**Containers**

1. **Member Management**

***Members: Civilians, Officers, Storefront, Charity, Municipality***

* + Member Profile Management
  + Preference Management
    - For Civilians
      * Opt In/Out:
        + Location Tracker
        + Push Notifications
        + Enable Officer/Civilian Interactions
    - For Officer
      * Registrations should capture enough info of the Officer to prove authenticity of their Role
      * Opt In/Out:
        + Location Tracker
        + Push Notifications
        + Enable Officer/Civilian Interactions
    - For Charity
      * Enroll to Integrate with HeyBlue
      * Registrations should capture enough info of the Charity to prove authenticity of their NPO
    - For Municipality
      * Enroll to Integrate with HeyBlue

1. **Points Management**

o    Connection Management

***Scope Of Members here: Civilians, Officers***

·         Connection List ( with Details including Members involved,  Identified by Connection ID )

o    Interaction Management

***Scope Of Members here: Civilians, Officers***

·         Interaction List ( with Interaction Details including Connection ID, Type of Interaction, Identified by Interaction ID )

o    Points Activity Management

·         Member to Points

·         Points Redemption In Store

·         Points Donated To Charity

·         Penalty waived To Civilians by Municipality

1. **Cash Management / Book Keeping**
   * EOM Accounting Batch
     + Points Usage Aggregation by Store
       - Expected Transaction Fee ( aka Afiliate Mktg Fee ) By Store
       - Expected HeyBlue Admin Fee
       - Expected Community Share
   * Cash management DashBoard ( For the Treasurer )
     + Display money to send to Community
       - Send Payment to Community ( ACH / Check / P2P from Online bank  system )
         * Post Payment sent, System to note itas posting to Account
         * On Reciept, Reflect Settled Activity. ( Optionally, could integrate with Yodlee to avoid this manual step )

Reflect Actual Balance

* + - Send Confirmation to StoreFronts ( Send amount expectation Summary & Itemization to Retail )
    - Display Affirmation from StoreFronts
    - Run the Reconciliation and determine Confirmation Vs Affirmation Gaps
      * Do the necessary Adjustments
    - Receipt of Payment from StoreFront

1. **Analytics & Reporting**
   * Site activity
   * Connections Report by Zipcode
   * Analytics + Public Data ( Impact of App in community )
   * Points usage patterns ( civilian, po, business, municipality )

1. **Geographic Info System**
2. **Social Media Integration**
3. **StoreFront Platform**
4. **Charity Platform**
5. **Municipality Platform**
6. **( Nice To Have ) NextBestAction ( Complex Event Processing Platform to generate next Best Action Outcomes ):**
   * Alert HeyBlue Activity around a StoreFront, to promote Registered Storefront to generate more Merchandise Promotions
   * Send Marketing Materials to non-registered StoreFronts, showing HeyBlue activity around their Store, to encourage registration
   * Encourage Active Civilians with ways to refer other civilians for additional Points
   * etc