*[Status: v0.9 updated draft with additional messaging, increasing detail on requirements and first pass at a scope for an initial mvp feature set as well as rename to AllReady and associated cleanup]  
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*Note: TBD = To be defined in this requirements document. Many of these items are understood or partially captured but not yet codified as requirements in this document (and thus not also issues in github repository)*

HTBox AllReady  
Application Requirements

# Context

Preparedness is an increasingly key area of focus and need for humanitarian organizations as they look to reduce the impact of crises and disasters. Several different reports and metrics exist in the industry to show that impact of $1 or 1 hour prior to a disaster is equivalent to 20x to 30x that after a disaster. Therefore despite the natural allure of the ‘heroism’ of response to volunteers and the media, higher impact and results can be achieved by focusing on preparedness campaigns. In order to engage volunteers, donors, organizations and individual citizens in preparedness work, campaigns must be visible and discoverable; accessible to the citizens they are targeting; transparent in how goals, progress and results are communicated; and be predictably executed with similar rigor and focus as response to individual crises.

Ultimately, the aspirational goal of preparedness campaign delivery is to ‘drive disaster response services out of business’ by fully preparing and equipping communities and individuals to significantly reduce the impact of personal and large scale disasters if not fully stop them from happening in the first place.

# Messaging/Story

## Messaging Options

Below are various messaging options that vary by length and target audience

### Connecting communities and organization in increasing preparedness

### Connecting communities and organizations in delivering preparedness campaigns openly and effectively

### Helping non-governmental organizations deliver preparedness campaigns to engage communities in lower impact potential of disasters.

### Creating visibility and engagement for organizations with the communities they serve as they design and deliver preparedness campaigns

### Creating open visibility into the preparedness campaigns and effectiveness of organizations serving for citizens’ communities

## Metaphor Reference

AllReady is focused on Preparedness Operations and is inspired by the fable of the Ants and the Grasshopper. In the fable (or at least some of the many variants), the ants work hard throughout the Autumn to prepare for the pending winter. Together they gather food and build shelter and ensure that they are ready to the meet the challenges of the winter months. Meanwhile the grasshopper spends its days idle and at play without a care for the upcoming winter. As winter comes the ants are prepared and able to survive the winter but the grasshopper is not. Like the ants, communities, organizations and volunteers are stronger together when engaged, connected and working in concert and through preparedness they are able to lessen the impact of disasters both big and small.

# Application Goals

The AllReady application is the platform on which organizations can easily create, communicate, deliver impact and report on preparedness campaigns to increase their visibility, impact, efficiency and transparency.

In detail the application will allow for these high level functional areas & technical attributes which will drive the desired outcomes as documented.

## Functional Areas

### Create

Organizations utilize the application to create, manage and publish preparedness campaigns that capture content and information for public communication, impact metrics goals and progress, geographic and timeline goals, volunteer tasks and activities, data and results gathered by volunteers and requests and results provided by individuals in the communities served.

By centralizing this process the full campaign can be managed by individual organizations and a joint community can be created around all preparedness campaigns being delivered in geographies that will be both accessible by community members as well as create a wealth of data that – with the proper security and privacy controls – can be analyzed together to increase coordination and effectiveness of all campaigns and their impact on communities.

### Communicate

Engagement of members of the local community, involvement of diverse groups of volunteers and simple awareness that a campaign is active are key to the effectiveness of preparedness campaigns. The application will allow for communication of the content and information about a campaign to be discovered by others through a central public website of campaigns searchable by text, geography and focus area (e.g. fire safety, nutritional assistance, etc.) as well as be linked to directly within an organizations’ website to a specific campaign or all campaigns for that organization.

Beyond broad communication, the application will also allow a ‘self service’ model for individuals in the community to ‘sign up’ to request the impact of the campaign and/or ‘select out’ of the campaign which both allows direct engagement of individuals as well as creates a more informed and directed execution of the campaign to target individuals and areas with greatest interest and need (of course, this will also be supplemented with the many other factors organizations use to prioritize and plan delivery).

Additionally, communication to past and potential volunteers (both individuals as well as other partner non-profit, faith-based, government or private sector organizations) will provide a clear understanding of the goals, the skills/capabilities needed, tasks that volunteers will be asked to deliver and direct means to engage on the campaign. Research and experimentation with this type of communication with volunteers has shown increased engagement because they can predictably see the shape and size of the request and the impact it will have.

Lastly as detailed further in 2.1.4 ‘Report’ below, the application will allow broad summary level communication of the goals, progress to date and effectiveness of the campaign to transparently show the impact and garner support for ongoing delivery of the campaign. Logically a campaign will be able to show a ‘thermometer’ style visualization of impact to date against goals similarly seen in fundraising or IndieGoGo/Kickstarter type campaigns.

### Deliver Impact

Simply put, a preparedness campaign does nothing if the desired impact is not delivered. The application will allow organization campaign operations staff to coordinate and direct the tasks of volunteers in communities; request/track/confirm the matching of specific tasks to volunteers; gather data from the volunteer and community member after the delivery occurs; gain insights into which tasks/volunteer/community combinations are most impactful; and ultimately deliver more impact with less resources quicker. This operational aspect ensures that the delivery is as managed as the communications and the two together allow for analyzing and reporting on impact within an organization and transparently to the broader community around the campaign.

