

Ideation Report

Project: Directory App for Clubs, Classes, Churches and Other Organizations
Full Stack Web Development Capstone Project – Dennis Mullen

1. Introduction

- I plan to build a directory app that can be used by churches, clubs and other organizations to introduce and connect members. Members can upload photos of themselves along with contact information, and view the same for other members.
- A simple, clean and interactive directory app can help members find each other, get to know one another and make important social connections, thus making the club, church, class or other organization stronger.

2. Expected List of Features

- Users can upload, modify and delete their own photos, personal info and contact info.
- Administrators can do the same for any user.
- Photos can be set to require admin approval before posting.
- Users can browse the directory by picture or by names of members.
- Users can view a single 'page' containing a member's picture and contact info.
- Users can click on contact links (phone numbers, email, social media links, etc.) which will open the appropriate app.
- Only registered users can use the app.
- Administrators can set registration to be 'human-approved' (which is usually the most appropriate way for a private organization) or auto-approved.
- Directory can be printed in an attractive format.

These features will allow the app to be updated as often as the users like, and with the help of a good admin from the club, church, etc., all information can stay current for all members. And requiring admin approval for new memberships and certain other features allows the organization to keep pictures and data appropriate for everyone.

3. Market Survey of Other Services in the Same Space

- **Lifetouch** is a photography company that creates directories for schools, churches, etc. and offers an app where the information is mostly static. Contact information can be updated by an admin, but not by users, and pictures cannot be updated. Like a paper directory, the online product goes out-of-date in a year or so. Pricing model is based on sales of print and digital portraits and the app is included as a benefit.
- **Directory Spot** is a promising alternative which offers user-updatability, the ability to customize the colors of the app and some amount of geolocation. It does not include photos of members. Price: Roughly \$1 per member per year (based on group size).

- **Instant Church Directory** is a many-featured service that allows users to upload photos but apparently not their contact info (required an admin). This app features the ability for the admin to send texts (hopefully one-way) to the group for an added fee. Pricing is \$7-10 per month for the organization.
- **CTRN Online Directory** seems to have most of the important features I have listed for my app, including member-editing, printing, and lots of admin options. The only weakness may be in the look of the app, especially on the phone (doesn't seem to scale well). Pricing is \$9.50 – 22 per month depending on the organization size.
- **SmartChurch** is the least similar to the app I hope to build. In fact, it seems to be a sort of Facebook for your church. It does, however, include a directory feature along with many other social features. Pricing: Free and paid versions, with paid plans around \$1 for every ten members per month, dropping as size increases.

4. References

Lifetouch

- lifetouch.com
- [Google Play](#)
- [App Store](#)

Directory Spot

- directoryspot.net
- [Google Play](#)
- [App Store](#)

Instant Church Directory

- instantchurchdirectory.com
- [Google Play](#)
- [App Store](#)

CTRN Online Directory

- onlinechurchdirectory.com
- [Google Play](#)
- [App Store](#)

SmartChurch

- smartchurch.com
- [Google Play](#)
- [App Store](#)