of URL

The Internet Channel determines URL definition and usage. All Postal Service sites must use the *usps.com* domain. Addresses on this domain must conform to the following rules:

- a. All content areas must have the format *www.usps.com/xxxxxxx*, where *xxxxxxx* is the designation that the Internet Channel and business driver have agreed upon as the label for that content area.
- b. For separate back-end applications, the content landing page(s) must have the URL format *www.usps.com/xxxxxxx*, where *xxxxxxx* is the designation that the Internet Channel and the business driver have agreed upon as the label for that content area. The back-end application must have the URL format *xxxxxxx.usps.com*.

## 4-3 Technical Design

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*Technical design* is defined as the installation and configuration of the hardware environment, including the operations, network, operating systems, application code, and Web layers that make up *usps.com*.

#### 4-3.1 Determination of Technical Design

The manager, eBusiness Systems, must approve all technical designs for use within or integrated with *usps.com*. An infrastructure architect assigned by eBusiness Systems must participate in system designs associated with *usps.com*.

#### 4-3.2 **Design of Back-End Applications or Links Outside of *usps.com* Architecture**

Projects that require a back-end application environment or direct links to a non-Web legacy application must ensure that as much as possible of the application, presentation layer, and information content reside in the *usps.com* architecture. The infrastructure architect will work with application developers to:

- a. Determine the portions of the application that will reside in the *usps.com* standard architecture as opposed to on a distinct application platform outside the *usps.com* environment.
- b. Determine how the presentation layer will be defined.
- c. Preserve the consistent look, feel, and navigation of *usps.com*.
- d. Maximize use of *usps.com* tools, such as search, measurement, and content management.
- e. Determine the appropriate use of architecture components and maximize use of existing components before considering other options.

**Note:** eBusiness Systems develops the portions of these applications that reside in the *usps.com* architecture.

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# 5 Phase III — Application and Technical Development

## 5-1 Roles and Responsibilities

Who	Roles and Responsibilities
Internet Channel	<ul style="list-style-type: none"> <li>■ Reviews and approves creative rendering based on design requirements.</li> <li>■ Approves location of new area on <i>usps.com</i>.</li> <li>■ Provides feedback on business requirements to application developer (if applicable) and coordinates issues resolution with business driver.</li> </ul>
Business Driver	<ul style="list-style-type: none"> <li>■ Provides requirements feedback to the Internet Channel, Portfolio, and the application developer (if applicable).</li> </ul>
Portfolio	<ul style="list-style-type: none"> <li>■ Oversees development process and business driver relationship with the Internet Channel and the application developer.</li> <li>■ Guides business driver and application developer through the security review process.</li> </ul>
eBusiness Systems	<ul style="list-style-type: none"> <li>■ Performs all development for the <i>usps.com</i> architecture.</li> <li>■ Implements meta data, keyword, and search engine capabilities.</li> </ul>
Application Developer	<ul style="list-style-type: none"> <li>■ Develops applications that meet <i>usps.com</i> creative and technical design and development standards.</li> <li>■ Ensures that development meets Section 508 compliance guidelines.</li> <li>■ Ensures that appropriate security and privacy standards are met, assigning an ISSR to resolve ISA issues, if necessary.</li> </ul>
Corporate Information Security Office	<ul style="list-style-type: none"> <li>■ Conducts ISA review with ISSR.</li> </ul>
Chief Privacy Officer	<ul style="list-style-type: none"> <li>■ Answers privacy questions that may arise.</li> </ul>
Manager, Brand Equity and Design	<ul style="list-style-type: none"> <li>■ Reviews the creative design and narrative.</li> </ul>

## 5-2 Architecture Development

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### 5-2.1 Inside *usps.com*

eBusiness Systems performs all development of components inside the *usps.com* architecture.

### 5-2.2 Outside *usps.com*

For components associated with separate back-end servers or links to legacy systems, the Portfolio and eBusiness Systems will coordinate with the appropriate developer to develop the *usps.com* portions of the application, the content management structure, and presentation layer calls to the back-end application.

## 5-3 Design Requirements

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This phase applies to two design elements: *Application development design* is defined as the design of those elements of *usps.com* that provide functionality to the site, i.e., the application components that interact with the user through a browser. *Technical design* is the programming code that interacts with and generates the pages that are presented to the user.

The Internet Channel creative design firm provides the creative design to eBusiness Systems (or the application developer, as appropriate). Changes outside the current style and technical guidelines or changes to requirements not approved by the Internet Channel are not allowed. New templates or template changes must be submitted in writing to the Internet Channel for review and approval.

