Upaji - Functional Specification Document

The Functional Specifications for Upaji version 1.0 web and mobile enabled application.

Prepared By: **15th November 2013**
NTI on behalf of Upaji

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Contents

1. Preamble

1.1 Scope

The solution described in this document covers all the requirements of theUpaji web application project.

1.3 Functional Specification Summary

The purpose of this document is to describe the functional specifications (functional specs), of the internet website for Upaji in detail, in order to meet the requirements and expectations mentioned during various meetings with the client.

This document covers all the requirement and implementation specification of the Upaji's internet website. Once this document is approved by Upaji, it will serve as the definitive statement and basis for design and development of the system.

Since this document will also serve as the scope document, any modifications or changes to the project requirements or specifications after this document sign-off will be entertained via change control procedure.

2. Business Requirements

2.1 Background

ZFI LLC is a BVI registered company focused on food sharing businesses. ZFI through its preliminary research has determined that it would like to build a peer-to-peer food sharing business which they have named Upaji.

As a passionate group of foodies, Zouq Foods wants to find others in the online space through Upaji. Upaji will be an efficient online peer to peer market place where buyers (guests) and sellers (hosts) of "home-cooked food experiences that provide an opportunity to connect and converse" can transact.

This Functional Specification Document will highlight all the required functionalities to be made available on the website of Upaji. Upaji will be a food sharing platform, catering to the need of travellers and expats to connect them with home cooks and help them have meaningful relationships with each other through the platform. This platform would be compatible with mobile and web. And will have legs on the social platforms as well.

The platform of Upaji will connect travellers and locals of that city/country through their true passion, encouraging them to discover new, exciting flavours, share their diverse cultures and travel stories, becoming a food lover's paradise.

The primary purpose of this project is to create a website using the latest technologies and trends designed to portray **Upaji's** aims and objectives. The process includes building a visual representation and integration with the technologies.

2.2 Requirements Summary

The following table provides the requirements summary for Upaji's web application:

P.S. This is just the summary of the features, details on all the features are listed in section 5 below.

No	Requirement	Descriptions
1	Business Branding & Template Designing	Customizations of Internet website look n feel of the user interface component including selection of colours and graphics according to the approved Theme.
2	Home Page	The Home Page will consist of the following sections: 1. **Header**: Header will have navigation bar, logo, links with drop downs. 2. **Images Slider/Rotator:** An image slider on top of the page with our value proposition statement (image will rotate with the statement). 3. **Location Search Menu dropdown:** A dropdown with locations to pick from. 4. **Marketplace:** Latest upcoming events to be displayed with link to more events at the bottom. By default, there will only be the images of events displayed. However, on mouse over, following details will appear: a) Event Title b) Event price c) Event date d) Host Name e) Number of reviews f) Promotions 5. **About Section:** About section will have a video and 1 paragraph text on the left hand side. 6. **Security & Trust Section:** There will be an image on the left hand side and some text on the right hand side with a link to a separate page for more information on Security and Trust. 7. **Footer:** Footer will have links to the pages on site, social media and contact info.
3	User Types	There will be two types of users for the site. One is the site Admin, who can moderate all the areas of the site, add/delete content on the site. The other users will be the front end users that can either be host or guest. Any registered user can be guest and host.

4	User Signup & Login	• Two step process: Signing up a user and then inviting them to fill out their profile. • User should be given a choice of whether to fill in basic information through registration form or sign in through Facebook or Google. • Basic fields include user email (required for login), password (required for login), first and last name, and country. • Signing in through Facebook and Google leads to permissions, and scrapes information from their Facebook or Google profile.
5	Profile Creation	• User fills out more detailed information about location, preferences etc. • Upload a profile picture • Link to a page with recommendations on how to build a better profile.
6	About Page	An 'About' page with information on the service, home dining, and key value propositions. About page is divided into different sections as illustrated in the visual designs for: a) What does Upaji mean? b) What is Home dining? c) What is Upaji Community? d) What is Upaji Marketplace? e) Security & Trust. f) Dine or Serve.
7	The Marketplace	• Page where the user can see all current events being hosted within a particular city. • Users can sort events by date, price, and seats open. • Users can narrow selection of choices by a range of filters (specific date, amenities, offering etc.). • Each event links to an event detail page.
8	Events Detail Page	• The event page fill show event information (The menu, ambience etc.), dates and times, seats available, host information and previous events. • Users will be able to request a spot in the event or request a custom time or date.
9	Booking An Event	• There is a two step process to booking an event. • Users first send a request to the host and the host receives a notification on their dashboard and email on asking for approval and a link to the guest's profile

