
Brief - Campaign.com

— Project scope of Campaign.com —

Company Overview

Campaign.com is looking to shake up the crowdfunding marketplace, by making it more accessible to set up and promote, the main goal of the website is to disrupt the sector by eventually giving any user the ability to give money to another user for any reason.

Scope Overview

We are looking for a MVP to go live and try and get some internet traction. This means that we need to have the basics of the donation process full functional.

We need the site to look plain and simple, nothing complicated or out of the ordinary.

We want to use industry standard design principles and even using standard pre written code something like Google Materilize.

Scope Parameters

The app should be able to

- Allow multiple users each with their own profile
- Let users have some sort of currency to be able to donate
- Have users create a campaign
- Have users be able to donate to that campaign

Design Parameters

The app should

- Look simple and clean, lots of empty white space
- be functional on mobile
- Used standard design objects from Materialize
- Nothing to distract from the functionality of the app

Functions of the website

The main functions of the website are:-

- Create user profiles
- Create a campaign
- Donate to a campaign