

Operational Concept Description (OCD)

LOSE4GOOD.org Database Driven Socially Connected Website

Team 08

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Version History

Date	Author	Version	Changes made	Rationale
09/26/13	SS	1.0	<ul style="list-style-type: none">• Original for CSCI577a: Tailored from ICSM OCD Template	<ul style="list-style-type: none">• Initial Document for Evaluation Phase
09/27/13	AK	1.0	<ul style="list-style-type: none">• System Boundary Diagram added	<ul style="list-style-type: none">• To fit CS577a VC Package
10/16/13	AK	2.0	<ul style="list-style-type: none">• Completion of remaining sections	<ul style="list-style-type: none">• To fit CS577a FC Package
10/23/13	AK	2.1	<ul style="list-style-type: none">• Updated some sections	<ul style="list-style-type: none">• Based on FCR ARB feedback.
12/01/13	AK	3.0	<ul style="list-style-type: none">• Updated sections based on feedback	<ul style="list-style-type: none">• To fit CS577a DC Package

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1. Introduction

The purpose of OCD is to provide a detailed early operational concept in order to achieve the shared vision of the success-critical stakeholders of lose4good.org – Database Driven Socially Connected Website.

The success-critical stakeholders for this project lose4good.org:

- Paul Charron , Client /Project owner
- Users, people who want to lose weight using our website as a motivation.
- Sponsors, who want to sponsor users so as to motivate them to lose weight
- Charity organizations, to whom all the money pledged by sponsors is donated.
- Advertisers, who would like to promote offers/services or their brand using our website.
- Team 08, who will be involved in developing of the project.

This document is an initial reference for benefits expectation, benefits chain, current system and environment assessment, system objectives, constraints and priorities, new operational concept, organizational and operational implications.

The status of the OCD is currently at the Foundations Commitment Package version number 3.0.

2. Shared Vision

2.1 Overview of the system

We are an online tool that bridges peoples' healthy goals to motivation through the use of community and charity by recognizing that each one contributes a unique piece to the success of the other.

In order to understand or know what projects or related initiatives are required for program management we create a Program Model as shown below. The model helps in designing and managing programs. Understanding the concept of a program – how it is different from traditional projects and what it brings to them – is the first major step to embarking on the route to effective, proactive benefits management. The Program Model starts out as shown in the table below

Table 1: The Program Model

<u>Assumptions:</u> <ul style="list-style-type: none"> Families and businesses are willing to sponsor individuals for losing weight. Individuals are motivated by sponsorships and charities to lose weight. Charities are willing to associate themselves with weight-loss individuals and lose4good. 			
Stakeholders	Initiatives	Value Propositions	Beneficiaries
<ul style="list-style-type: none"> ➤ Client ➤ Developers ➤ Marketing team ➤ Charity Organization ➤ Sponsors ➤ Maintainers 	<ul style="list-style-type: none"> ➤ Develop System ➤ Form relationships with charities and business sponsors ➤ Create a marketing campaign ➤ Design reward program 	<ul style="list-style-type: none"> ➤ Enable people to get sponsorship for their weight loss goals ➤ Increase motivation for people trying to lose weight ➤ Improve advertisement opportunities for the sponsors. 	<ul style="list-style-type: none"> ➤ Weight loser ➤ Charity Organization ➤ Sponsors ➤ Society
Cost		Benefits	
<ul style="list-style-type: none"> ➤ Development cost ➤ Online space cost to host the website ➤ Transaction fee required to get money from sponsors and send to charity ➤ Marketing cost ➤ Maintenance cost 		<ul style="list-style-type: none"> ➤ Increase number of weight losers ➤ Increase user donations and advertisements. ➤ Decrease manual data monitoring efforts. ➤ Increase ease of payment through online transaction. 	