## 5-4 Search and Measurement Functionality

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eBusiness Systems will assign a search specialist to business drivers to develop meta data and keywords and a measurement specialist for presences requiring measurement capabilities.

## 5-5 Development Standards

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### 5-5.1 Cookies

Session cookies are permissible. Persistent cookies are permissible only with the express consent of the chief privacy officer and only if the following conditions are true:

- a. There is a compelling business case.
- b. Cookie usage is fully disclosed in the Privacy Policy.
- c. Cookie usage is approved in writing by the Postmaster General.

For a detailed description of the Postal Service's policy on cookies, go to <http://www.usps.com/common/docs/cookiepol.htm>.

## 5-5.2 Naming Conventions

To maintain a standard file naming convention, application developers must do the following:

- a. Use only lowercase letters in file names. This is because *usps.com* is hosted on a Unix platform, which is case sensitive.
  - **Correct:** */pservice/welcome.htm*
  - **Incorrect:** */PService/Welcome.HTM*
- b. Relate descriptive file names to the underlying purpose of the file.
 

**Example:** *eb\_faq.htm* for a frequently asked question (FAQ) page
- c. Do not use spaces or special characters. Underscores may be used in file names.
  - **Correct:** *eb\_faq.htm*
  - **Incorrect:** *eb faq.htm*
- d. For multiple pages or images where an order number is needed, place the number at the end of the string.
 

**Examples:** *eb\_faq01.htm*  
*eb\_faq02.htm*
- e. Use file names of no longer than eight characters followed by a period and the standard three-character file extension. A list of file types and their three-character extensions approved for use on *usps.com* is printed below. Additional file types must be approved by Internet Services.

File Type	File Extension	File Type	File Extension
Adobe Acrobat	pdf	MS Excel	xls
Executable	exe	MS PowerPoint	ppt
GIF (image)	gif	MS Word	doc
HTML	htm	Rich text format	rtf
JPEG (image)	jpg	Text	txt
MOV (video)	mov	WAV (sound)	wav
MPEG (video)	mpeg	Winzip file	zip
Comma separated variable	csv		

### 5-5.3 Version Numbering

Application developers must coordinate their version numbering with eBusiness Systems.

### 5-5.4 Images

- a. Obtain Internet Channel approval for all images for posting on *usps.com*.
- b. Use only GIF and JPG images. To reduce download time, optimize the images and reduce the file size to the minimal acceptable size.
- c. Make sure images and artwork meet all licensing and copyright requirements.
- d. For all image tags, include an alt attribute that is descriptive enough for a visually impaired person to determine the use of the graphic through a text-to-voice software synthesizer. For example, an ad banner's alt attribute description should indicate that it is an ad banner: "Ad banner – Priority Mail."
- e. Use empty alt attributes (alt="") for exceptions to (d), i.e., "pixel-images" or "placeholders" used to adjust page layout and not intended to be viewed.

### 5-5.5 File Formats

- a. Pages that contain links to files (e.g., PDF, Microsoft Word, Excel) must contain file size as well as links to any extra software or viewers needed to open the file. Files that allow users to input meta data (e.g., PDF, Microsoft Word, Excel, PowerPoint) should include the following fields: title, subject, and keywords.

**Example:** Pub. 51 (PDF 147K). You will need Adobe Reader to view this document. [Download Adobe Reader](#).

- b. Files from the Microsoft (MS) Office software suite must be presented in alternative formats to be available to non-Microsoft platforms.

**Examples:** .doc (MS Word document) provide also as .rtf  
.xls (MS Excel document) provide also as .csv  
.ppt (MS Power Point) provide also as .pdf, .htm

### 5-5.6 Browser Compatibility

All *usps.com* areas must function properly using a wide range of browser/platform combinations. Application developers must test all completed Web content areas or applications to ensure that they are available to this range of browser/platform combinations. Contact eBusiness Systems for the official Postal Service browser/platform testing matrix.

## 5-5.7 Exit Page Requirements

Any link on *usps.com* that takes users out of the postal-controlled computing environment must display an exit page as required by this section (see Exhibit 5-5.7).

