- Organization Brief (10):
  Provide a brief description of your client, including its size, products and services, target market (customer base), and its strength/competitive advantages.
  - o The River Legacy Living Science Center is a nonprofit that uses it's 1300 acer park and one-of-a-kind nature center to educate children as young as 3 years old about nature and stewardship. They are a local organization that focuses on education for children, community events for families, and certain classes for all ages like their backyard composting classes. They also put on fundraising events, offer venue rentals, and have a small gift shop. They offer the community may amenities such as a playground, multiple pavilions, several miles of hiking and biking trails, a canoe launch and restrooms. Their target market is mainly families and people who are willing to donate to ensure more environmentally conscious future generations. They have a strong competitive advantage because they're the only organization anything like them in the area, and people are likely to engage with them via their free amenities.

- Web Site Communication Goals (10):
  Set the communication goals of the proposed organizational Web site. The emphasis should be to link to the organizational/business goals of your client. Do not confuse goals with strategies/solutions. Developing customer royalty is a goal. A frequent customer reward is a strategy. An online system for managing frequent customer reward is a solution. Your discussion should first identify the goals and can expand to the strategies. Solutions should be proposed in the interactive features.
  - o River Legacy works with families to foster the next generation of conservationists. When those kids grow up, they will bring their kids to the same programs. Their goals center around building a strong, safe environment for kids to learn and play, and maintaining those relationships into adulthood. Additionally, River Legacy wants to encourage people to use their amenities, especially those that bring in revenue like the pavilions and attended their fundraising events.

- Audience Analysis (10):
  Define the target audience of the proposed Web site. Typically, you will divide the intended audience or perspective users/customers to multiple groups (think about segmentation). Describe the characteristics of the target audience and discuss their implications on the design of your Web site and the development of your interactive features.
  - o Parents:
    - ▪ Parents will use the community calendar to stay organized and up-to-date on what's going on, and find fun things to do with their kids.

They will also be able to consider volunteering for the Center and have easy access to sign up. The forum will give parents a good place to stay informed about what's going on at the Center and get new ideas about sustainable family living, as well as a sense of community. They might use the forum to coordinate unofficial events or playdates with other families, or just to reassure themselves that River Legacy is a safe place to send their kids.

- o Kids:
  - ▪ There will be a heavily moderated kids forum. This will give kids a safe place to interact online and give them some level of control over their relationships. Kids will not have access to the other forums. Kids may also wish to consult the calendar to find fun events.
- o Other adults:
  - ▪ Other adults will consult the calendar for non-kid-focused events such as composting classes. They may also be looking for opportunities to serve their community witch can be found in the volunteer sign up. They will use the forums to discuss sustainable living topics such as local lawn alternatives and composting, and to build relationships with others who care about the environment and appreciate the outdoors. They might use the forum to plan an unofficial hiking or biking group. They will not have access to the kid's forum.

- Site map (10):
  Offer a visual structure of your client's Web site. Identify the contents on each page and the primary linkages between pages. (You can consult the Web Redesign book, see examples 4.2 and 4.3). While this project does not require you to develop the whole site, it is helpful to see how the database-supported features fit in the whole site. This site map does not need to be based on the current site. Rather, it should be based on your idea of how the site content should be structured.
  - o Done
- Interactive Feature:
  - o Feature proposition (10): Propose at least three distinctive database-supported interactive features for this Web site. Provide a <u>brief description for each feature including both user-side and staff-side funcationalities</u>. These features should support the Web site communication goals.
- Forum
  - o The forum will have three sections, kids, parents and other adults. Parents will have access to the kids and parents' section while kids and other adults will only have access to their section. People will register for an account in person at River Legacy and be required to show ID. For children parents must show ID. Users will be able to post, read posts, respond to posts, and delete or edit posts. Staff will be able to read all posts and remove posts or threads as needed. While users will only see user names staff will have access to information on users in case of

inappropriate behavior. There will also be special access for staff to see posts pre-moderation.
- Calendar
  - o The calendar will display upcoming and past events to users. Users will not need an account or any other type of certification to view these events. Staff will be able to ad new events to the calendar via an admin account. The calendar will make it easier for people to stay up-to-date and make it to events.
- Volunteer signup page
  - o For those who wish to support River Legacy but may not be able to afford to give money there are many opportunities to volunteer. This system would include a sign-up form that users can fill out and a staff side system to view the signups.