		• Once a host approves a guest, the guest then receives a notification and email and can book and pay for the event.
10	Commenting	After attending an event, users will be sent notifications and emails asking them to rate and comment on the event. There will be a link sent in an email to the page where guests can rate hosts and provide their comments. These comments will then require the admin's approval before being published on the site.
11	User Dashboard	• The dashboard shows the user's profile information, inbox, calendar, achievements, and feed of recent activities. • New achievements, points, recommendations, and ratings or comments will appear in the news feed. • Approvals and booking confirmations appear in the inbox. • Users can also jump to the marketplace by selecting a country or host an event from here.
12	Creating an Event	The host is led through three sections where they fill in cuisine details, location and ambience details, upload pictures, and confirm a date and time for an event. Users will have to fill in a detail online form for hosting an event.
13	Gamification	• Some user actions on the website give points which accumulate. • On reaching a milestone (e.g. most number of followers) users get badges. • Points are accumulated through badges, ratings, followers. • When a certain number of points are achieved a user may get a new title (e.g. Master Chef).
14	Design	The Front end design of the Upaji web application has to be made mobile enabled so that the website will look perfect on all the mobile devices.

3. Brand Identification

Extensive work has already been done by the product owner to create the Upaji brand DNA/theme boards, Upaji brand identity document, Upaji visual style sheets (which serves as a brand manual). To ensure the integrity of the brand remains throughout the development process, the Upaji team will debrief their development partner on all the relevant brand documents.

3.1 Brand Identification

User interface of the website has been customized to portray the corporate theme and colour of Upaji. A consistent user experience will be ensured by following the brand manual the main page and internal page layouts along with the corporate logo.

3.2 Brand Differentiation

Site layout should be customized (as per agreed/approved layout design) to ensure the brand differentiation making the site unique among different common sites. UI specifications have been discussed in detail before designing the visual mock-ups of the front end. Details of all the pages are discussed in their relevant sections below.

3.3 UI Specifications

The Home Page and Page Layout for the publishing pages should be customized according to the agreed/approved layout. The administrative interfaces for administrators, content managers and approvers should remain conform to with the generic Admin layout.

4.Site Map

Upaji

| Upaji Website |

Header
- Nav Bar (First Time User)
- Logo
- Sign Up
- Login
- Support
- Helpline Numbers
- Helpline Email
- Nav Bar (Registered User)
- Logo
- Host
- Dine
- Points
- Account
- Inbox
- Profile
- Settings
- Support
- Helpline Numbers
- Helpline Email

Footer
- Social Media Links
- Facebook
- Twitter
- Tumblr
- Site map
- Contact Us
- Connect to Our Blog

Home
- Rotator\Slider
- Search Menu Dropdown (First Time User)
- Host Dropdown (Registered User)
- Dine Dropdown (Registered User)
- Marketplace
- Module
- Picture
- Title
- Price
- Date
- Host Name
- Points
- About
- Title
- Description
- Video Sketch

About
- Who We Are
- Host & Dine
- How It Works
- Your Safety & Security

Marketplace
- No. of Results
- Sort
- Price
- Points
- Date
- Reviews
- Spots Available
- Filter
- Areas
- Cuisine
- Amenities
- Offering
- Map
- Calender
- City Picture
- About City
- Things to See
- Things To Do
- Famous For
- Modules
- Picture
- Title