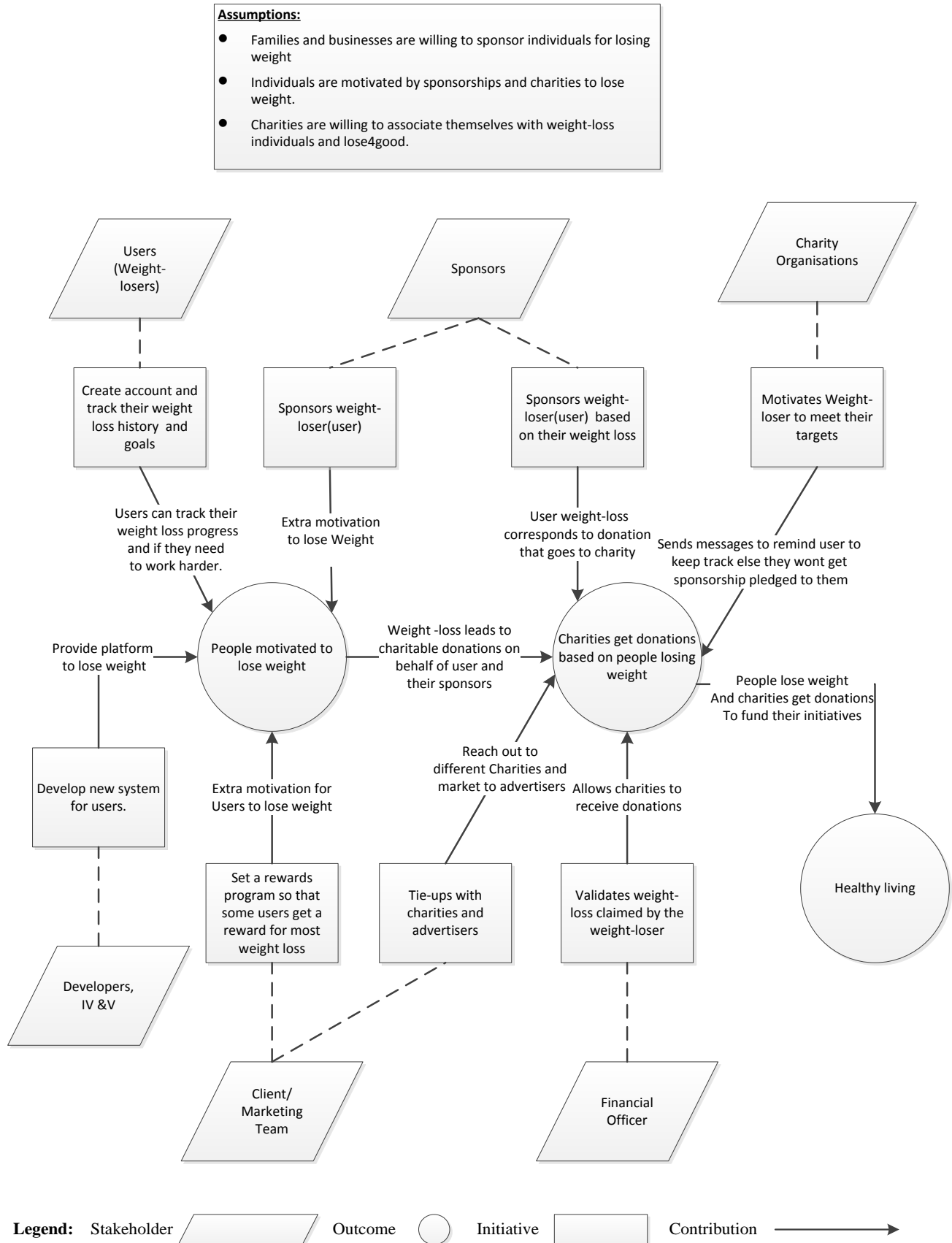
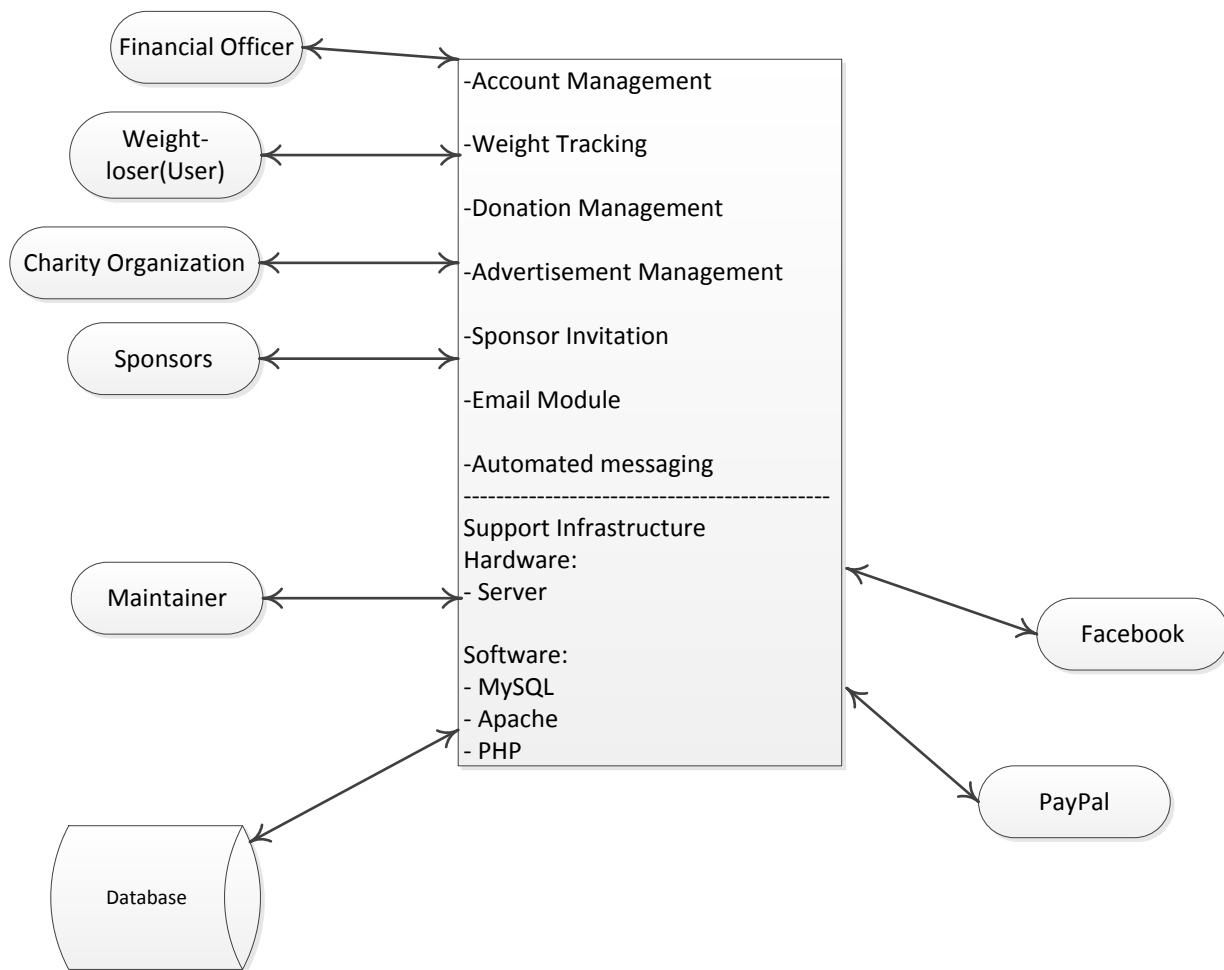


