Project Scope for Charity Barter Website Development v1.0 - Pages 8 to 18 (amended)

Please note that text in red indicates amendments to the original proposal.

[Text [Bracketed] and in green is discussion explaining the finer technical nuances of the Charity Barter Website. Some of this green text will attempt to explain issues with the UCD economy, legal issues, as well as solutions averting users from attempting to 'game' the website. May I suggest that this green text be left annotated within the proposal. This will allow the developers to consider these issues when coding.]

Project Scope

System Architecture

The system will comprise of the following elements
- Charity Barter interface for Sellers, Buyers
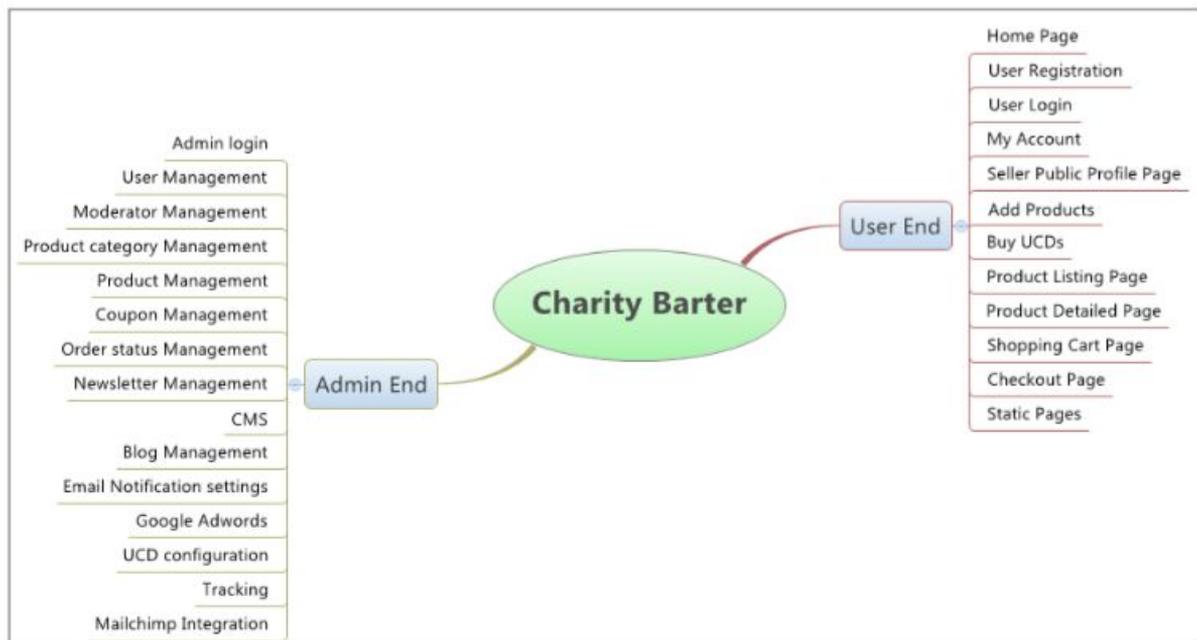- Charity Barter Administrator Control panel

FIGURE 2: CHARITY BARTER - WEBSITE FEATURES

Graphic Design

Usually the design process will be as follows,
- Our Business Analyst (BA) will gather all the requirements and who can understand the project very well.
- Our BA will identify the screens and pages involved in the website for responsive designing based on the requirements as well as the wireframe given.
- Based on the approved wireframes, the actual design process will be started.

