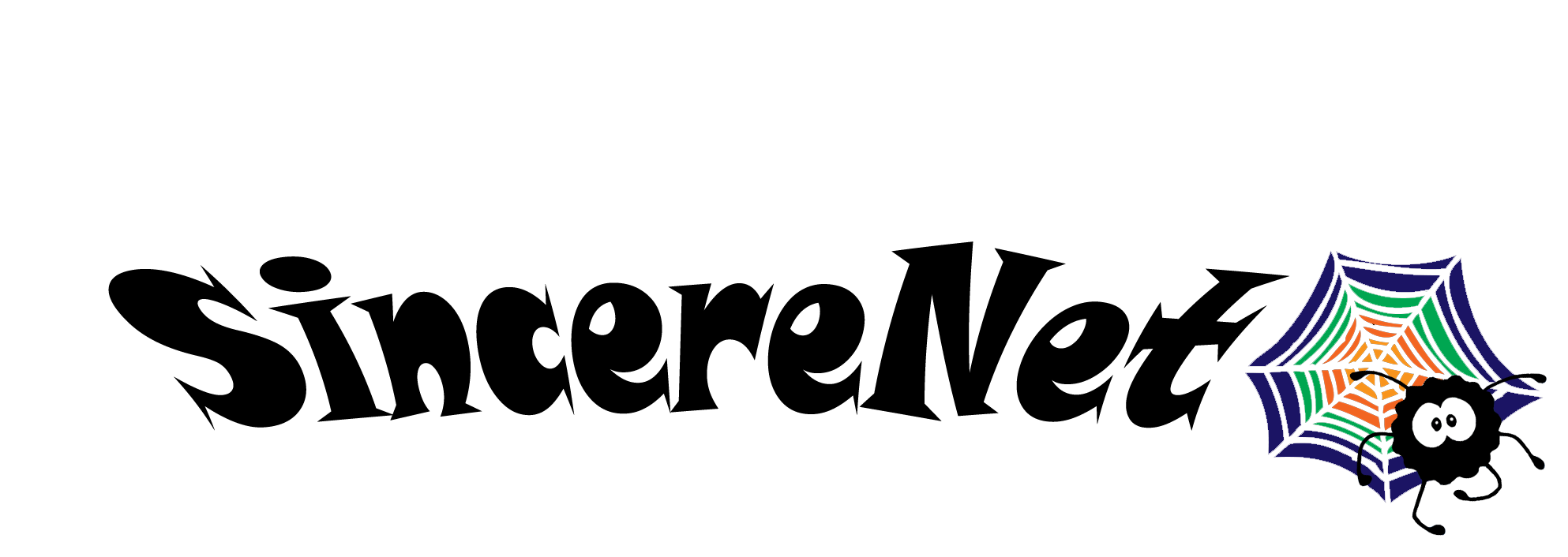
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**IS480 PROJECT PROPOSAL**

**Prepared for:**

Faculty Supervisor Debin Gao

**Prepared by:**

**Team Members**

Kevin GOH Yee Siang (kevin.goh.2009@sis.smu.edu.sg) – Project Manager

HO Leong Yong (ly.ho.2009@sis.smu.edu.sg) – Lead Developer

NG Si Wei, Jeffrey (jeffrey.ng.2009@sis.smu.edu.sg) – Assistant Project Manager and Lead developer

ZHANG Yingyue (yyzhang.2010@sis.smu.edu.sg) – Lead External Coordinator and System Analyst

ZHENG Keli (keli.zheng.2009@sis.smu.edu.sg)– UI and Lead Wiki Designer

JIANG Yi Zao (yizaojiang.2009@sis.smu.edu.sg) – Secretary and UI Designer

**Sponsor/Client:**

Masami Sato (masami@b1g1.com) – Director of B1G1

https://lh5.googleusercontent.com/Qu3LXxiJhRHy-l-aUceARdgBejiZJXUrySd0CNzBDmOPRAj0Yi-NYI1JotAWxzQvf7tLoLu5iL1i_nAtRzKCaBc_Ex1xrBTJDX3K4_Z9a7ok6RBui24

**Buy1GIVE1 – Creating a world full of giving**

**Date edited: 24 June 2012**

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Table of Contents

1.1 Project Description3

1.2 Motivation3

1.3 Stakeholders3

1.4 Scope3

Segment 1: Worthy Cause Volunteers’ Perspective (Android Mobile Application Development)4

Segment 2: Web Administrators’ Perspective (Extended features in B1G1 Web Portal)4

**1.1 Project Description:**  
SincereNet will be building a customized Android mobile application named as *B1G1 Capturing Moments* and it will able to integrate with web features within B1G1 (Buy1GIVE1) web portal ([https://www.b1g1.com/buy1give1/)](https://www.b1g1.com/buy1give1/%29). B1G1 Capturing Moments app enables Worthy Cause project volunteers on-the-ground to capture raw photos belonging to Worthy Cause projects, which leads to photo editing capabilities using the Media Management Feature addition on B1G1 web portal, photo-sharing on Facebook, and the formulation of Worthy Cause Newsletters. In a whole sense, to engage the Worthy Cause to promote their projects to business donors.

**1.2 Motivation:** SincereNet believes in making a difference and creating a greater awareness of B1G1’s Worthy Cause projects to its business donors by bringing forth meaningful information on the project, short diary articles and photos fresh from the ground. We are deeply inspired by our sponsor, Masami Sato, from B1G1 (Buy1GIVE1), to help volunteers that are on the ground to capture photos of their respective Worthy Cause projects. This also helps existing and potential donors to be updated with events that are happening in the respective Worthy Cause projects of interest, which thus simulates further possible giving. Ultimately, we aim to deliver a product that is able to produce a positive impression to potential and existing donors of B1G1. We will be creating a mobile application developed on an Android platform and 3 extended web application features on B1G1 web portal using PHP/ jQuery libraries. These will be created on top of our client’s Drupal system.  
  
