



## NPO - Paws

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## OUR MISSION

Paws is aimed at improving the quality of life of homeless and mistreated cats and dogs in rural areas.

Our goal is to remove these animals from these harmful environments, rehabilitate them, and provide them with new loving and caring homes.

In order to achieve this, we rely on donations from the public and local businesses. We raise these funds by hosting events such as walks in the park with the animals, fun runs, and general donation drives. These funds enable us to have the means to locate and retrieve these animals.

We do this because we believe that our community work improves not only the life of the animal, but also gives humans the chance to experience the unconditional love of a pet, by participating in our adoption program.

We thereby create a happier, healthier and more caring space for every person and animal involved.

## THE WEBSITE

### GENERAL

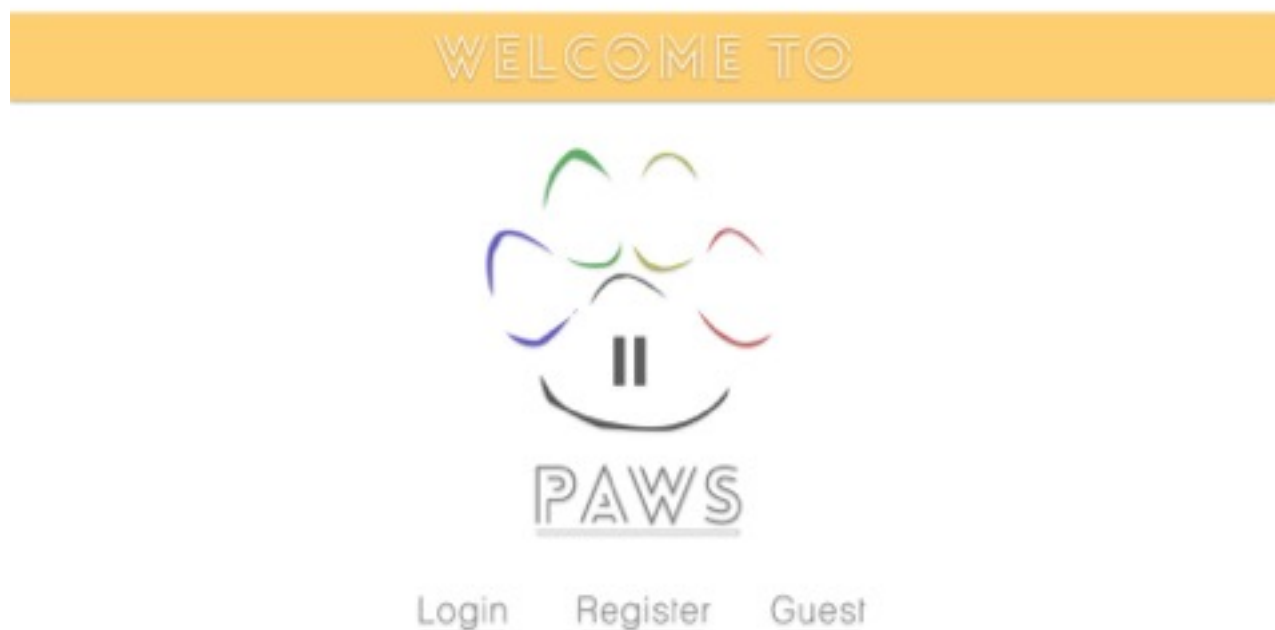
The website we intend to create will target a variety of groups:

1. People who wish to adopt a pet: The website will be updated regularly with new pet arrivals, so as to keep everyone who follows the site on a regular basis will be kept updated
  2. Potential investors or contributors: Regular articles such as on how to treat your pets, fascinating documentaries on their lives, and mostly feel good pieces on what we as an NPO do in and around our community, will be published so as to attract potential donations etc. Videos, documentaries and articles on all the events we host in our community will be posted as well.
  3. Our personnel: Our website will be easily accessible to all our personnel and will enable them to post and edit articles as they please. It will also have a create event functionality that will help us not only to create the event, but also have it automatically added to our Google Calendar.
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## SPLASH PAGE

When people first visit our website they will be greeted with a splash page with 3 clickable options:

1. Login: for already registered users - here they can edit their profile, and also change notifications settings. For example if they wanted to be notified when a cat has been brought in, they can click enable and every time a cat gets brought in, they will be alerted via email.
2. Register: when a user is not a member yet and wishes to become part of the NPO.
3. Guest: when the user just wants see upcoming events, and just wants to learn more about us.