- Before start of the project, we will send a design questionnaire to our client.
- Our client will read each question and will answer them. Usually it will contain, site name, layout styles, color scheme, font styles, page elements, navigational links, reference sites for designs etc.,
- Based on your answers and the approved wireframes, we will prepare a design mockup for home page using our in-house Graphic Designers.
- Usually our clients will get impressed in the first mock up itself; otherwise we can offer alternative second options.
- Once the home page mock up is decided, we can offer unlimited revisions on the design changes for homepage and inner pages.
- Only upon finalizing the responsive designs, we can proceed with HTML conversion and theme creation.
- This process may be occasionally held up, as the client has other non-related commitments and can only work on this project in his spare time :-(
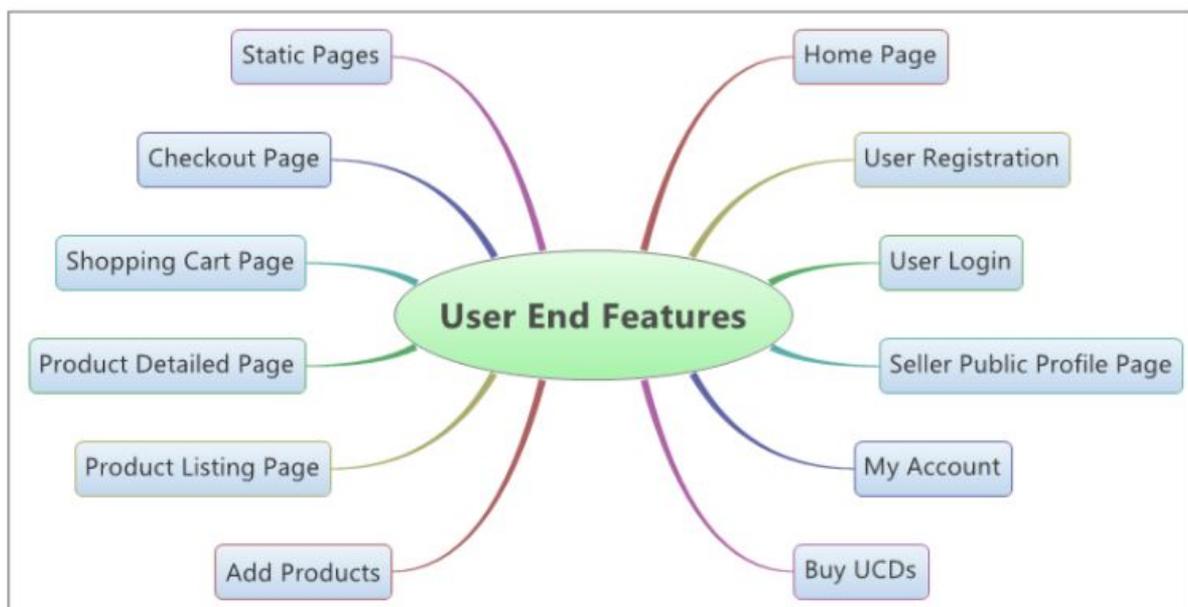
Charity Barter – User End

FIGURE 3: CHARITY BARTER - USER END FEATURES

At the top of every page

- A linked "WHY?" Button. [The link will open a simple pop-up window explaining why the website exists. The image and text will be easily editable from the Admin End.

Sample:

QUESTION:
WHY DOES
CHARITYBARTER.COM
EXIST?

ANSWER:
TO ONCE AND FOR ALL,
PUT AN END TO THE SITUATION
OF 16,000 CHILDREN,
UNDER AGE FIVE,
DYING EVERY DAY.

http://www.who.int/gho/child_health/mortality/mortality_under_five_text/en/

You can make an enormous difference in addressing this ongoing catastrophe by encouraging the use of Charity Barter's online currency - the Universal Charity Dollar (UCD). This simple act gives UCDs real value allowing Charity Barter to exchange them for real money and instantaneously give these proceeds to a charity of your choice, all at the click of a button. Please encourage the use of UCDs by selling your secondhand items on the Charity Barter Website. Charity Barter is the most effective way of raising funds for charity, and amazingly, it won't cost you a thing.

https://www.youtube.com/watch?v=hdnL3U_yt9k

Share: Facebook, Twitter, Linked In, Pinterest, Google Plus+, Tumblr, Instagram, VK, Flickr, Vine.]

