

Milestone 2: Client Report

Subject: MIS611 - Information Systems Capstone

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Ideation Using the Funnel Approach

The consultancy team generated 55 ideas for the prototype solution, which then went through funnel approach by shortlisting based on its implementability, alignment to the customer personas and their needs, and correlation with Giverly's value proposition.

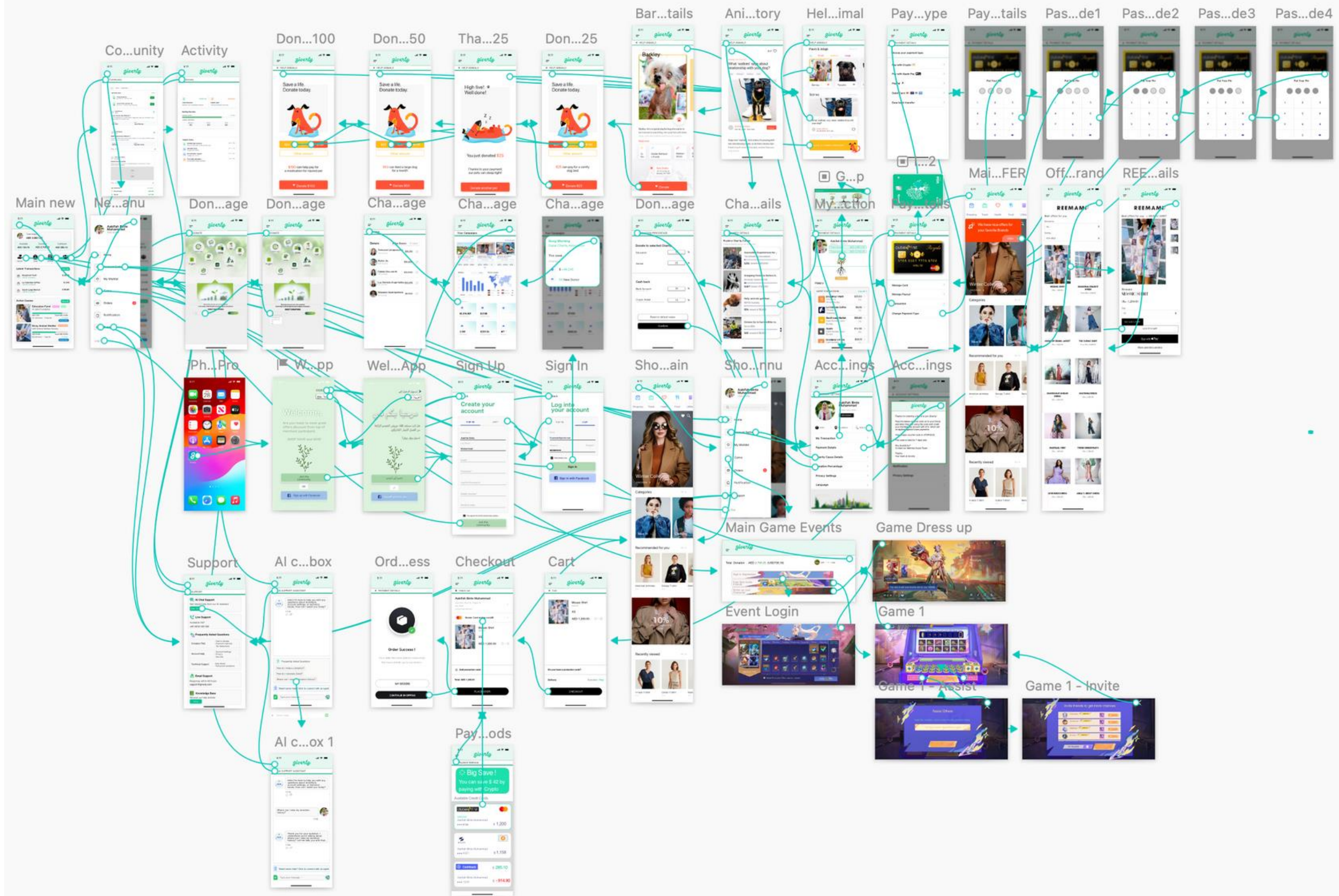
1. User Dashboard Impact tracker: blockchain/cash/transaction report
2. AI-powered pairing & matching
3. Social media integration / reconnected with social media / referral program
4. Flexible payment and Split donation with multi-currency option
5. Customisable donation: Zakat/Sadaqah setting
6. Gamification: levels, donate virtually, reward program, crypto game, batch/metaverse
7. Customer service AI chatbot / 24/7 support
8. Charity dashboard: (events / partnership / join event / connect / monthly donation goals / virtual marathon to fundraise)
9. Managing donations: (how much / cash or crypto / flexible payment option / cashbacks)
10. Community building / connect / chat / language selection