## LOGIN

A simple modal will appear when the user clicks on login. This modal will then ask for the user's username/ email address, and his or her password. Client side validation will be done via JQuery, while server side validation will be done using PHP. All the registered users' details will be saved within a SQL database.

## REGISTER

Once again a simple modal will appear, asking all the necessary details the user needs to enter before an account can be created. Using JQuery we will then verify whether or not all the required fields are in fact completed, and then register the user and taking them directly to the homepage.

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## GUEST

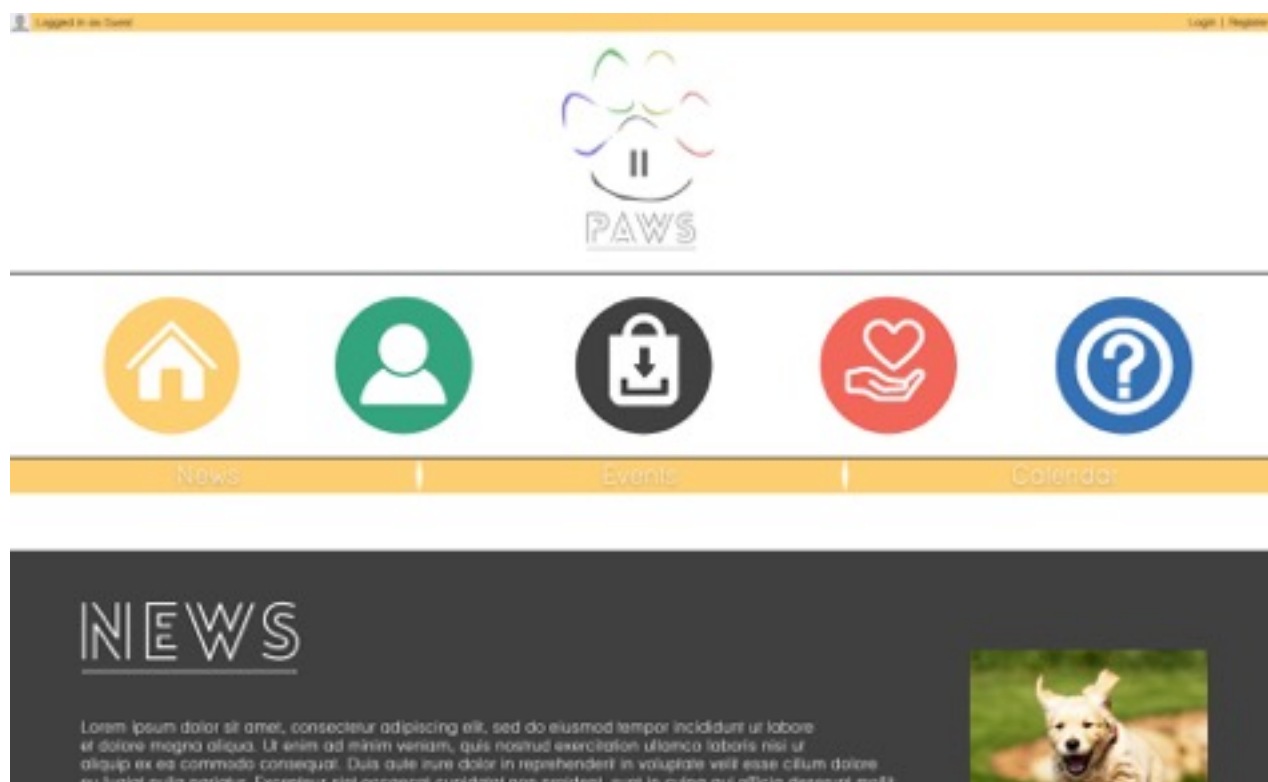
Will simply take the user straight to our home page.