- Choose Local National Currency dropdown menu. [This option should be available at the top of every page. All prices should be shown in UCD and local national currency]
- A filter for Country, Region, City/Town & Distance. [This could prove useful for heavy secondhand items, such as furniture etc, where shipping costs might prove expensive over long distances, so there might be an advantage selling locally.]
- My Messages. [Standard internal messaging client with envelope icon and number indicating the number of unread messages. User's email will be notified on receipt of message. The internal messaging client can also be activated from:
    - Other user profiles to contact those users.
    - Any product details page to contact the seller.
- A link to sign into/out-of the application for the existing users as well as a link to sign up to the application for new users. The user can also sign in with forgot password and remember me option. Accounts will need to be activated via email.

- A linked 'Get UCD' button. [There should be a linked button or tab allowing users to purchase UCDs by Donating to Charity, as this is the whole point of the website.]
- A clearly marked 'Add Products/Upload Product' button or tab. [This will take the user to the 'Add Products/Upload Product' page. There should be an 'Add Products/Upload Product' button or tab visible from every page. The uploading of products should be strongly encouraged to counter inflation within the Charity Barter economy.]
- A display showing the total charitable funds raised internationally through Charity Barter in the local national currency.

On the left of every page

- A search bar to search for secondhand products. [This can be above the product categories list.]
- A list of product categories. [Unless you have any better ideas, I suggest using the 'Google Product Taxonomy':
https://support.google.com/merchants/answer/1705911?hl=en-GB
This is a deviation to how I suggested here:
http://charitybarter.com/instructions.html]

Beside every price

- Whenever the price of an item for sale is stated in UCD, the local national currency equivalent shall be displayed, as well as a small linked 'Get UCDs' button.

Home page

- The homepage will be the landing page for this website and gives the introduction about the complete website. A pop-up-window will initially appear explaining why the website exists, the cause it is trying to address and how users can help this cause. There will also be a statement clearly explaining the risks of holding too many UCD. Editing and updating this message will be a simple process carried out from the Admin End. Whether the pop-up-window automatically appears or not will be controlled from the Admin End. [This will be a different pop-up-window from the linked 'WHY?' button at the top of every page.]

- The home page will have the following information,
  - Linked Slideshow Banners showing randomly selected products on offer, their price in UCD, the local national currency equivalent and a buy UCD button. Clicking the banner will take the user to the product on offer. [Having

○ Top navigational links to other pages

○ ~~Search bar to search the second hand products~~
[This has now been moved to the left of every page, above the product categories.]

○ ~~A link to sign in to the application for the existing users~~
[There will be a link to sign into/out-of, sign up to the application at the top of each page. Those not signed in/up will still be able to browse products on the website, but will be prevented from buying, adding/uploading, or messaging until they sign in/up. Attempting to do so will initiate a sign in/up prompt]

○ The Static content blocks that explains how this system works
○ Footer links and follow us icon such as Facebook and Twitter
○ Newsletter subscription

● The coding for the application will have PEP-8 style guide and Google Style guide.

<u>User Registration & Login:</u>

● ~~This website will have the registration process for the customers. The user can register into charitybarter.com by giving personal information, credit/debit/banking card number/PayPal account number/bank account number, Computer Mac Number/IP address along with their email and password for sign-in process.~~

● This website will have a registration process for the customers. The user can register into charitybarter.com with their email and password for sign-in process.
● The website will automatically record the new user's Mac Number and IP address.

[My apologies. This was my mistake. The registration process should be as simple as possible so that prospective users are not put off. Just email and password will be sufficient for the registration process.

However, I am worried that users who accumulate a poor rating may try to re-register with a different email, thus nullifying their negative rating. This will be especially worrisome in the case of users who (1) overprice goods they upload or (2) upload goods that don't actually exist, in order to become eligible to make purchases. If the <u>real</u> value of goods on

the website is low, compared to the value of UCDs in circulation, this will lead to inflation on the website, because there'll be more money chasing less goods.