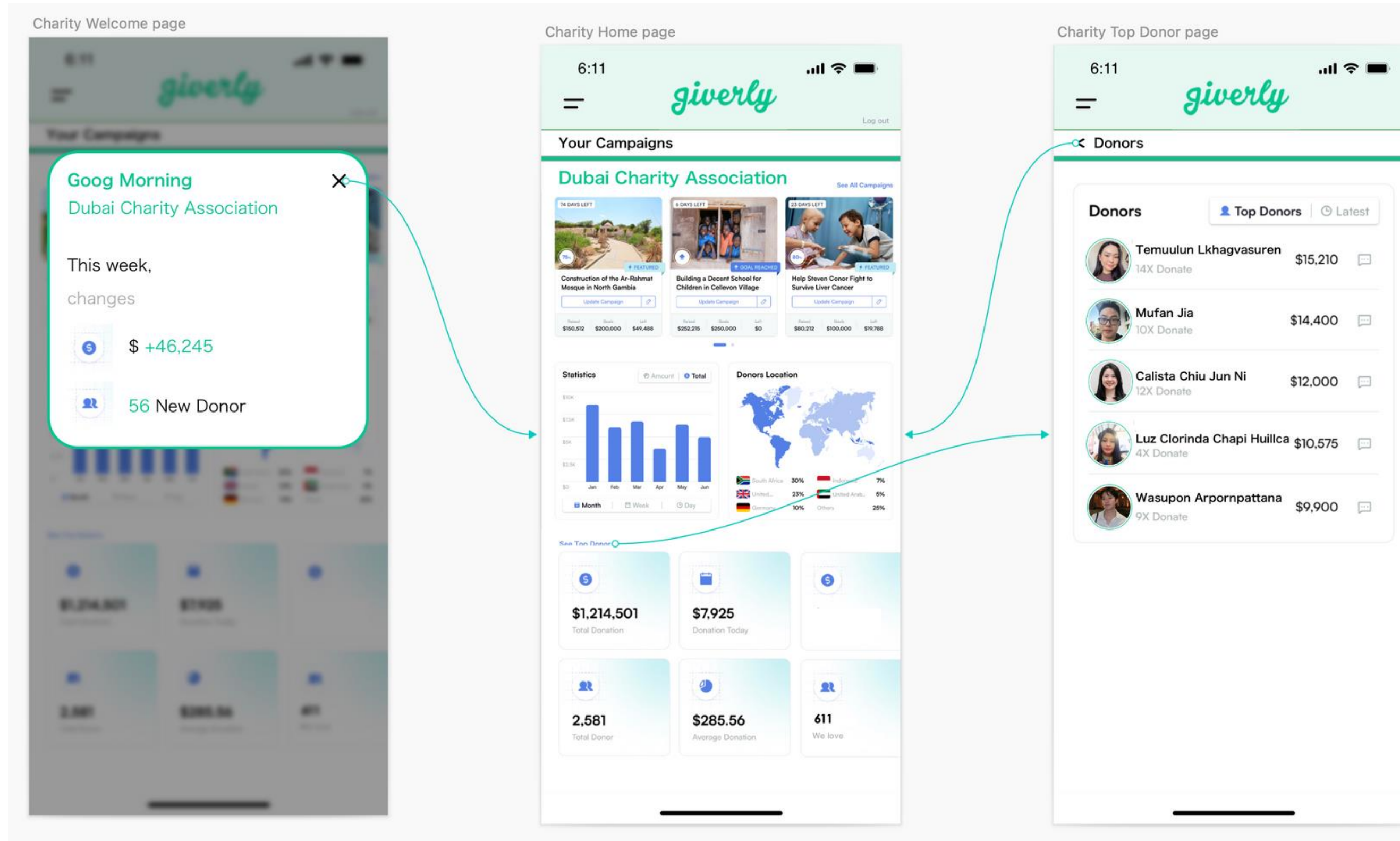
Accessibility Requirement

Guidelines from WCAG 2.0	Accessibility requirements
Perceivable	Have text and text-alternatives (such as audio and speech) within the application Add captions for medias Have a separable foreground and background for better seeing and hearing the contents Ideal sizes for text, input boxes, images, media and screen
Operable	Sufficient timing for users to perform actions and understand the content No content, media, sound or colour that can cause seizures or reactions due to physical sensitivity Easy navigation for any type of users More use of inputs and click options than the typing
Understandable	Text must be readable. Text must be easy to understand. Media must be easy to understand and follow. Images must be clear and understandable. An option for correcting errors, typos and mistakes must be provided all the time.