Exhibit 5-5.7

### Exit Page Requirements

The Receiving Site	Further Defined As	Requires
Is substantially different from <i>usps.com</i>	Any Web page linked from <i>usps.com</i> that a reasonable person would determine possesses a substantially different look and feel, and that has a distinct URL separate and apart from the domain of <i>usps.com</i> .	No exit page.
Is in compliance with the Postal Service (IT) security and Privacy Policy or <i>usps.com</i>	Any Web page linked from <i>usps.com</i> that abides by the Postal Service (IT) security requirements, Privacy Policy, and Terms of Use of <i>usps.com</i>	No exit page.
Is similar to <i>usps.com</i>	Any web page linked from <i>usps.com</i> that might create a likelihood of confusion so that a person could reasonably believe that the site is under the operation and control of <i>usps.com</i> and/or operated in compliance with the policies of USPS. Examples of such confusion include, but are not limited to, sites that display the USPS logo or a deceptively similar logo, or where the URL and/or the look and feel of the pages are similar to that of <i>usps.com</i> .	An exit page with a reasonable means to return to <i>usps.com</i> ,  unless  such web page has adopted the Postal Service (IT) security requirements, Privacy Policy, and Terms of Use of <i>usps.com</i> .  <i>Note:</i> See exit page content.

### 5-5.7.1 When Exit Pages Are Required

Any Web page linked from *usps.com* that is likely to lead people to believe, erroneously, that the site is under the operation and control of *usps.com* and/or operated in compliance with the policies of the Postal Service, must have an exit page unless it has adopted the Postal Service (IT) security requirements, Privacy Policy, and Terms of Use of *usps.com*. Examples of such confusion include, but are not limited to, sites that display the USPS logo or a similar logo, or where the URL and/or the look and feel of the pages are similar to that of *usps.com*. In such cases, the exit page must provide the user with a reasonable means to return to *usps.com*.

All exit pages required by this section must contain the following language, unless otherwise approved by the Law Department:

## You Are Now Leaving USPS.com

Once you leave you will fall under the policies and procedures of the http:[insert top-level web address] Web site.

*Thanks for visiting. Please come again soon.*

### 5-5.7.2 When Exit Pages Are Not Required

#### **If a receiving site is substantially different from *usps.com*:**

Any Web page linked from *usps.com* that a reasonable person would determine possesses a substantially different look and feel, and that has a distinct URL separate and apart from the domain of *usps.com*, does not require an exit page.

#### **If a site is in compliance with Postal Service (IT) security and privacy policies or terms of use of *usps.com*:**

Any Web page linked from *usps.com* that abides by the Postal Service (IT) security requirements, Privacy Policy, and Terms of Use of *usps.com* does not require an exit page.

### 5-5.8 Multimedia File Formats

Audio and video files and links to such files must undergo the same approval process as all other information posted on *usps.com*.

- a. **Audio Files.** Audio files must be posted in a .wav format no larger than 1.2 MB. WAV files can be played by nearly all Windows applications that support sound.
- b. **Video Files.** Video files posted on *usps.com* must be no larger than 3.2 MB. Preferred sizes are 1.2 MB or smaller. Video files must be in one of two formats:
  - **.mpeg** — short for Moving Picture Experts Group. MPEG files generally produce better quality video than competing formats. The Postal Service MPEG standard is MPEG-1. MPEG-1 provides video resolution of 352 by 240 at 30 frames per second.
  - **.mov** — short for movie file. MOV files are typically used on Macintosh-type computers with QuickTime software. QuickTime is built into the Macintosh operating system and is used by most Macintosh applications that include video or animation. Windows-based PCs can also run MOV files, but they require a

special QuickTime driver. There are no resolution restrictions on MOV files; therefore, there is no corresponding Postal Service MOV standard.

**Note:** The Postal Service does not support streaming video at this time due to the cost of maintaining appropriate hardware and communications facilities.

- c. **Postal Service Standard Video Player.** The Postal Service standard video player for viewing multimedia content is Microsoft Media Player version 7 or above. Microsoft Media Player comes bundled with the new Postal Service Advanced Computing Environment (ACE) platform, which the Postal Service is implementing nationwide.
- d. **Posting and Tracking.** All audio and video files will be controlled via Interwoven TeamSite, the content management software for *usps.com*.