Host Profile
- Event Information
- Title
- Location
- Meal Details
- Scheduler
- Calender
- Next Event
- Request A Date
- Price
- Book Now
- Previous Meals
- Pictures
- Comments
- Host Information
- Photo
- About
- Points

Signup\Sign-in
- Sign-In
- Email Address
- Password
- Sign Up
- First Name
- Last Name
- Email Address
- Password
- Country
- Fill Out Profile?
- Finish Up

User Profile

Event Creation

5. Site Layout and Feature set:

The structure of publishing pages will be composed of custom designed page which have been approved by Upaji. This section will highlight the page by page functionality of all the different pages on Upaji. It is important that the pages will be developed on template basis to keep the overall look and feel of the website consistent with the approved design.

5.1 Home Page:

The home page layout carries a header with link bar on the top right and logo on left side. Main content area will have image slider and below slider there will be different sections as detailed below, footer contains website links and social media links.
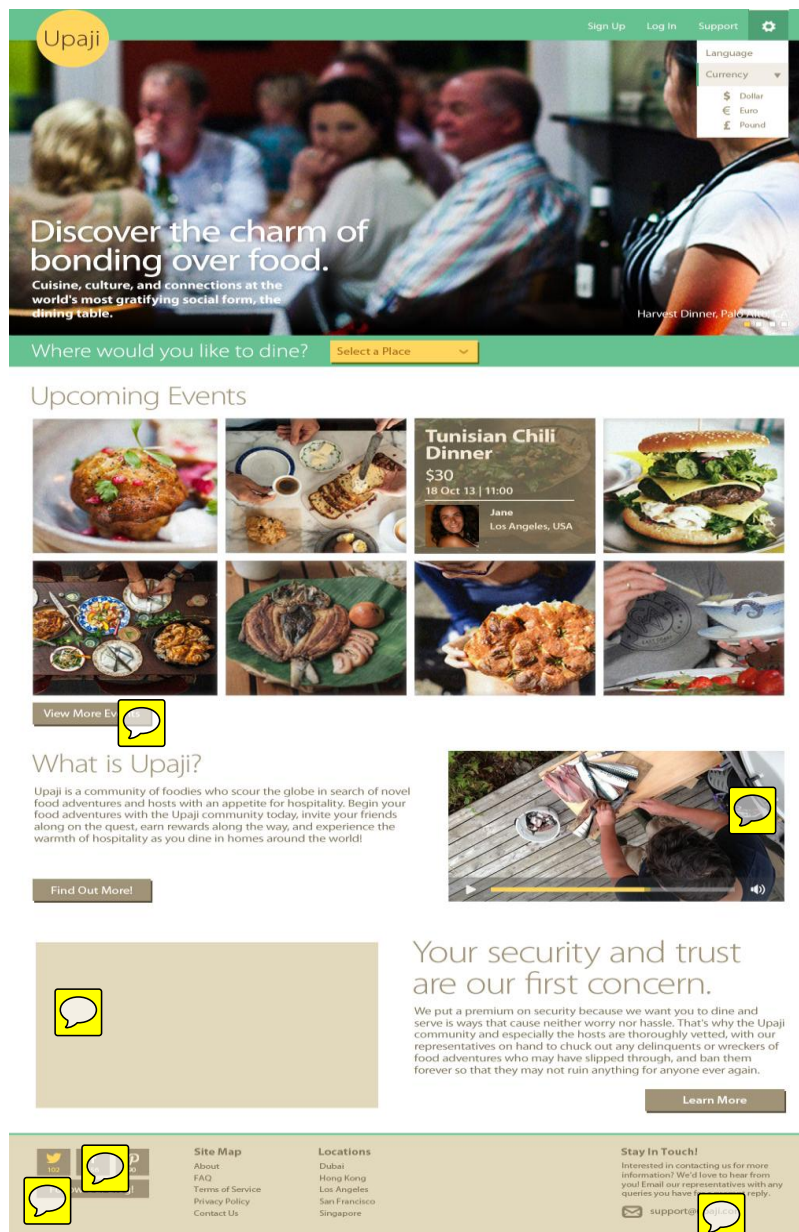
5.1.1 Page header:

A uniform Page Header which is part of all the pages across the site ensures sites identity in front of its audience. The page header components will be:

1. **Main Navigation bar:**
   Navigation bar will have links for Sign up/Login, Profile, Settings, Support. All of these will have their respective dropdowns will relevant information. E.g. Support will have a drop down for phone numbers to contact, an email address and a link to another content page for Security & Trust information. The navigation bar will change after the user has signed up. Please refer to the designs for the changes.