Robust	Incorporate assistive technologies to maximise the robustness Standard user interface control Provide status message from the program

Prototype



Persona Journey (Charity Partners)



1. Login and Welcome:

- Upon logging in, charity partners are greeted with a welcome page.
- See a quick summary of this week's updates

2. Charity Home Page:

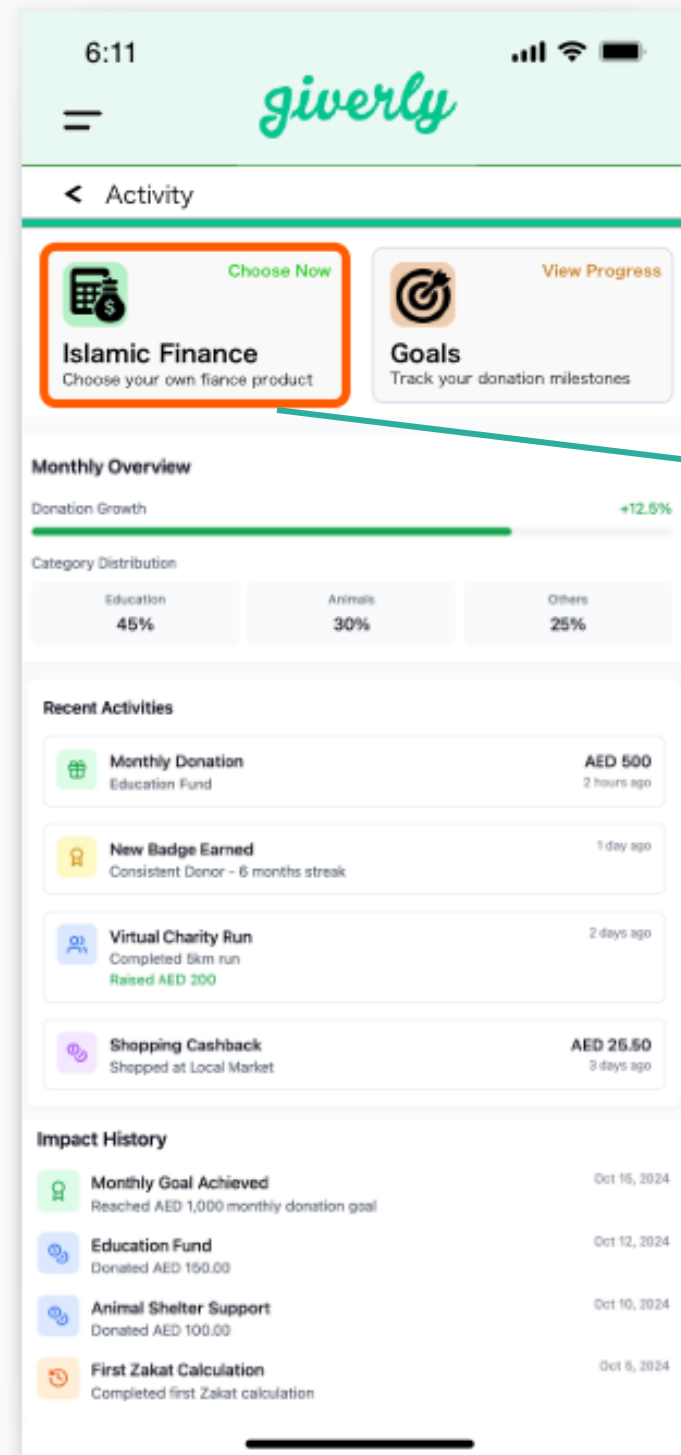
- Campaign Management, can view all active campaigns with detailed
- Statistics & Insights, donation trends are displayed in a bar chart, allowing to track progress over time. Also, world map shows the geographical distribution of donations.
- Key Metrics Dashboard shows key statistics, giving charities a holistic view of their impact.