## HOME PAGE

Once the user gets to the Home page, they will see 5 badges with icons on, each linking to a different page. The Home badge will be of a different colour, and will be performing some form of animation, which we will be achieving by using Motion UI.

Under these badges, one will see subcategories arranged next to one another. These sub categories corresponds to the badge that is currently selected, for example: when the Home badge is selected, the Home Page will be loaded, and the sub categories will load as “News”, “Events”, and “Calendar”.

These sub categories serve as hyperlinks which will automatically scroll down to the appropriate anchor of that page.



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## NEWS

The News segment of the page will be keeping the user up to date with the latest news of the NPO itself i.e. what we have been doing the past couple of weeks, new dogs and cats we have rescued, interesting articles and content about animals etc.

The user (registered and guest) will not be able to alter this content, but will be able to like posts and even share them to popular social media platforms such as Facebook and Twitter.

The admin team will be able to delete and edit news posts and can even create some themselves. They will also be able to share and like the posts.

## EVENTS

The Events segment of the page will take the form of an automated, scrolling gallery, which will show case all of our upcoming events, their date and time, and a short description. A link will also then be added to take the user to the corresponding Facebook event as well as a link to expand the event to get more details.

When expanded, the event will be opened up onto a modal, that will include all the finer details regarding the event. The option whether to share or like the event will also be provided.

The admin team will be able to add events as the please, and the form of event creation will be that of the general Facebook event creation format. Every event creation will also need to divide all the members that are helping with the event in to certain groups. The involved members responsibilities for every event will then be showcased on their own personal profile. Alerts and notifications will also be sent to them to remind them about the event.

## CALENDAR

We will be linking our events with a plain old Google calendar, and also directly insert the calendar onto our page as an iframe.

## MY PROFILE

Now if a user isn't registered with our site, and the user clicks on this button, a modal will pop up explaining to the user that they do not have an account. It will then give them the opportunity to register and continue or to just go back to the home page.

On the My Profile page there will be 3 sub categories to which the user can navigate to namely "Me", "My Events", and "My Settings".

## ME

This page is exactly what it says it is: it is you. Here your personal details will be displayed well as your profile picture if you choose to have one.

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## MY EVENTS

Here you will have the opportunity to offer your services to certain events as you seem fit. All the events will be displayed in a table along with their times, dates, etc. so that you can decide which one you are willing to dedicate time to. Once you've selected an event, the admin will be notified and your name will be added to the names that they can later then use to divide up into groups.

## MY SETTINGS

Here you can choose what types of articles, news posts, or events should notify you and in what way via sms, email etc. Here you can also choose to delete your account, change your password etc.

## GOODIES

Our Goodies page will be filled with downloadable content, with the sub categories of "Documents", "Videos".

## DOCUMENTS

Any official forms one might need to adopt a pet will be available here for our users' convenience. One can download it here and fill it in at home. Other documentation such as for possible large donations or sponsorships will also be available for download here.

## VIDEOS

All videos about our events will be available here for download or just plain viewing. One will also be able to share, like etc.

Admin and personnel will be able to add, delete and edit any and all videos.

## DONATIONS

The Donation page will not be very complicated. It will simply contain our banking details to which people can make donations to.

## ABOUT US

This page will have 2 sub categories namely "Our Mission" and "Contact Us".

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## OUR MISSION

Will just briefly describe what the organisation is all about. Exactly what was said on page 2 of this document.

## CONTACT US

All relevant contact details will be provided here as well as a form where users can send us a quick message or comment without having to open up their Outlook or Gmail.