During the registration process, if the website detects <u>both</u> the same Mac Number and IP address as a previous user, the person attempting to re-register will be informed of this, and be asked to sign in using their original login details.

Likewise, a user attempting to use the same credit/debit/banking card number/PayPal account number/bank account number as a previous user will be blocked, informed why, and be asked to sign in using their original login details.

From this, it can be seen, that a record of (1) user's Mac Number and IP address and (2) user's credit/debit/banking card number/PayPal account number/bank account number, will need to be kept, even after a user or administrator deletes a profile from the website.]

- The user can view the above information in the profile page.
- ~~The user can sign in with forgot password and remember me option.~~
- ~~The user can activate the account via email.~~
  [These two bullet points moved to: '<u>At the top of every page.</u>']

<u>Customer Account:</u>

- User will have the option to manage the below information and can do the below settings in my account section.
  - Edit Profile Information
  - Change Password
  - Edit Billing Address & Shipping Address
  - Edit Banking information
  - My Wishlists

  - ~~Manage Products~~
  - 'My Uploaded Products' status summary and link. [The link should lead to a 'My Uploaded Products' page. If a seller has added/uploaded a lot of products, I don't think it will be possible to manage all those products on the customer account page.]

  - ~~My Orders~~
  - 'My Orders' status summary and link. [The link should lead to a 'My Ordered Products' page. If a buyer has ordered a lot of products, I don't think it will be possible to manage all those products on the customer account page.]

  - ~~My Messages~~

[This bullet point moved to: 'At the top of every page.']

- ○ My rating and reviews

- ○ ~~Points Redemption history~~
- ○ Coupon Redemption history. [Points (UCDs) are not redeemable, because their value has already been given to Charity. However, Charity Barter coupons, which are given away by charities to donors (ie. donors independent of Charity Barter) as a token of gratitude are redeemable for UCDs.]

- ○ My transaction history showing date, name of charity, value of donations in the local national currency against UCDs issued.

- ○ Fundraising counters showing:
  - ■ The running total of donations made by me, in the local national currency.
  - ■ The running total of UCDs issued to me

  - ■ The total charitable funds raised internationally through Charity Barter in US dollars, UCD equivalent, and the local national currency.
  - ■ The average money donated internationally, per registered user, in US dollars, UCD equivalent, and the local national currency.

- ○ My Wallet
- ○ Email Notification settings
- ○ Newsletter Subscription/Un-subscription

My Messages:
- The user can send message to seller in this message interface.
- The user can view the messages replied by seller in Inbox section.
- The user can view the sent messages in the Outbox section.

My Orders:
- The user can view the list of orders and can filter the order by its status.
- The buyer can submit the rating/review for the purchased products.
- The seller can change the status of order for sold item.
- If buyer purchases the product, then the relevant UCDs need to be transferred to the Charity Escrow account.
- The buyer can change the status of the purchased product as "Item received" and UCDs will be deposited to the seller account.

- The UCDs will be credited to the seller from the charity barter escrow account. Escrow and release system need to be implemented in this project.
- The status of the order ~~will~~ can be managed in the admin end of the website.
- The seller will also have the option to create and submit the invoices.
- The seller will also have the option to create and submit the shipment.

- ~~The sellers with negative feedback can make a purchase only if twice the value as intend to purchase the product amount/UCDs has sold.~~
- The sellers with negative feedback can make a purchase only if the total running value (UCD) of goods sold + total value (UCD) of goods on offer, are greater than total running value (UCD) of purchases made. [My apologies, this was my mistake.]