3. Top Donors Page

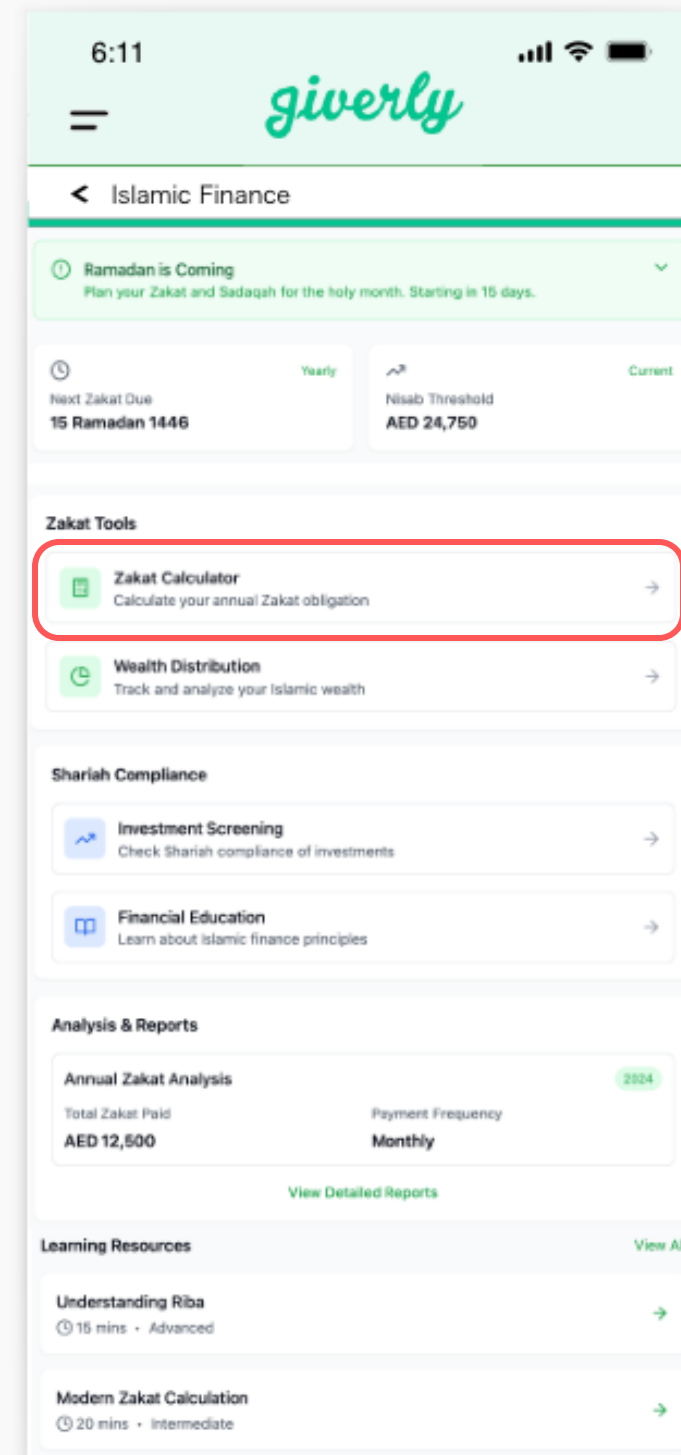
- Lists the top contributors, displaying their names, donation amounts.
- Sorting options between "Top Donors" and "Latest Donors" allows charities to enable targeted engagement and personalized acknowledgments.