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# 6 Phase IV – Review and Testing

## 6-1 Roles and Responsibilities

Role	Responsibilities
Internet Channel	<ul style="list-style-type: none"> <li>■ Reviews creative design implementation, navigation, and content presentation.</li> <li>■ Ensures that the business driver has obtained the necessary legal, corporate identity, and privacy approvals.</li> </ul>
Business Driver	<ul style="list-style-type: none"> <li>■ Reviews new content areas (and applications, if applicable) to ensure they meet stated business requirements.</li> <li>■ Obtains necessary approvals.</li> <li>■ Conducts initial quality assurance review (with application developer, if applicable).</li> <li>■ Certifies that area complies with Section 508.</li> </ul>
Portfolio	<ul style="list-style-type: none"> <li>■ Oversees testing of application development outside the <i>usps.com</i> architecture.</li> <li>■ Completes security risk letter based on ISA review report (if applicable).</li> <li>■ Obtains executive approval of ISA results (if applicable) and executive permission to place the new area into production.</li> </ul>
eBusiness Systems	<ul style="list-style-type: none"> <li>■ Conducts quality assurance review.</li> <li>■ Conducts limited security code review if BIA rules out need for comprehensive external review.</li> <li>■ Tests for Section 508 compliance.</li> <li>■ Completes integration checklist and identifies any remaining issues.</li> </ul>
Application Developer	<ul style="list-style-type: none"> <li>■ Conducts initial quality assurance review with business driver.</li> <li>■ Tests browser/platform compatibility.</li> <li>■ Ensures that security code review (internal or external) takes place.</li> <li>■ Tests for compliance with Section 508.</li> <li>■ Completes ISA review with ISSO (if applicable).</li> </ul>

Role	Responsibilities
Corporate Information Security Office	<ul style="list-style-type: none"> <li>■ Completes the ISA review report (if applicable).</li> <li>■ Approves security arrangements.</li> </ul>
Chief Privacy Officer	<ul style="list-style-type: none"> <li>■ Reviews any privacy issues raised during testing.</li> </ul>
Manager, Brand Equity and Design	<ul style="list-style-type: none"> <li>■ Reviews the creative design and narrative with the manager of Communications Integration. This is required to ensure integration of approved corporate messaging and Postal Service brand and identity guidelines, including font usage, colors, images, etc.</li> <li>■ Provides feedback to designers and application developers.</li> <li>■ Answers any brand identity issues that may arise.</li> <li>■ Provides Postal Service brand approval.</li> </ul>

## 6-2 Required Approvals

The business driver and/or application developer must obtain approvals and signoffs from the following functional organizations prior to deployment of a new *usps.com* content area or application:

- a. **Internet Channel.** The Internet Channel approves creative design implementation, navigation, and content presentation and ensures that business drivers obtain approval from the following functional organizations:
  - General Counsel (for legal approval).
  - Public Affairs and Communications (for corporate image approval).
  - Chief Privacy Officer (for privacy policy compliance).
- b. **eBusiness Systems.** eBusiness Systems does the following:
  - Reviews the presence for compliance with development standards.
  - Conducts security code reviews for code not requiring a comprehensive external code review.
  - Conducts Section 508 compliance reviews.
- c. **Corporate Information Security Office.** The Corporate Information Security Office approves security for applications based on the requirements published in HBK AS-805, *Information Security*.
- d. **eBusiness Systems.** eBusiness Systems ensures that all areas of the integration checklist have been completed and approved.

## 6-3 Initial Quality Assurance Review

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The business driver and/or application developer is responsible for performing the following initial quality assurance review prior to submitting any development to Internet Services:

- a. Proofreading all material for spelling and grammatical errors and Section 508 compliance.
- b. Reviewing the presence for compliance with developmental standards and to minimize findings from Internet Services' quality assurance review.
- c. Ensuring that all completed content areas and applications work with the browser/platform combinations in the Postal Service browser/platform testing matrix.
- d. Testing dynamically generated pages for cross-content linkage.

## 6-4 Pre-Publishing Quality Assurance Review

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Before publishing content or applications, eBusiness Systems conducts a quality assurance review of all areas of *usps.com*. (For development carried out by an application developer, eBusiness Systems provides a report to the developer listing issues that must be resolved.) The review includes scans for the following:

- a. **Development Standards.** Compliance with the standards provided in this document.
- b. **Web Bugs.** Images loaded from another server. These are considered a privacy issue as they may be used to monitor Web visitors and to collect information such as:
  - A visitor's IP address.
  - The URL where the link to the Web bug is located.
  - The URL of the Web bug image.
  - The time the Web bug was viewed.
  - The type of browser and the previously set cookie value.

