

Bill Maness Outreach Center

Optimized Website

Product Requirements Document

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1. Summary

The primary goal of the optimized version of <http://www.aiaweraising.net/outreach/index.html> is to allow users to stay up-to-date on latest events, find event directions and locate contact information, all from a mobile device. The secondary goal of the mobile website is to allow key personnel and marketing staff to present their website via a mobile device, during fundraisers and events.

2. Requirements – Home Screen

2.1 Navigation

2.1.1 (R) At a minimum a User must be able to see the following navigation items:

- 2.1.1.1 Home
- 2.1.1.2 Who We Are
- 2.1.1.3 Community Service
- 2.1.1.4 Community Development
- 2.1.1.5 Get Involved
- 2.1.1.6 Contact

2.2 Call to Action

2.2.1 (R) A User must not be able to see the call to action sections on the home screen

2.2.2 (O) It is optional for the User to see the mission and vision from the home screen.

2.3 Calendar of Events

2.3.1 (R) A User must be able to see a minimum of (2) events on the home screen.

2.3.2 (R) A User must be able to see the date of the events on the home screen.

2.3.3 (R) A User must not be able to see contact information for the listed events on the home screen.

2.3.4 (S) A User should see upcoming events, if there are no future scheduled events the User should see the last (2) events.

2.3.5 (O) A User should see a link that allows the user to view the events for the month.

2.4 Event Gallery

2.4.1 (R) A User must not be able to see the slideshow gallery.

3. Requirements – Who We Are

3.1 Company Mission

3.1.1 (R) A User must be able to see the mission of the company on the Who We Are screen.

3.2 Company History

3.2.1 (R) A User must be able to see the origin/history of the company on the Who We Are screen.

3.3 Contact Information

3.3.1 (R) A User must be able to see the following contact information on the Who We Are screen:

- 3.3.1.1 Phone
- 3.3.1.2 Main Office, Contact Person's Name
- 3.3.1.3 Email

4. Requirements – Community Service

4.1 Community Service

4.1.1 (R) A User must be able to see a description of the Community Service program on the Community Service screen.

4.2 Learn More

4.2.1 (R) A User must be able to see links that allow the user to view details about the following Community Service Programs:

- 4.2.1.1 LaAmistad
- 4.2.1.2 five22
- 4.2.1.3 Good Samaritan

4.3 Contact Information

4.3.1 (R) A User must be able to see the following contact information on the Community Service screen:

- 4.3.1.1 Phone
- 4.3.1.2 Community Service Program, Contact Person's Name
- 4.3.1.3 Email

5. Requirements – Community Development

5.1 Community Development

5.1.1 (R) A User must be able to see a description of the Community Development program (L.E.A.D Institute) on the Community Development screen.

5.2 L.E.A.D. Testimonials

5.2.1 (R) A User must be able to see a minimum of (1) testimonial of program participants, including their Name, title and Organization name.

5.3 Learn More

5.3.1 (R) A User must be able to see links that allow the user to view details about the following Community Development Programs:

5.3.1.1 Atlanta L.E.A.D. Institute

5.3.1.2 Transform Project

5.4 Contact Information

5.4.1 (R) A User must be able to see the following contact information on the Community Development screen:

5.4.1.1 Phone

5.4.1.2 Community Development Director, Contact Person's Name

5.4.1.3 Email

6. Requirements – Get Involved

6.1 Navigation

6.1.1 (R) At a minimum a User must be able to see the following secondary navigation items:

6.1.1.1 Donate

6.2 Call to Action

6.2.1 (R) A User must be able to see the following calls to action on the Get Involved screen:

6.2.1.1 Volunteer Opportunities

6.2.1.2 Enrollment

6.2.2 (R) A User must not be able to download the enrollment PDF document.

6.3 Volunteer Opportunities

- 6.3.1 (R) A User must be able to see program names and contact information, which are offer volunteer opportunities on the Get Involved screen.

6.4 Calendar of Events

- 6.4.1 (R) A User must be able to see a minimum of (1) event on the Get Involved screen.
- 6.4.2 (R) A User must be able to see contact information for the listed event on the Get Involved screen.
- 6.4.3 (S) A User should see upcoming events; if there are no future scheduled events the User should see the last event.
- 6.4.4 (S) A User should see a link that allows the user to view the events for the month.

7. Requirements – Donate

7.1 Donate

- 7.1.1 (S) A User should be able to see the different donation options and methods on the Donate screen.
- 7.1.2 (R) A User must be able to see contact information for donations on the Donate screen.
- 7.1.3 (O) A user may see a short code containing a 5 – 8 digit number, allowing the user to send a text message to donate to the company.

8. Requirements – Contact

8.1 Contact

- 8.1.1 (R) At a minimum a User must be able to see the following information in on the contact screen:
 - 8.1.1.1 Phone
 - 8.1.1.2 Contact Person's Name
 - 8.1.1.3 Email
 - 8.1.1.4 Contact Person's Title

9. Product Features and Benefits Map

FEATURES	ADVANTAGES	BENEFITS
hCard Option	Automated storage of contact name, email, phone number	One-click saving of key information, Reduction of errors through automated entry.
hCalendar	Automated storage of event dates	One-click saving of event information, Ability to set Automated reminders.
GPS mapping & directions	On-the-go driving directions for addresses on screen	Intuitive location mapping and driving directions. Eliminates the need for printing or calling for directions.
Text - to – Donate*	One-Click text donations straight from a mobile device.	Convenient, quick and easily text/short code donations increase the reach of fundraising and donor interaction opportunities.

*Pending organization qualification