### Report

Donors, volunteers, and community members all want to know and see what a campaign is doing and what impact it is having. Reporting on impact allows an organization to show results transparently and openly which drives increased volunteering and donation – increasingly even in small ‘donations’ people require visibility into how the investment of their time and money will drive direct outcomes.

So many organizations do so much good in preparedness but it either goes unseen by communities or it is told randomly through a few anecdotal stories in blog posts or social media bits and pieces. By providing transparent reporting visualized geographically (e.g. heatmaps), across timelines (showing progress over time on goals and community geography), and on impact dashboards (including thermometer style and other formats presenting impact against plan and predicted outcomes) all stakeholders in the campaign can access, consume and understand the value of the campaign and derive insights into how and why they can contribute or engage further.

Also, reporting on operational delivery provides visibility to the organization delivering the campaign that can drive decisions that increase the delivery of campaigns during execution as well as shape the strategy and evaluation of future campaigns within that organization and across partnerships.

## Solution Technical Attributes

The solution must be delivered with the following technical attributes to provide for delivery of the desired outcomes.

### Centralized Web Application

[TBD: Add more] The primary interface for community members, volunteers, organization staff and public access will be a centralized web application provided both CMS and management interfaces as well as public content access and engagement. This centralization will allow a central deployment by HTBox within Azure to provide the capabilities to organizations and users without technical deployment barriers as well as drive the ‘network effect’ of having campaign and content accessible in a single location and insights from analysis of common data across campaigns.

### Volunteer Mobile Application

[TBD: Add more] Task management and data gathering by volunteers should be provided by a mobile application deployable across all major platforms (iOS, Android, Windows) that can operate in an offline/cached mode to allow for connectivity failures (along with a mobile friendly web application.) Additionally most ‘simple’ task assignment and management features should be able to be completed via text message/SMS for rapid engagement with volunteers who have yet to download the app.

### Operations Staff Application

[TBD: Add more] Operations management and task/volunteer management should be delivered primarily by the main web application but ideally would also be provided as a mobile application which can offer more task oriented efficient operations for staff that may not be at a full desktop browser.

### Community Member Feedback Application

[TBD: Add more] Gathering of simple member feedback post delivery should be accessible both by a mobile friend web application as well as a SMS/text message interface to allow for greatest user access. Ideally the application would also be accessible via IVR to accommodate those who may not have mobile devices.

# Application Desired Outcomes & Supporting Functionality

### Visibility

Campaigns are made discoverable, visible and actionable as follows:

1. Campaign content for marketing & communications is gathered from and maintained by the owning organization using a simple CMS like interface with fields including logos and titles for organization and campaign, media and textual body content, links to organizations and other web pages for reference, contact information, high level impact goals and measures (1-2), and volunteer needs & opportunities.
2. Campaigns can be published, edited and ‘closed out’ from the same CMS like interface
3. Campaign content such as impact goals and measures are calculated from execution without manual intervention
4. Campaign metadata is searchable and ‘listable’ including organization, focus area, geography served, text content and active/inactive status.
5. Campaigns are searchable and discoverable per (d) above both centrally in the hosted application as well as individually (or by organization) for linking/display from organization websites
6. Campaigns have appropriate forms (driven by data provided by the organization) for community members to request or decline outcomes of the campaign by providing contact information and simple survey information according to data provided by organization
7. Campaigns have appropriate forms (driven by data provided by the organization) for potential volunteers (as well as those who have volunteered previously) to volunteer themselves or organizations they represent to support the campaign by providing contact information and simple survey information according to data provided by organization
8. Reporting information (for active campaigns) is visible on campaign home page in highly summarized view (potentially thermometer etc.) and then able to be clicked into for deeper viewing of impact in the means described elsewhere in the requirements.

### Impact

### Efficiency

Operational execution of campaigns is managed through the application as follows:

1. Campaign operations staff can define tasks, steps of execution, and data gathering requirements for the operational aspects of a campaign
2. Campaign operations staff can search, identify candidate volunteers, request engagement, verify the volunteer acceptance and track execution of tasks by volunteers
3. Volunteers can be contacted and interact with task requests via app, web and sms interfaces
4. Campaign operations staff can see data gathered by volunteers and request feedback from community members served as tasks are completed.
5. Data gathering can be completed by volunteers by app and web interfaces and feedback from community members can be completed by web and sms interfaces
6. Campaign operations staff can reassign, cancel and otherwise manage the tasks being completed by volunteers.
7. Campaign staff can access and see volunteer history, response rate and other operational metrics to optimize their efficiency when assigning tasks to volunteers
8. Overtime additional machine learning or data analysis can be applied to suggest optimal volunteer, task, geography, etc. matches

### Transparency

With appropriate and requisite security, privacy and data scrubbing/summarization controls, all engagement, execution, operational delivery and outcome data is captured and maintained throughout the application to drive transparent reporting of impact and outcomes as well as increase operational efficiency as follows:

1. [TBD: Reporting needs to be detailed beyond and in alignment with what is mentioned elsewhere]

# Minimal Viable Product Scope and Iterations

## “V1” MVP

Understanding the short timeline for the initial development sprint starting in late June/early July and trying to go live in Oct/Nov timeframe as well as knowing that we want to have a representative MVP scope that can both show initial value as well as be an ‘ambassador’ for future value and further development the scope below represents a view of MVP scope for the July “V1 release”.