  - o Functional Requirements, Specification, and Flow chart:
    For this section, please select ONE particular feature from the three features you proposed and produce the following elements:
    (**NOTE:**: Calendar can be one of the features you propose, but cannot be selected to develop the following elements.)
    - ▪ Functional Requirements (20): Follow the example of 9.9 on the Web ReDesign book. Your table should include the following elements: number(#), business need, requirement title, and requirement description. Owner field is optional. When appropriate, staff-side requirements should be considered, too.

#	Owner	Business Need	Title	Description
1.1	User	Foster a sense of community	Create and respond to forum posts	The forum will provide an open space for connection and community within certain guidelines.
1.2	Moderator	Ensure appropriate content	Approval process	All posts will be approved before being posted
1.3	Marketers/ program coordinators	Get new ideas	Open feedback	The forum will be a good place for the Center to get feedback

1.4	Desk Staff	Control who uses the forum	Registration	People will have to sign up in person at the Center with someone at the front desk. They will have to show ID

- Functional Specifications (20): Select ONE of the requirements you develop above and write up the functional specifications applying the use case format. See 9.11 for the description of each field in the use case format. 9.11 also provides an example for each field. All fields presented on the example should be included.

Field	Description	Example
Forum post	User posts an new thread to the forum	User Purchase of Product from Saved Items
Use Case Specifier	Emma Marshall, Database consultant	John Smith, Project Manager
Version History	Still in production	Version 003 03/03/04 Version 002 02/15/04 Version 001 01/12/04
Summary	This Use Case describes the process in which a user comes to the site, logs in to their account, and makes a new post in the forum.	This Use Case describes the process by which a user returns to the website and purchases items he/she has previously saved for later purchase in the MyItems listing under the Member area (MyStuff).
Trigger	The user would like to learn something or otherwise engage with the River Legacy community.	The user desires to purchase an item from his/her previously selected list of saved items.

Outline of Events	1. User logs into the forum 2. The system shows the user the forums they have access to and provides the option to post. 3. User navigates to new post form and fills it out. 4. The system adds a new thread to the thread database and a new post to the posts database that is tied to that thread and is the first post. The post is tied to that user in the users database. 5. The post goes to approval by moderators 6. The user can then view their post, delete or edit it. Others can view and respond.	The Use Case begins when the user returns to the website and logs in to the system. 1. The system responds by delivering the user to his/her personalized page (termed the MyStuff area). 2. The user selects the previously saved items feature (MyItems). 3. 4. The system responds by delivering the user's previously saved items. 4. The user selects the item(s) that he/she wishes to now purchase. 5. The system pulls the item(s) into an active shopping cart with the current price(s). 6. The user proceeds with the checkout process. 7. The system removes the previously saved item(s) from the MyItems list.
Alternative Paths	The user may decide not to make the post. They can hit cancel and it will not be sent to moderators.	In step 6, if the price has changed since the time when an item was originally saved to the MyItems list, a message will convey this information to the user, and the user will be given the option to

		continue with the purchase process or cancel the process
Exception Paths	The form will use proper data validation to ensure that all fields are properly filled out. The most important information such as the user name will already be stored so any other issues will be minor.	In step 3, if an item is no longer in available inventory, the system will notify the user that the previously saved item is no longer for sale and will give the user the choice of canceling the process or viewing a list of similar items.
Extension Points	This use case will be similar to the response to post use case. A response will only be added to the posts database, but will require a lot of the same information and be tied to the same thread.	Once the user has added an item to the cart for purchase, the course of events will be identical to those outlined in Use Case 2.2: User Purchase of Products in Shopping Cart.
Assumptions	1. The user has an account with a username and password 2. The user can look at forum posts 3. The user has logged into the site 4. The system has the users information to tie the post to them	5. The user already has a valid login/password for the website. 6. The system is accessible to the user. 7. The user is logged in to the website. 8. The system has access to current pricing information. 9. The system has access to stored user profile information.
Preconditions	The user must have an account	The user has previously saved items to the MyItems list.

Post conditions	The user is able to make a new thread	The user completes purchase of previously saved item.
Business Rule	1. Inappropriate posts will be screened and not be posted	2. All products previously saved will have their prices updated as prices change, regardless of the price applicable when the user originally saved the item. 3. If the product qualifies for free shipping this will be applied to the item when it is added to the active shopping cart.

- ▪ Flow charts (20): provide a flow chart for this feature. Remember to add proper annotation (validation rules, error messages, etc.) in your flow chart.
    - ▪ Done
- Presentation (10): Your proposal should be professional, well-organized, easy to navigate (if submitted in html format) and without language errors. This proposal should be addressed to the client (not the instructor). Complete the proposal with a table of contents (or an index page).