Persona Journey (Amira)

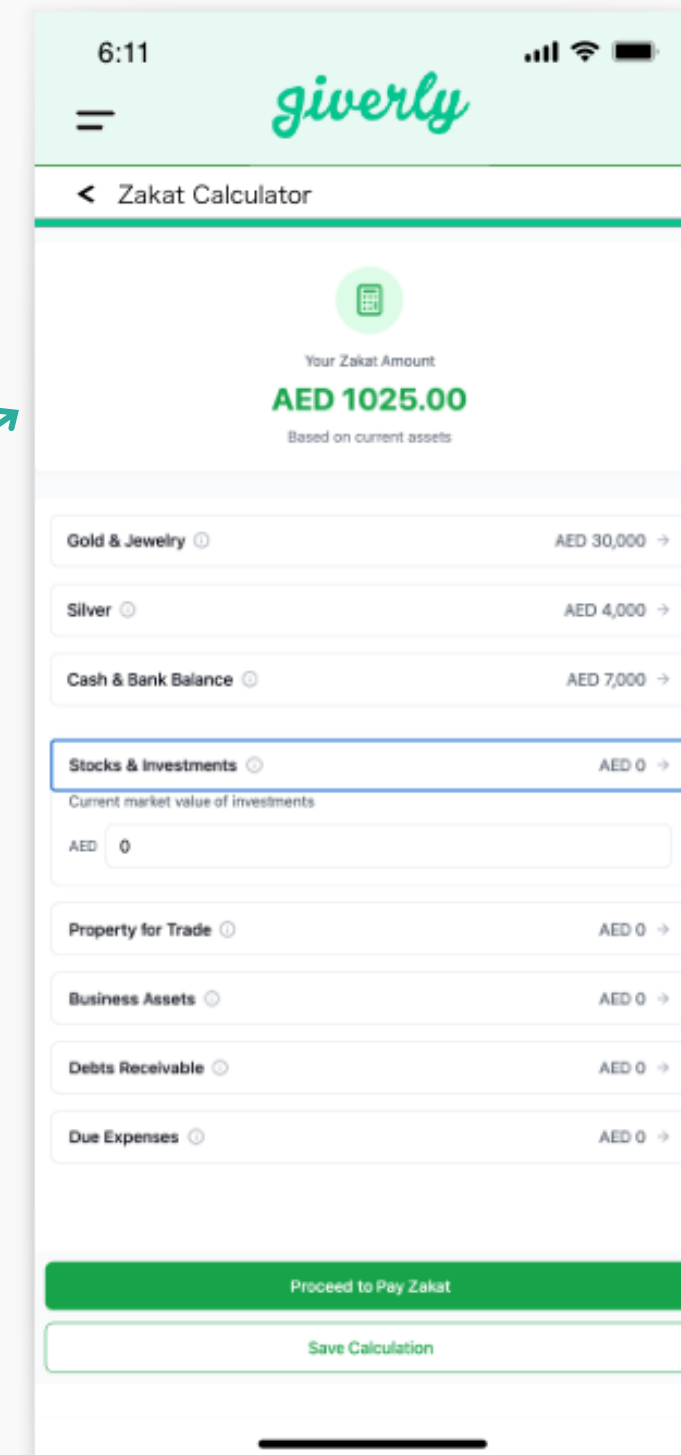
Activity



Islamic Finance



Zakat calculator



1. Activity Page:

- Quick navigation to Islamic Finance and Goals, providing easy access to financial tools
- Monthly overview displays donation trends and category distribution with visual insights
- Recent activities section shows real-time updates of donations, achievements, and cashback records

2. Islamic Finance Page:

- Prominent Ramadan countdown and Zakat due reminders for timely financial planning
- Comprehensive Islamic financial tools including Zakat calculation and wealth distribution tracking
- Educational resources and analysis reports provide deeper understanding of Islamic finance

3. Zakat Calculator Page:

- Streamlined interface for inputting various assets including gold, cash, investments, and business assets
- Real-time calculation displays total Zakat amount based on current assets
- Quick actions allow users to proceed with payment or save calculations for future reference

Building User Confidence Through Robust Security and UAE

Compliance Security Features

Multi-Factor Authentication

Combines password with one-time code and biometric options like fingerprint recognition

End-to-End Encryption & Data Localisation

AES-256 encryption for data storage, TLS for data transmission.