**1.3 Stakeholders:**

|  |  |
| --- | --- |
| Sponsor | Masami Sato, the Director of B1G1 (Buy1GIVE1), a Singapore-based social enterprise which transforms the way businesses give |
| Clients | Masami Sato, and end-users namely the Worthy Cause volunteers and Business donors who will be utilizing our developed *B1G1 Capturing Moments* Android mobile application |

**1.4 Scope:**  
**Segment 1: Worthy Cause Volunteers’ Perspective (Android Mobile Application Development)**  
Firstly, the volunteer for a particular Worthy Cause begins by launching the B1G1 Capturing Moments app in his Android OS phone and take a photo of a particular scene at a particular location. The volunteers would have been given the authentication details (Username & password) to successfully launch the application B1G1 Capturing Moments. The following are procedure showing how the B1G1 Capturing Moments app will run and integrate with the web applications on B1G1 Web Portal.  
**Step 1: GPS Feature (Present in Android phones) -** *B1G1 Capturing Moments* mobile app will capture the exact location (coordinates) of where the photo is taken.  
  
**Step 2: Upload raw photo or use Digital Diary Feature** - After the volunteer has successfully taken a photo using B1G1 Capturing Moments, he is able to simply upload the raw photo or proceed to use the Digital Diary Feature that enables displaying of photos and note taking of the project moments he has experienced, all in a free-form memo.There will be emoticons that the volunteer can use in addition for the usage of the Digital Diary. The Digital Diary contains the following requirements for the user to fill- 1) Main description & 2) Comments. He can also track all the past photos he has uploaded in his account.  
  
**Step 3: Blog Posting Feature -** The volunteer will be able to convert and present their captured photo into a blog post with the availability of a creatively segmented photo template and blog template in this feature. There will also be a blog review page and options to either upload the blog post to B1G1 website, B1G1 Facebook homepage, or share a copy of the blog link to a friend. The B1G1 community will now be able to read the blog post. They will be able to click on the photo and it will automatically lead to the information page of the Worthy Cause that owns the photo directly.  
  
**Step 4: Multi-Notification Feature -** A notification will be sent to all interested parties (Business donors and other Worthy Causes). This action is controlled by the Worthy Cause who send the photos out. The notification can be done 1) in the form of a thank-you card, 2) as an option for the interested donors and Worthy Causes for downloads, or 3) customized as an official business letter.

**Step 5: Newsfeed Feature** – Worthy Cause administrators can formulate the newsletter and can upload the newsletter to the Mobile application for business donors to see more updates on a particular project. The business donors can then make a newsletter they read as a favorite, provide their comments, and also look back at their list of favorites

**Step 6: Reward System Feature -** Each Worthy Cause volunteer will be able to track the amount of reward points awarded by B1G1 administrators for the photos they have contributed via the *B1G1 Capturing Moments* mobile app. This will allow the volunteers to view how much reward points have been earned by their respective Worthy Cause project after being rewarded with points for the edited photos submitted to the Reward System Feature residing in B1G1 Web Portal.

**Segment 2: Web Administrators’ Perspective (Extended features in B1G1 Web Portal)**  
  
**a) Media Management Feature (Part B) -** The Worthy Cause (WC) administrator will be the main user for this feature that resides in B1G1 web portal and it allows the capability to apply creativity and editing of the photos posted by WC volunteers through the *B1G1 Capturing Moments* mobile app. The WC administrator is able to edit, apply creativity, delete the pictures, and impose a restriction on who are able to view the photos on B1G1 Web Portal, and send the edited photos to the Photo Reward System Feature to qualify for reward points.

**b) Photos Reward System & Multi-Notification Feature -** The B1G1 administrator will evaluate all photos at the same time contributed by Worthy Cause project accounts and reward points to the Worthy Causes accordingly based on the quality, quantity and creativity of the photos contributed. This reward system feature can be integrated with the existing administration feature. The contribution of photos will be considered as part of the level of business activity by the Worthy Causes. The highest rating based on the level of business activity for a certain period (week, month, year) will receive a reward- free enhanced publicity by B1G1 to all members (Business donors and Worthy Causes) that have Android phones using the Multi-Notification Feature.  
  
**c) Blog Posting Feature** The B1G1 administrator moderates all blog posts contributed by the Worthy Cause volunteers and has the right to delete any blog posts.These Blog Posting Feature will be automatically capture the information when a Worthy Cause volunteer uploads a photo taken using the B1G1 Capturing Moments app (Actual picture, GPS Tracked Location, Volunteer’s emotion, and a description of the photo) and the B1G1 Administrator will have the controls to release them as blog posts in standardized formats, all displayed on B1G1 Web Portal.

Use Case Diagram: <https://wiki.smu.edu.sg/is480/IS480_Team_wiki:_2012T1_SincereNet_Use_Case_Description>  
Workflow Diagram: <https://wiki.smu.edu.sg/is480/IS480_Team_wiki:_2012T1_SincereNet_Diagramming>  
Project Milestone & Timeline: <https://wiki.smu.edu.sg/is480/IS480_Team_wiki:_2012T1_SincereNet_Metrics>  
Project Risks: <https://wiki.smu.edu.sg/is480/IS480_Team_wiki:_2012T1_SincereNet_Metrics>