## THE APP

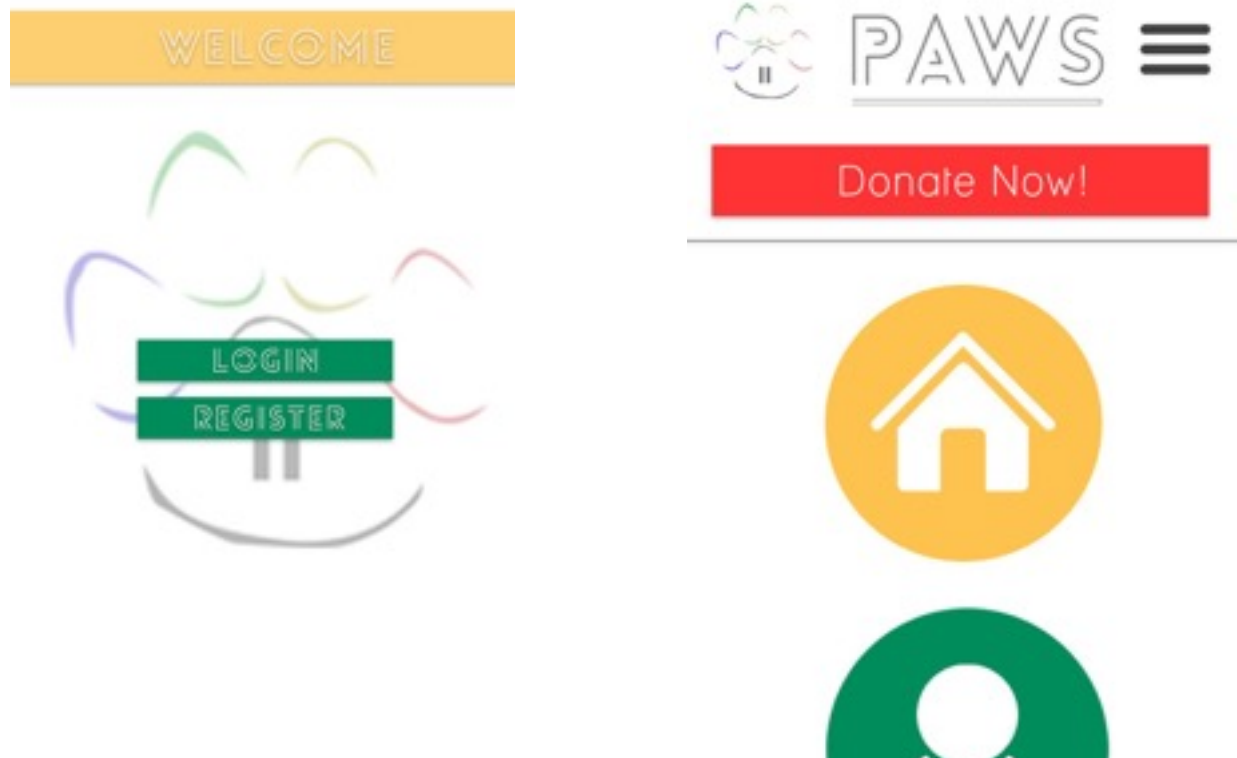
This app will not be much different from our website itself.