2. **Upaji logo:**
   Upaji logo will be displayed on the left hand side of the main navigation bar, which will remain there throughout the site. P.S. The logo is under design as per now therefore, a temporary place holder has been used just to illustrate the placement of the logo on the site.

5.1.2 Images Slider:

There will be an images slider on the main homepage which will rotate periodically. There will be 4 images sliding on regular intervals. The slider will have Upaji's Value Proposition Statement on top of the image; this will also rotate on each slider image. There will also be a catch line below the value proposition statement.

5.1.3 Destination dropdown:

If the user is not signed in, there will be a drop down to select a destination. This drop down will have a list of locations (cities) where Upaji has events hosted so that the user can go their respective market place. IF the user is signed in, this section will display a dropdown to display the list of destination cities and another button to host an event. The host an event button will take the user to the event creation page directly.

5.1.4 Upcoming Events:

There will be a market place available on the main homepage which will have the latest events hosted by Upaji Community. Initially, there will be the images for all the events hosted. On the mouse over to any particular image, the following information will slide on the top of the images:

> 1. **Event Title**
> 2. **Event Price**
> 3. **Event Date & Time**
> 4. **Host Name**
> 5. **Host Profile Image**
> 6. **City & Country where the event is being hosted.**

The market place will always display only 8 latest events, there will be a link available below the event images for 'View More Events' which will take the users to a consolidated market place with all the events hosted by Upaji community.

5.1.5 What is Upaji Section:

There will be a section below the market place which will have information about Upaji. This section will have text on the left hand side and a video on the right hand side. The video needs to be played on the site. The player will be embedded on the site.

5.1.6 Security & Trust:

There will be another section below the market place for Security and Trust. This will have text on the left hand side and an image illustration on the right hand side.

5.1.7 Footer:

The website footer will be consistent throughout the site. It will have links to social media pages, Sitemap, Locations, and Stay in Touch section with Upaji's Contact details.

5.1.8 Homepage when user is logged in:

Once the users are logged in, the main navigation bar on the homepage will change as illustrated in below design:
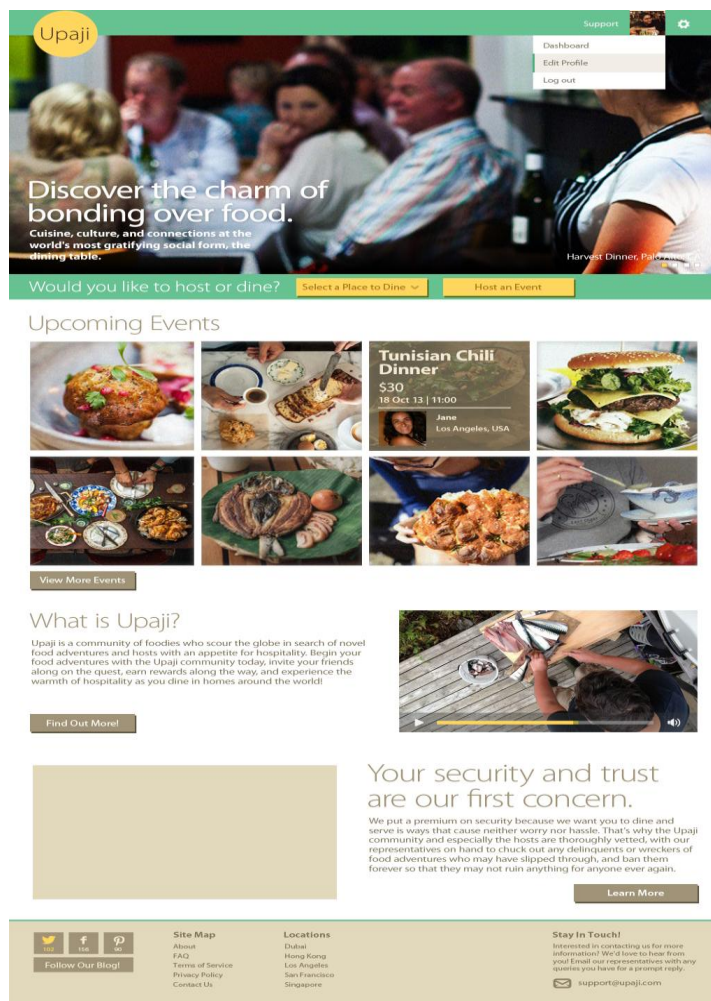
5.2 Main Marketplace City wise Page:

Once the user has selected the desired city from the dropdown on Homepage, they will be taken to that City's main market place which will display all the events hosted in that particular city. The information will be displayed as per the design below:
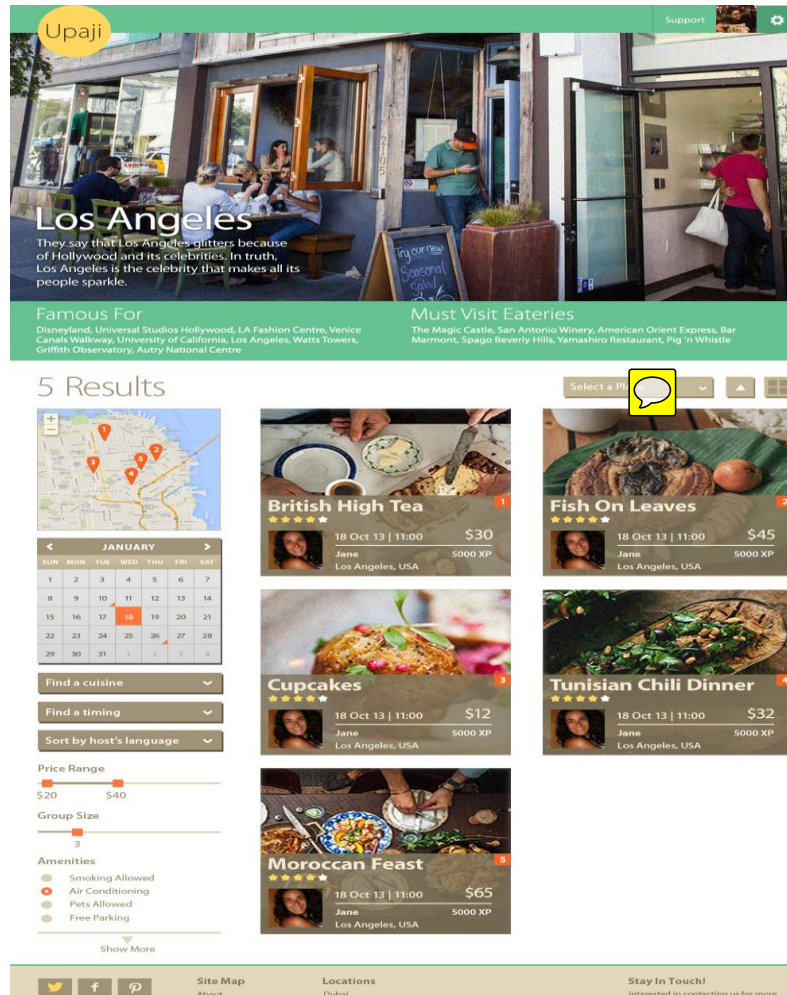
5.2.1 Main Image:
On top of the pages, there will be an image of the City, this is **Upaji updated image**, the website admin should have the ability to upload an image for all the Cities added on the site. Apart from the image, there will also be two content blocks for all the cities that will have information in text format about what that city is Famous for and what are the must visit eateries in that city to give users a more personalized view.