AI-Driven Real-Time Monitoring & Fraud Detection

Monitors abnormal patterns like large donations or failed logins.

User-Centric Privacy Controls

Adaptive consent management for flexible data-sharing preferences.

Tokenisation of Payment Data

Replaces card details with tokens, compliant with PCI-DSS standards.

Regular Security Audits

Conducts periodic reviews to identify and resolve vulnerabilities.

Localised Security Content

Multi-language support for security alerts in Arabic and English.

**TRUST &
TRANSPARENCY**

**SECURITY &
COMPLIANCE**

PEACE OF MIND

AI-Driven Philanthropic Strategy for Giverly

AI Tools and Techniques	Objective and Goals	Implementation Plan	Expected Outcome
(1) Predictive modelling and machine learning	<ul style="list-style-type: none">Address Persona 1's frustrations on inefficiencies and time lossAnalysis of donor behaviours to implement recommendation algorithms for effective donation matching	<ul style="list-style-type: none">Segment userImplement recommendation algorithmsContinuously refine algorithm through user feedbackTest and optimise the recommendation engine through A/B testing	<ul style="list-style-type: none">Enhanced user engagementPersonalised user experienceIncreased donation frequencyHigher user retention and loyalty
(2) Real-time donation tracking	<ul style="list-style-type: none">Address all 4 persona's frustrations with transparency and ethical issuesAI-driven engagement analytics and impact visualisation features enhance transparency	<ul style="list-style-type: none">Integrate data sources from charity organisations and Giverly's platform with donation processing systems.Utilise cloud platform like AWS Quicksight for scalable and secure data processingUse real-time databases for live updates.Train predictive models to estimate long-term impact based on donations and campaign engagement.Develop dashboards with charts and graphsImplement AI-powered monitoring system to analyse donation activity in real time	<ul style="list-style-type: none">Improved transparency and accountabilityEnhance trust among usersIncreased funding through data-driven results

AI-Driven Philanthropic Strategy for Giverly

AI Tools and Techniques	Objective and Goals	Implementation Plan	Expected Outcome
(3) Gamification	<ul style="list-style-type: none">Address Persona 1,2, and 4's pain points of seeking increased engagement level in modern, tech-driven platforms and opportunity for networkingDrive engagement through immersive experiences that integrate social impact goals into virtual games	<ul style="list-style-type: none">A level-based progression system based on donation frequency or cumulative contributions, paired with a reward programCypto-based games enable donors to contribute through cryptocurrency donations or participate in blockchain-based donation challenges.Donors can earn badges that grant access to an immersive metaverse experience	<ul style="list-style-type: none">Foster a modern and dynamic donation experienceIncreased engagement levelCreating donor's closer connection to the causeFoster sense of communityIncrease charity partner's brand visibilityEnable networking opportunities
(4) Customer service AI chatbot offering 24/7 support	<ul style="list-style-type: none">Address Persona 1's pain points of the lack of customer support on charity sites	<ul style="list-style-type: none">The chatbot is supplied with extensive data that the algorithms process and identify the models that generate accurate responses.Responses are validated or marked invalid to teach the chatbot to leverage different models and find accurate solutions/Utilising Natural Language Processing (NLP) to capture user input and analyse terms and speech patterns allows for deeper understanding of users' intent, sentiment and requirement.	<ul style="list-style-type: none">Enhanced engagement through improved and personalised chatbot response.Enables seamless communication across platforms and allow chatbot to access user's behaviours to provide more personalised responses.Offer omnichannel user experience.