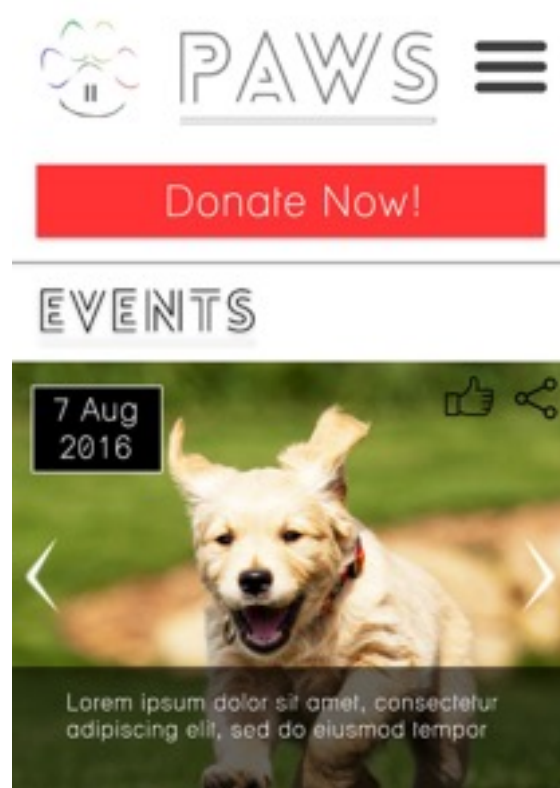
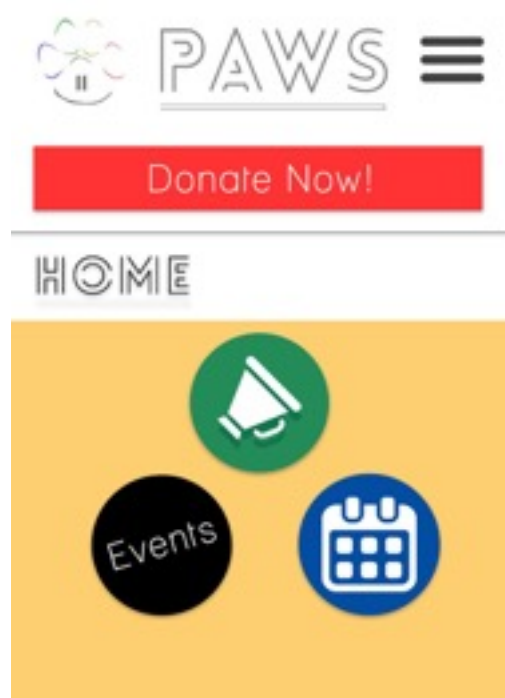
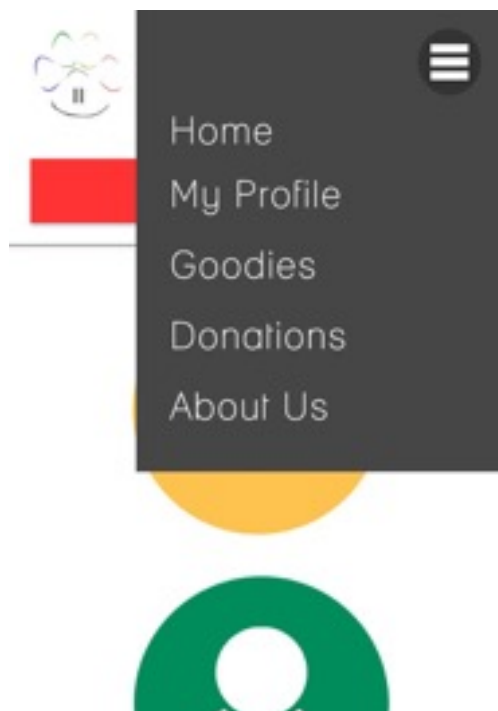
The design and layout will differ a bit, but each page will be exactly the same as described in the previous pages.

One feature we will add is the “Donate Now!” button that will be available on every page at exactly the same spot. If a user clicks on it, and they are a member, our Banking details will be sent automatically to whatever contact method they prefer. If they are not a member, they will be asked to provide a contact detail.

Users will also receive notifications via the app according to their settings on their profile (if they are registered of course). They will have to select whether or not the app is allowed to send them push notifications.

Users who are not registered will be notified every time a new story is posted on the news segment.







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## TECHNOLOGIES

We have given this lots of thought, and although it is tempting to experiment with new technologies, we have decided it would be best to rather try and improve our already existing skills in the technologies we know well:

- HTML5: will be used to code the entirety of our website.
- JQuery: will be used for client side validation during registration of new members and logging in of existing members.
- PHP: will be used for server side validation during logging in of existing members.
- MySQL: will be used to store our member database, as well as any other content.
- Motion UI: will be used for smoother and more elegant transitions among pages, as well as small animations to make the website more lively and fun.
- Bootstrap: will be used for layout purposes on different devices, as well the styling of certain elements such as forms etc.
- CSS: will be used for the styling of our webpage.
- PhoneGap: this software will be used to create our application.

## DESIGN

### COLOUR SCHEME

Because we are proudly South African, our colour scheme will comprise of the colours of our national flag namely red, blue, green, black, white and gold ("yellow").

These colours will be softened a bit by making them a bit more transparent, this is to ensure that the website and app stays soft on the user's eye.

### FONTS

- Lovelo: Headers and titles.



PAWS

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- Lane: General text.

Login

## OTHER

All of our pages will have a continuous flow about them and the different sub categories will be separated by background colour.

Headers and titles will be enhanced with dropshadows, as well as other content such as photos and logos.

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