- ~~The user will have the ability to redeem the points and can view the history in the point's redemption history page.~~ [This is not possible]

My Wallet:
- The user can view the available balance in this page.
- The user can buy the UCDs in this page.
- The user can redeem the coupons and view the history of coupon redemption in this page. Coupons are only redeemable in exchange for UCD.
- The wallet page will have the UCDs and currency conversion rates.
- The wallet page will have the wallet transaction history and also the below information as,
  - Total value (UCD) of goods presently uploaded
  - Total running value (UCD) of goods sold
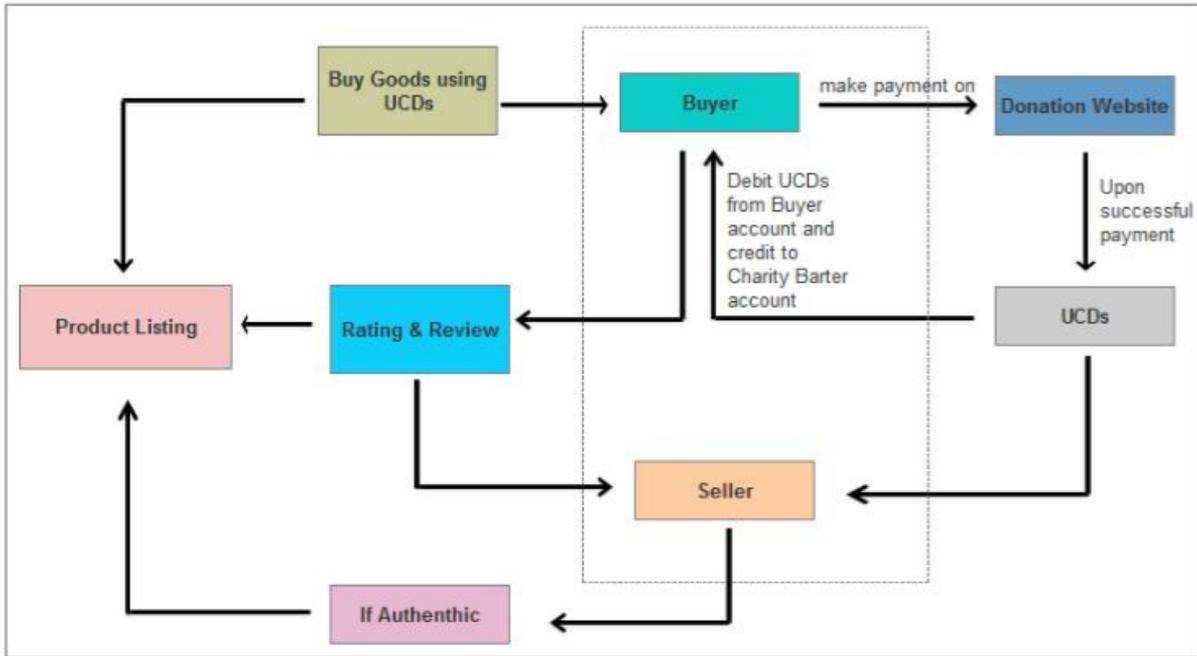 - Total running value (UCD) of purchases made

FIGURE 4: CHARITY BARTER - USER FLOW DIAGRAM

Add Products/Upload Product:

- The seller can select the category and can enter the product name, UCDs, price, description, quantity, upload image.

- ~~The seller can set offer or discount for uploading products.~~
- The price of uploaded goods will reduce as per 'Price Discovery Reduction' (PDR) [Price Discovery Reduction (PDR) - Standard e-commerce websites try and determine the true value of items by holding auctions. Charity Barter will use a method we call Price Discovery Reduction for Price Discovery because it also addresses another issue. As mentioned previously, to stabilise the online currency, it is necessary to limit the value a user can buy to the same value of that which he has uploaded. Unfortunately, this will lead to an incentive to overprice the value of items uploaded (so that more items can be purchased) To get around this issue, all items will slowly reduce in value once they come on offer (uploaded). In other words, if an item is overpriced and not selling, it's price will reduce at x percent per day, until it sells. As a penalty for over pricing goods offered, not only will the seller loose out on the asking price, but the seller will lose priority ranking too. The percentage price reduction per day, x, and how many days after the item is uploaded for offer that x kicks in, will be set by Admin.]