Figure 1: Benefits Chain Diagram

2.2 System Boundary and Environment

The system boundary and environment diagram contains a list of services and functions that the project team will be responsible for developing and delivering, as well as the system environment showing the stakeholders' organizations and other systems for which the project has no authority or responsibility, but with which the delivered system must interface in order to deliver the desired benefits. The figure below shows the system boundary and environment diagram.

**Figure 2: System Boundary and Environment Diagram**

3. System Transformation

3.1 Information on Current System

The system is being developed from ground up. Hence, information about current system cannot be mentioned in this case.

3.2 System Objectives, Constraints and Priorities

3.2.1 Capability Goals

Capability Goals	Priority Level
OC-1: Create and track weight loss goals	Must Have
OC-2: Account management	Must Have
OC-3: Donation Management	Must Have
OC-4: Sponsor invitation	Must Have
OC-5: Ability to advertise products and services	Would Like
OC-6: Login using Facebook	Must Have
OC-7: Discussion Forum	Would Like
OC-8: Reward management	Would Like

3.2.2 Level of Service Goals

Table 2: Level of Service Goals

Level of Service Goals	Priority Level	Referred WinWin Agreements
LOS-1: Payment Ease: The payment system will support monetary transactions in U.S. and Canada.	Should have	WC_2751
LOS-2: Uptime: The system will use a database that has 99.5% uptime (guaranteed by Heroku).	Should have	WC_2749
LOS-3: Compatibility: The system will Support the following browsers: IE 8+, Chrome 25+, Mozilla Firefox 16+ and Safari 6+	Should Have	WC_2748

3.2.3 Organizational Goals

OG-1: Motivate people to lose weight.

OG-2: Make charitable donations

OG-3: Promote healthy living.

3.2.4 Constraints

CO-1: Minimum Monetary Budget: The selected NDI/NCS should be free or of minimum cost as this is a not-for profit initiative

3.2.5 Relation to Current System

Table 3: Relation to Current System

Capabilities	Current System	New System
Roles and Responsibilities	The Current System does not have any roles and responsibilities	The new system will have a maintenance team responsible for keeping the site up and financial officer to verify donations.
User Interactions	The Current System does not have any user interaction	The new system will interact with weight loser, sponsors, advertisers and charities
Infrastructure	No infrastructure	Website will be hosted on a cloud server accessible anywhere in the world.
Stakeholder Essentials and Amenities	No stakeholders	The system will be used by weight losers, sponsors, advertisers and charities that can access the system from anywhere
Future Capabilities	NA	The new system can be used by weight losers as a means of tracking their weight loss, keep themselves motivated.