*Web bugs must be removed before deployment unless permitted by the Chief Privacy Officer.*
- c. **Cookies.** Persistent and session cookies. If found, a list is compiled with the name/value, domain, path, and expiration date attributes.
- d. **Privacy Statement Link.** The presence of required links to the current *usps.com* privacy policy.
- e. **Spelling.** Misspelled words.
- f. **Missing Titles.** Missing or empty <TITLE> tags in Web pages.
- g. **Deep Pages.** Pages more than five clicks from the *usps.com* home page.

- h. **Data Spilling.** Occurs when personally identifiable information is put into a URL. This is frequently caused by using the GET method in an HTML form, and it has the following undesirable consequences:
- It places form data into a URL.
  - Data thus can be passed off easily to other Web servers in referring URLs.
- Will occur if a Web page contains images that are provided by servers from other companies.
- Developers must make every effort to avoid data spilling by using POST methods in form pages.*
- i. **Cross Content Linkage.** Servers that generate dynamic pages can introduce security risks because they have the following vulnerabilities:
- They do not have complete control over how a client interprets their output.
  - They allow untrusted content to be introduced into a dynamic page.
  - They create a situation where protection actions cannot be taken because neither the server nor client has enough information to recognize that this has happened.
- j. **Broken Links.** All broken links on a presence and the parent files that reference them. Error messages indicating broken links include the following:
- **File Not Found.** URL points to a file on the server that does not exist; this error is often caused by typos in the URL or the deletion or renaming of the target file.
  - **Cannot Connect.** Target server does not respond to the request from the browser, often because a server is down or busy.
  - **Host Not Found.** URL points to a nonexistent server.
  - **Time Out.** The server responds but does not return the data fast enough, causing the browser to give up.
  - **Bad Anchor.** URL points to a document that does not exist. This error message is caused by an error in the anchor tag information inside the HTML document and improper identification of the link.
  - **Unsafe Character in URL.** URL contains “unsafe” characters, such as a control character or a nonencoded space. This error occurs because browsers interpret such characters differently, do not use control characters, and use “%20” to indicate spaces.

## 6-5 Security Code Review

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The application developer must ensure that a security code review and risk analysis, if appropriate, is completed as based on the requirements of HBK AS-805, *Information Security*. If a comprehensive external security code review is required, the Corporate Information Security Office provides a list of providers. Otherwise, eBusiness Systems will conduct a limited review.

## 6-6 Section 508 Compliance

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The business driver is responsible for declaring that his or her Web presence is Section 508 compliant before it can be deployed. eBusiness Systems will review a new Web presence only for obvious issues that application developers may have missed during the development phase but will not certify it as compliant with Section 508 requirements.

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# 7 Phase V – Deployment

## 7-1 Roles and Responsibilities

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Role	Responsibilities
Internet Channel	<ul style="list-style-type: none"><li>■ Obtains all final approvals.</li><li>■ Gives approval for deployment.</li><li>■ Participates in post-implementation review.</li></ul>
Business Driver	<ul style="list-style-type: none"><li>■ Approves new area for deployment.</li><li>■ Populates new content area or designates Internet Channel or eBusiness Systems to do so.</li><li>■ Participates in post-implementation review.</li></ul>
eBusiness Systems	<ul style="list-style-type: none"><li>■ Completes technical integration.</li><li>■ Completes application pre-launch checklist.</li><li>■ Gives approval for deployment.</li><li>■ Places site into production.</li><li>■ Carries out post-implementation review.</li></ul>

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## 7-2 Pre-Deployment Activities

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eBusiness Systems needs at least 10 business days to perform pre-deployment activities, including creating appropriate links within *usps.com* to the new content area or application, initiating the change control process to put any new code into production, and configuring measurement tracking.

## 7-3 Content Deployment

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Most *usps.com* content is posted using standard templates developed by eBusiness Systems.

## 7-4 Application Deployment

eBusiness Systems develops, releases, and maintains *usps.com* application code following a predetermined release schedule. Application deployment dates are scheduled in Phase 1 by the business driver, Internet Channel, and eBusiness Systems to coincide with eBusiness Systems' pre-determined release schedules.

## 7-5 After-Deployment Activities

After deployment, the Internet Channel and eBusiness Systems perform a post-implementation review to ensure that all pages were put into production as designed. Business drivers must also review the presence to ensure that the area is delivered as intended and that feedback links are functioning as required.

