Requirement document for Reward Point system- EduLoyalty

Functional Requirements

The reward point system will be used to assign rewards to the end user in the form of points, coupons and badges each time a user visits a particular website with domains 'purdue.edu' and 'pfw.edu'. The objective is that by giving rewards in the form of coupons and badges we intend to increase user participation and engagement across Purdue website. Our end users are majorly the current Purdue students and prospective students.

1. User sign up :

Whenever the user enters the any of Purdue webpages first time he will be identified as first-time user and will be given a first-time sign-up reward and will be displayed a touchpoint to sign up to the Reward point system so that a user name will be registered corresponding to that specific users and all future rewards can be viewed and tracked in the Purdue rewards website.

At frontend there will be 2 options displayed- Login and Sign up

- Signup Option

  User must mandatorily enter the Username (maximum 12 characters long, alphanumeric) and password (minimum 8 character long alphanumeric having at least 1 alphabet in uppercase, 1 in lower case, 1 digit and 1 special character). Validation messages will be displayed at frontend to the user guiding the user to enter the value in correct format.

  There will be an option to enter referral code for user trying to sign up which will be an optional field accepting alphanumeric value that is 8 characters long alphanumeric.

- Login Option

  Users will be displayed 2 fields – Username and Password. The system will authenticate whether the username and password entered is valid and will accordingly display a validation message to enter correct value if the username entered is correct, but the password entered is wrong or vice versa.
  Out of Scope: We are not including the option to handle for Forgot Password as it would involve setting up mechanism to send email and hosting server for sending emails.

2. User Dashboard

The user dashboard is the landing page displayed after user logs into the system and it will have below menu options:

- User Leaderboard – No. Of Points, List of Coupon cards and Badges Earned (explained in detail in Requirement no. 11)
- User Profile including the username and Avatar will be displayed after login.
- Hall of Fame (explained in detail in Requirement no. 9)

- Refer a Friend Option (explained in detail in Requirement no. 10)
- Logout button- When the user clicks on Logout the user will be logged out of the system.

3. Daily Login

There will be certain points assigned each time a user logs in into the Purdue webpages wherein for each login he is assigned 1 point and multiple logins into a day lead to compounding effect in increasing the number of points.

4. Weekly Login

There will be points assigned to the user if the user logs in for more than 2 days in a week basis the below logic :

No. of distinct Days Logged in a Week	No. of Points assigned
2 days	1 extra point
3 -4 days	2 extra point
5-6 days	3 extra point
7 days	4 extra point

During computation the system will ensure that the points are updated at the end of week and points as captured in either of the row will be assigned to the user (i.e at no point of time user can have more than 4 points assigned to him for weekly logins). Updated points for users will be maintained in database.

5. Bug Reporting/Feedback

If the user submits a Bug or provides feedback using the Feedback button on the Reward point system website the user will be awarded 2 points for each such submission. The total points available to the user will increase accordingly.

6. Calculation Logic for computing no. of coupons

The coupons and their type have been captured below basis which the coupons will be displayed to the user. Below captured matrix will be stored in the database.

No. of Points	Coupons Displayed
5 points	Coupon code to avail coffee
10 Points	Coupon code to avail sandwich
15 points	Coupon code to avail meal at Aladdin
20 points	Coupon code to avail shopping discount on clothes

If user has more than 20 points, then he will be assigned coupons depending on the largest multiple of 5

For ex –

for user having 35 points- such user will be displayed 2 coupons one of 20 points and other for 15 points.

for user having 45 points- such user will be displayed 3 coupons two of 20 points and one for 5 points.

In case of user have points which are not a multiple of 5; such as 32 or 19 then for such users closest multiple of 5 which is less than the no. of points assigned will be derived and coupons will be assigned

For user having 32 points closest multiple is 30 so 1 coupon of 20 points and another of 10 points will be displayed

 For user having 19 points closest multiple is 15 so 1 coupon of 15 points will be displayed

7. Coupon Expiry

Each coupon will have an expiry date of 7 days starting from the date on which the coupon was issued. After 7 days have expired and user has not used the coupon then those coupons will be expired and will be grayed out

8. Redeem Coupon

There will be option for user to click on Redeem on each coupon card once the user has clicked on Redeem button there will be message displayed at frontend "Congratulations!!! You have successfully redeemed the coupon".

9. Hall of Fame Page

This page will display the username and avatar of the top 3 users having maximum number of points at a point of time. The purpose of this page is to entice user and create recognition for their active engagement with the websites

10. Earned Badges

There will be badges displayed to the user depending on the below criteria that have been assigned since start. This matrix will be maintained in the database.

Criteria	Badge assigned
On First Time signup	Newbie
Between 1 to 3 coupons	Explorer
Between 3 to 5 coupons	Champion
More than 5 coupons	Achiever
Has appeared once in Hall of Fame	Hall of Fame awardee
Has appeared more than once in Hall of Fame	Ambassador

The badges will be displayed irrespective of whether the coupons are active or expired. A badge will stay assigned to the user across his entire lifetime. A user can have more than 1 badge assigned to him at a point in time.

A badge when is newly assigned to the user will be notified when he logs in first time after badge assignment in the form of message box being displayed. Once the user clicks on the cross button of the Badge assigned message; this message will not be displayed to the user again on any future logins.

11. Refer a Friend

If a user refers a friend when the users coupon code is used by another user the original user will receive a credit of 20 points for referring a user who signed up into the Reward point website using the original users referral code

Once the user clicks on Refer a friend option a referral code which is 8 characters long and alphanumeric will be generated with a option to copy the code on clipboard.

12. User Leaderboard

On the user leaderboard, the user will be able to view the total number of points, the list of all coupons (active as well as expired) and the details of the badges earned.

Non-Functional Requirements

1. Security:

There will be bearer token used to authenticate a particular user login request thus ensuring that only legitimate users enter the Reward point system.

2. Interpretability:

The website will be easily accessible over all Digital Personal Devices. The tech stack used will ensure website responsiveness.

3. Performance:

The system will always be available 24x7. There won't be any downtime involved.

4. Maintainability:

Application and user logs will be maintained for tracking user activity and checking system stability.