- ~~The uploaded products will be published upon admin approval.~~
- Admin approval will not normally be required for a product to be uploaded.

Buy UCDs:

● The user can buy the UCDs in this page and before purchase a pop up window with UNICEF Quotation will be displayed to the user.
● The user can view the list of charitable foundations in this page.
● The user can enter the amount in "~~Point~~ UCDs requested" field to buy UCDs and to donate.
● The user can view the ~~points~~ UCDs requested and donation required value by using a UCD to currency converter instantly.
● The user can choose the list of charity to donate with the donation amount or can enter the custom amount to donate and that relevant ~~point~~ UCDs will be added to the customer account upon successful donation process.
● The user will be redirected to the third-party website to make the payment and upon payment success relevant UCDs will be stored in the customer account/my balance.
● The donation website will provide the API or receipt for the payment. Using this information, the UCDs will be transferred to customer account. The API information required for this website development will be provided by the client.

Seller Public Profile Page:

● The user can view the seller name, seller ratings & review, seller profile image, seller reputation score, seller products.
● The user can send messages to seller.

Product Listing Page:

● The general product browsing, search feature, Filter options would be available in the product browsing section.
● This product listing page will lists all the products in a grid view with the thumbnail of the products and the short description, original price information, discount price and a link to the detailed view of the product.
● The product listing page will have the pagination feature options.
● The sorting options available are,
  ○ Price (Highest/Lowest)
  ○ Category
  ○ UCDs

● It will be possible for users to report an product as spam.
● It will be possible for users to report a product as overpriced.

Product Detailed View Page:

- The product detailed view page will have the product name, description, different images of the products and these images will have the zoom option, original price information, offer or discount price information and UCD information.
- The product page will also have the option to share the products information's through email and through social networking websites.
- The user can click the seller name and link to the seller public profile view page.
- The user will have the option to add the product to Wishlist and add the product to cart.
- The user will also have the ability to report the product as Spam.
- It will be possible for users to report a product as overpriced.
- The below verification process needs to be implemented before allowing the user to purchase.
    - ~~If relevant amount product is uploaded by user or not.~~
    - ~~If total running value (UCD) of purchases made + total running value (UCD) of goods sold are greater than total running value (UCD) of purchases made.~~
    - Users with negative feedback can make a purchase only if their total running value (UCD) of goods sold + total value (UCD) of goods on offer, are greater than their total running value (UCD) of purchases made. [My apologies, this was my mistake.]
    - If relevant UCDs balance is available or not.
    - If more than one user wants to buy the same product, priority will be given to the user with the highest rating.

Shopping Cart Page:

- In the shopping cart page, user can view the items in the shopping cart and can update their cart by either adding or removing the products in the cart.

Checkout Cart Page:

- In checkout page, user can enter the billing and shipping address.
- The relevant UCD amount will be auto applied in this page.
- The user can review the order summary and can complete the purchase.

Static pages

- This will be usually the static or informational pages like,
    - About Charity Barter - Content and YouTube videos
    - FAQ
    - Help Tutorials – Slideshows & YouTube Videos
    - Blog
    - Terms of use
    - Privacy Policy

Contact Charity Barter

The user can send an email to Charity Barter by filling out a short form.
Using this online contact form, the user will send an enquiry or message to the web master of Charity Barter.

Charity Barter – Administrative End

The admin end will include the following functionalities of the website.

Admin login

● The admin can login using his login credentials to the system via an independent interface/ URL.

FIGURE 5: CHARITY BARTER - ADMIN END FEATURES

● User Management
Users will normally have the ability to activate their own account, however:
○ The Admin will have the ability to add the user.
○ The Admin will have the ability to search the users by date, name.
○ The Admin will have the ability to edit the user.
○ The Admin will have the ability to delete the user.
○ The Admin will have the ability to activate the user.
○ The Admin will have the ability to inactivate the user.