# 8 Phase VI – Maintenance

## 8-1 Roles and Responsibilities

Who	Roles and Responsibilities
Internet Channel	<ul style="list-style-type: none"> <li>■ Posts <i>usps.com</i> content at business driver's request.</li> <li>■ Provides final approval for business driver-managed content.</li> <li>■ Arranges customer support.</li> </ul>
Business Driver	<ul style="list-style-type: none"> <li>■ Ensures that content is accurate and up to date.</li> <li>■ Provides funding and staff resources for hosting, customer support, and content and application revisions.</li> <li>■ Maintains own content on <i>usps.com</i> (forwarding proposed changes and required signoffs to the Internet Channel for final approval via the workflow approval process) or provides content to the Internet Channel to post on the business driver's behalf.</li> </ul>
eBusiness Systems	<ul style="list-style-type: none"> <li>■ Provides Web hosting, measurement, security, and support services.</li> <li>■ Provides technical support for content maintenance.</li> <li>■ Performs all code or application revisions for <i>usps.com</i>.</li> </ul>
Application Developer	<ul style="list-style-type: none"> <li>■ Provides back-end application code maintenance and updates.</li> <li>■ Ensures continued compliance with Section 508.</li> <li>■ Maintains content at business driver's request, forwarding proposed changes and signoffs to the Internet Channel for final approval via the workflow approval process.</li> </ul>

## 8-2 Content Revisions

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Content revisions are defined as changes to information already published to a Web site, typically textual in nature, and can normally be accomplished using the appropriate standard templates.

### 8-2.1 Business Driver Maintenance

Business drivers may maintain their content, if they have frequent changes and adequate staff resources, but the Internet Channel must approve such changes prior to their deployment. Using established templates and approval workflows, the business driver may create, edit, and review content according to *usps.com* design standards. Standard templates allow users to enter their content into a data-capture template without having to know HTML or another Web development language.

### 8-2.2 Internet Channel Maintenance

The Internet Channel will maintain content for organizations that have inadequate resources to edit and deploy content or that make infrequent changes.

#### a. Obtaining Support

To obtain support, business drivers contract with the Internet Channel for a block of content maintenance hours via a signed PS Form 7381, *Requisition for Supplies, Services, or Equipment*. When hours are used up, the business driver should replenish the account to have the work finished.

#### b. Scheduling

The Internet Channel will schedule maintenance to take place as soon as possible during normal business hours. The actual time to deploy new content depends on the number of changes submitted.

## 8-3 Application Revisions

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Application revisions are defined as application (code) or programming changes to enable some functionality or interaction within the Web presence.

### 8-3.1 Codes

Any revisions involving *usps.com* code changes require a Memorandum of Understanding with eBusiness Systems explicitly stating the requirements for the code change and the associated development cost. Depending on the nature and extent of the changes, the full development cycle described in this directive may need to take place.

### 8-3.2 **Templates**

Any content changes that require new templates or template enhancements require a Memorandum of Understanding with eBusiness Systems who develops all templates for *usps.com*.

### 8-3.3 **Back-End Systems**

Changes to back-end systems interfacing with *usps.com* must be carried out by an appropriate development entity working with eBusiness Systems.

## 8-4 **Hosting Costs**

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Business drivers must fund their portion of the hosting costs for *usps.com*. Costs are broken into the following areas, which are priced separately based on requirements:

- a. Hosting infrastructure support, which includes:
  - Web servers administration.
  - Security.
  - Content management administration.
  - 24/7 emergency maintenance support.
- b. Measurements administration.
- c. Search engine administration and indexing.
- d. Software licensing, i.e., content author/editor license.

## 8-5 **Ongoing Quality Assurance Reviews**

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### 8-5.1 **Business Drivers**

Business drivers should perform regular quality reviews. Such reviews include:

- a. Proofreading all material, checking for spelling and grammatical errors.
- b. Ensuring Section 508 compliance.
- c. Reviewing for compliance with section 5-5, Development Standards.
- d. Reviewing for inappropriate coding practices (see section 6-4, Pre-Publishing Quality Assurance Review).

### 8-5.2 **eBusiness Systems**

eBusiness Systems performs its regular quality reviews as shown in 6-4, Pre-Publishing Quality Assurance Review.

## 8-6 Customer Support

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Every area on *usps.com* must have customer support coverage. Questions from site customers will be handled either via the Internet Channel's Internet Customer Care Center or the business driver's organization, as appropriate.

- a. The Business Driver
  - Determines customer support needs prior to launching any new content area on *usps.com*.
  - Arranges for coverage through the Internet Channel.
  - Designates a person or persons to respond to customer questions.
- b. The Internet Channel
  - Determines the ongoing cost of such support.