

Nina Saporta :: Final Project Proposal
BEWD 09
TodaywasGreat.com

Overview of Project: TodaywasGreat.com is a site that allows any individual to login and post approximately 1-3 lines about what made their day great. It's a simple way to focus on the positive aspects of each day. The site is currently running on Tumblr, so a custom backend system with a user database, post reminders, and other features that help keep the project interactive and users connected will be the ultimate goal.

Target Demographic: The target audience is very broad, as anyone can benefit from focusing a few minutes each day on being more positive. However there are a few specific groups of people that may be more drawn to this site than others, such as life coaches and therapists (to share with their clients), individuals coping with illness or grief, as a goal for a New Years Resolution, families or individuals who lead very busy lives, students, etc. I personally started keeping my own "Today was Great" log years ago because I didn't have the time or commitment to write in a daily journal, and instead just wanted to capture the highlight of my day in a sentence or two. The result was that I started to shift my focus to the little things that made me happy throughout the day, overall feeling like a more positive person. Who couldn't benefit from that?

Description of Functionality:

1. A new user can come to the site and create a new account. An existing user can login with username and password. This information will be stored to a user database.
2. Once logged in, the user can post what made his/her day great. The post will appear at the top of the site, with the less recent posts below it. The post will contain the user name and location (user can opt to leave this information anonymous).
3. A user will have the option to edit or delete their own posts, but not others'. The admin has the ability to delete any posts as he/she sees fit.
4. There will be a user dashboard that shows account settings (username and password info), notification options, posts they've written and what their "streak" is.
5. Users can opt to be sent an SMS reminder each evening. The site will be using the Phone.com API to automatically send out these messages. They can also opt for email notifications.
6. Others can come to the site without logging in to read the posts. They can also search keywords and click on usernames to filter out that particular users' posts.

Bonus feature A: I'd like to add a gamification element to the backend, showing users that they have a x day streak if they've posted on the site for 2 or more consecutive days.

Bonus feature B: If the API supports it, I'd like to allow users to text their post using the Phone.com API and have it appear from their user account.

Bonus feature C: If it's possible, I may use the Twitter API to automatically push posts from the TodaywasGreat.com site onto TodaywasGreat.com's twitter account, so that each post also becomes a tweet.

API Integration: I have already been granted access to the Phone.com Beta API, which will allow me to offer users an option to receive automatic SMS reminders about posting on the site. I may also try to use the Twitter API to automatically push posts submitted on TodaywasGreat.com onto Twitter, if the API and my time and skills allow.