3.3 Proposed New Operational Concept

3.3.1 Element Relationship Diagram

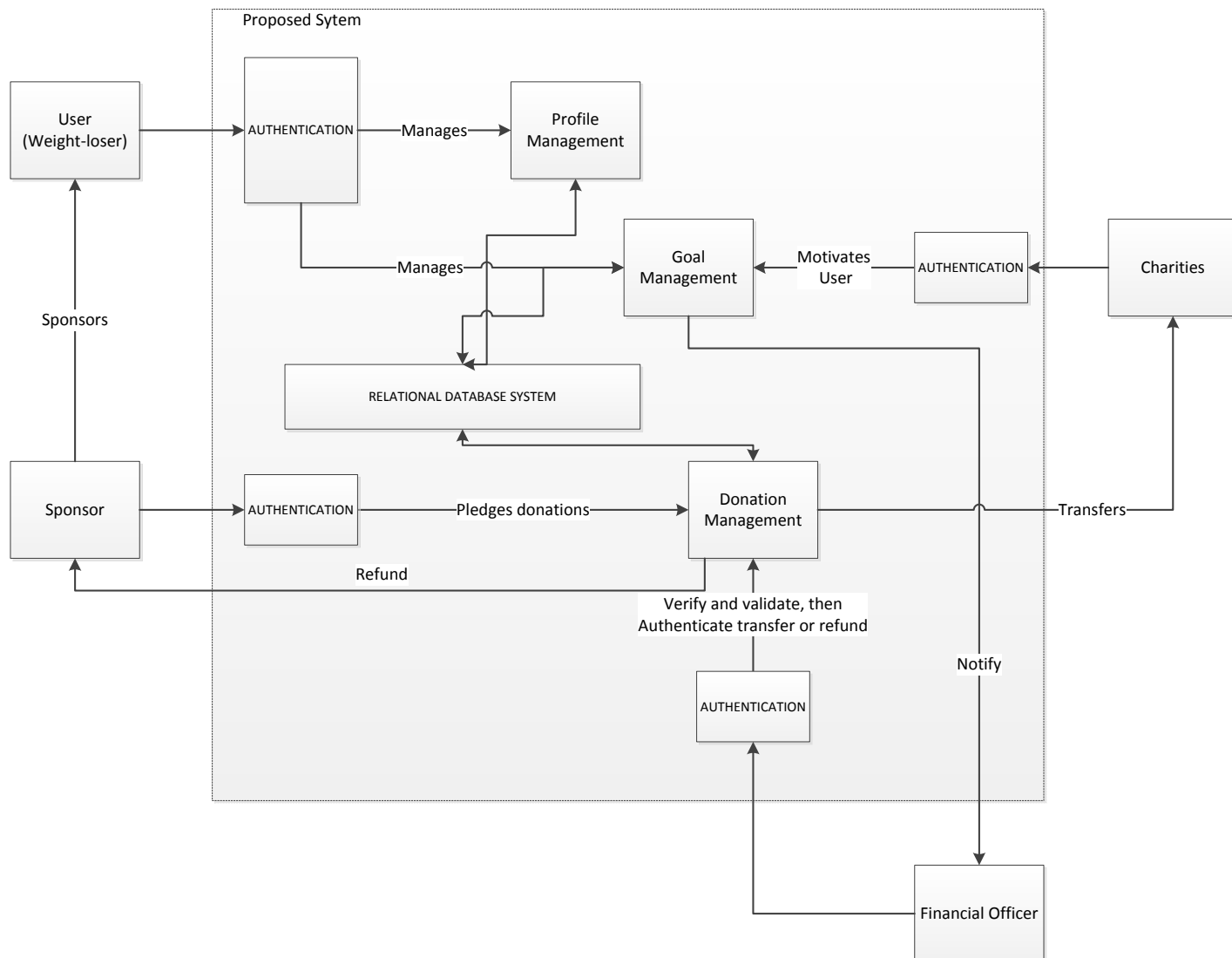


Figure 3 : Element Relationship Diagram

3.3.2 Business Workflows

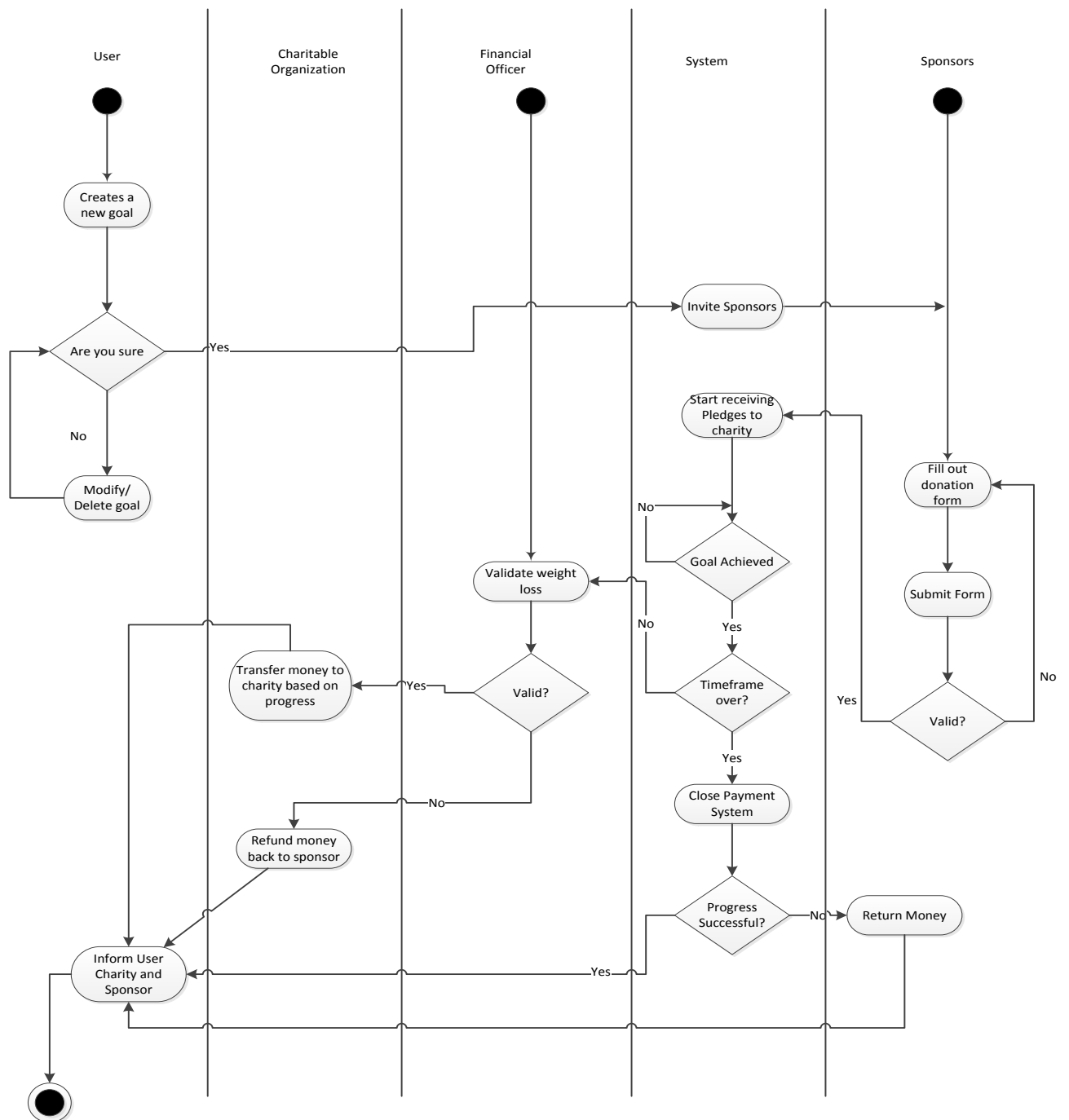


Figure 4 : Business Workflows Diagram

3.4 Organizational and Operational Implications

3.4.1 Organizational Transformations

- The need to hire a new system maintainer to take care of the system, a new database manager to maintain the new database.
- The discussion board will need to be moderated and hence need to hire moderators.
- The need to hire a marketing and sales team to pitch this to potential weight-losers and for tie-ups with charities and sponsors.
- The need to hire a financial officer to validate donations.
- The need to tie-up with health clubs to validate weight-losers weight-loss claims.

3.4.2 Operational Transformations

- Lose4good will become a new destination to keep weight-losers motivated in their quest to become healthy.
- Members will have benefit of discussion forum to communicate with other weight-losers and learn from others.
- Lose4good will become first of many 4good future initiatives.