### Centralized Web Application

#### Citizen Functionality

##### Allow citizens to access the web application anonymously w/o requiring authentication

##### Allow citizens to search for campaigns by organization, keyword(s), and geography covered (zipcode for now)

##### Allow citizens to view campaign details as entered by organization as well as deliver to date vs goals information and targets (e.g. 1500 / 39000 smoke detectors installed & plan to install ~2K per week until end of 2016)

##### Allow citizens to click through to links to other websites with related information as provided by organization [later functionality will include direct ‘request/decline’ interaction]

##### Allow citizens to share campaign information via email, txt, twitter and facebook

#### Volunteer Functionality

##### Allow volunteers to act as citizens per 5.1.1.1

##### Allow volunteers to “offer to help” with volunteer needs shown on campaign pages by choosing one or more skills/resources needed and providing contact information to share with organization admin (Name, Email, Phone, Additional Information)

##### Volunteer contact information is stored along with the skills/resources needed they selected within the system and a link is provided via email to campaign organization owner and recorded in system

##### Allow volunteers to register on the site with social media/third party logins (twitter, facebook, linkedin, google, Microsoft account) to stay connected to the campaign (and with later functionality and/or mobile app be able to receive task assignment ‘missions’ and record delivery data)

#### Organization Functionality

##### Allow organization ‘admins’ to register on the web application with social media/third party logins (twitter, facebook, linkedin, google, microsoft account) (and register with name, email, organization and organization contact info including name, email, phone, website) [later functionality will allow initial admin to grant other users ‘admin’ or other perms for organization]

##### Allow organization ‘admins’ to register with username and password on AllReady site as well

##### Allow organization ‘admins’ to register with Office365/Azure AD authenticated logins as well

##### Organization admins can create campaigns with landing page content including but not limited to: Name, Logo/Image, Description [Rich Text Multi Paragraph with images etc.], Keywords, Geography Coverage (zipcode list, city list, state list), Campaign contact info (allow copy from organization but this may be different per campaign), links to campaign web pages, impact target {‘x’ ‘things’ by ‘y’ date} and list of interim goals in either format of {‘z’ ‘things’ per ‘week/month/quarter’} or {‘z’ ‘things’ by ‘y’ date, ‘z1’ ‘things by ‘y1’ date, …} or {‘textual goal’} the last format of which will not be trackable by the system and will be marked as completed by the admin

##### Organization admins can list multiple volunteer skills/resources needed including optional date ranges and locations {‘skill/resource A’ needed [from ‘x’ to ‘y’ date range] [in ‘z’ location scope]}. This listing will allow volunteers to later connect to the organization and offer to volunteer in delivery of the campaign as well as potentially be a data feed consumed by other third party apps that display volunteer needs.

##### Organization admins can save campaign info revisions, update them, preview before publishing, publish and publish updates over time [later functionality (or in V1 if possible) would be to allow citizens to ‘report campaigns as spam/inappropriate’ and then allow admins to take them down and/or ban org admins]

##### Organization admins can provide impact updates against the impact target and interim goals by updating {‘x’ ‘things’ delivered by ‘y’ date} as well as checking off interim goals achieved per 5.1.1.3.2

#### AllReady Admin Functionality

##### Allow AllReady admins to unpublish campaigns published by organization admins [later functionality or in V1 if possible would be to ban org admin accounts]

### Volunteer Mobile Application

#### Volunteer Functionality

##### Allow volunteer to see tasks assigned to them (authenticated and filtered by social media/third party login or login – thus will only work for those registered) [workflow to be enhanced in > v1]

##### Allow volunteer to accept/reject task assignment

##### Allow volunteer to mark task completed or ‘unable to be completed’ with reason/additional text information

#### Organization Admin Functionality

##### Allow org admin to create a task and assign to one or more volunteers [later functionality to allow variance by volunteer aka these 5 addresses to be completed by 5 volunteers; have multiple volunteers asked and the first to accept gets it; have task matched by skill in system and/or use machine learning to predict best volunteer etc.]

##### Allow org admin to view status (accepted, rejected, completed, incomplete) and reassign tasks to new volunteers.

##### Communicate to volunteers via email and txt when assignment requests are made with link to website (which ideally provides link to launch/install app) to interact with request

##### [Later functionality will greatly enhance this workflow and reporting and the like]

### Operations Staff Application

[All functionality TBD]

### Community Member Feedback Application

[All functionality TBD]

## Future Scope Releases

[TBD: Add in future iterations of scope]