● Category Management

Categories will be set up during website development using the 'Google Product Taxonomy'
https://support.google.com/merchants/answer/1705911?hl=en-GB

- ○ The Admin will have the ability to add the Product Category.
- ○ The Admin will have the ability to delete the Product Category.
- ○ The Admin will have the ability to edit the Product Category.
- ○ The Admin will have the ability to list the Product Category.
- ○ The Admin will have the ability to view the Product Category.

● Product Management

Users will normally have the ability to upload products for offer without Admin approval, however:

- ○ The Admin will have the ability to add the Product.
- ○ The Admin will have the ability to review and approve the seller Product.
- ○ The Admin will have the ability to review and reject the seller Product.
- ○ The Admin will have the ability to edit the Product.
- ○ The Admin will have the ability to list the Product.
- ○ The Admin will have the ability to view the Product.

● Product Management Universal Setting
- ○ The Admin will be able to set the Price Discovery Reduction (PDR) value.
- ○ The Admin will be able to set how many days after an item is uploaded for offer that the Price Discovery Reduction (PDR) value kicks in.

[See explanation of PDR in 'Add Products/Upload Product' above]

● Seller rating & review Management
- ○ The admin will have the ability to review and edit the rating and review given by the buyers for the sellers.

- ○ ~~Upon admin's approval the rating & review will be published on the seller profile and on the respective products.~~
- ○ The rating & review of the seller will automatically be published on the seller profile

- ○ The seller reputation score or priority ranking will be calculated based on the formula provided by the client.

● Coupon Management
- ○ ~~The Admin will have the ability to add the Coupon.~~
- ○ ~~The Admin will have the ability to delete the Coupon.~~
- ○ ~~The Admin will have the ability to edit the Coupon.~~

- ○ ~~The Admin will have the ability to list the Coupon.~~
- ○ ~~The Admin will have the ability to view the Coupon.~~
- ○ The Admin will have the ability to inspect coupon redemption history for each user.

● Order Status Management
- ○ The Admin will have the ability to add the order status.
- ○ The Admin will have the ability to delete the order status.
- ○ The Admin will have the ability to edit the order status.
- ○ The Admin will have the ability to list the order status.
- ○ The Admin will have the ability to view the order status.

● Newsletter Management
- ○ The admin will have the ability to view the list of subscribed and unsubscribed users

● Messages
- ○ The Admin user will have the ability to view the messages posted by the customer.

● Content Management - CMS, Blog & Banner & Pop-up Window Management
- ○ The Admin will have the ability to add the Static page content.
- ○ The Admin will have the ability to edit the Static page content.
- ○ The Admin will have the ability to view the Static page content.
- ○ The Admin will have the ability to delete the Static page content.
- ○ The Admin will have the ability to add banner images to the home page.
- ○ The Admin will have the ability to edit banner images to the home page.
- ○ The Admin will have the ability to delete banner images to the home page.
- ○ The Admin will have the ability activate and deactivate the Pop-up Windows.
- ○ The Admin will have the ability to add content to the Pop-up Windows.
- ○ The Admin will have the ability to edit content in the Pop-up Windows.
- ○ The Admin will have the ability to view content in the Pop-up Windows.
- ○ The Admin will have the ability to delete content in the Pop-up Windows.

● UCD configuration & UCD Tracking
- ○ The admin will have the ability to set the UCD value against 1 ~~GBD.~~ USD.
- ○ The value of the UCD against other currencies will be automatically updated to reflect the exchange rate between these currencies and the USD.
- ○ A +/- % correction can be applied to the automatically updated exchange rates.
- ○ ~~Set % value to reduce if item is not selling.~~
- ○ ~~Set % value to reduce if item is overpriced.~~

- ○ The admin will have the ability to track the UCDs.
- ○ Each UCD will have the auto generated serial number.

- ● Advertisement Management
  - ○ The Google AdWords and Google Analytics will be integrated in this website for generating the advertisement revenue.