5.2.2 Content Ares:
The main content area will hold information regarding the events being hosted in that particular city with several filters so that users can filter through the events and view their desired information.

- On the top right hand, there will be a drop down to select the marketplace view sorted as per the date, place and price.

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- Users can sort the information in Ascending or Descending order as per their wish with the help of the arrow button next to the dropdown.
- Number of results should also be displayed for that particular city.
- The content area layout should be fluid i.e. there will be no pagination and the events will be displayed below as the users will scroll down.
- The main event listing will be displayed with the event image which will be ***user updated*** when adding an event through their dashboard.
- On top if the image following information regarding that particular event will be displayed:
  1. Title of Event.
  2. Consolidated reviews of the host in the form of stars.
  3. Host name and thumbnail of their profile image.
  4. Date and time of event.
  5. Price for the event.
  6. Current XP points that the host has achieved so far.
  7. City/neighbourhood where the event is being hosted.
  8. There will be a number on all the events linked to the google map on the left hand side area which will give a glimpse of the neighbourhood where the event is being hosted.

On the left hand side area, there will be a list of filters through which the users can alter the events being displayed in the content area. There will be:

1. Google map highlighting the events being hosted.
2. Scheduler with the dates highlighted on which the events are hosted.
3. A dropdown filter to choose the type of cuisine being hosted i.e. American, French, Arabic, etc.
4. A dropdown filter to choose the timing of the event being hosted i.e. lunch, dinner, breakfast, etc.
5. A dropdown filter to choose the language that hosts speak.
6. Sliding filter to select the price range.
7. Sliding filter to select the group range.
8. Radio buttons to select the amenities offered such as smoking allowed, Parking available, pets allowed, etc.

5.3 Event Details Page:

Once the user has clicked on any of the events from the market place, it will take the user to the event details page. The Event detail page will have all the event related information as illustrated in the design below:

5.3.1 Main Image:

On top of the pages, there will be an image of the event, this is **user updated image**, and the users will have the ability to upload an image for their event while creating an event.

5.3.2 Content Ares:

The main content area is further divided into two sections, right area and left area. On the right hand side of the content area, there will be:
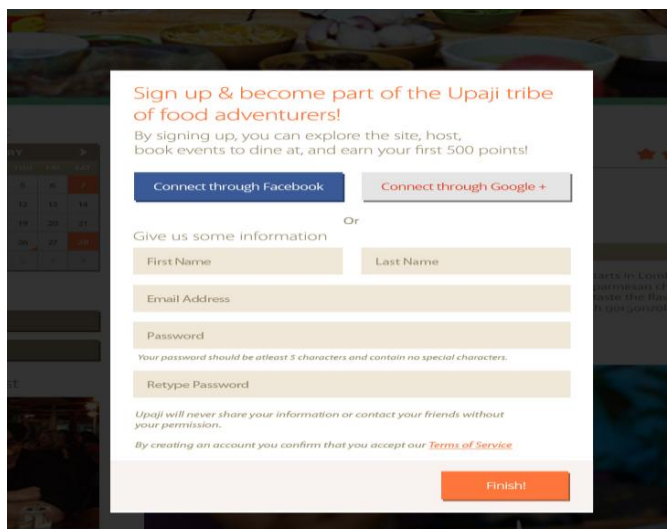
1. An event scheduler (calendar) that will have the dates highlighted on which this event is hosted.

2. Number of Guests attending this event.

3. Number of Places available for this event.

4. Book Now button, which will take the user to the booking page.

5. Request a date button, so the user can request the host about any specific date that they want to host this event.

6. About the Host, this will have the Host's profile image, Name, their title, a brief information about them.

On the left hand side area, there will be:

1. Title of the Event displayed.

2. Event Date.

3. The reviews of the host in the form of stars.

4. Host's interests, shows what type of interests does the hosts have.

5. Address where the event is being hosted.

6. A brief description of about the cuisine offered.

7. There will also be sub navigation for Menu, Ambience, and Amenities. The content area below this navigation will change according to the tab selected.

8. An images slider from the host's previous meals.
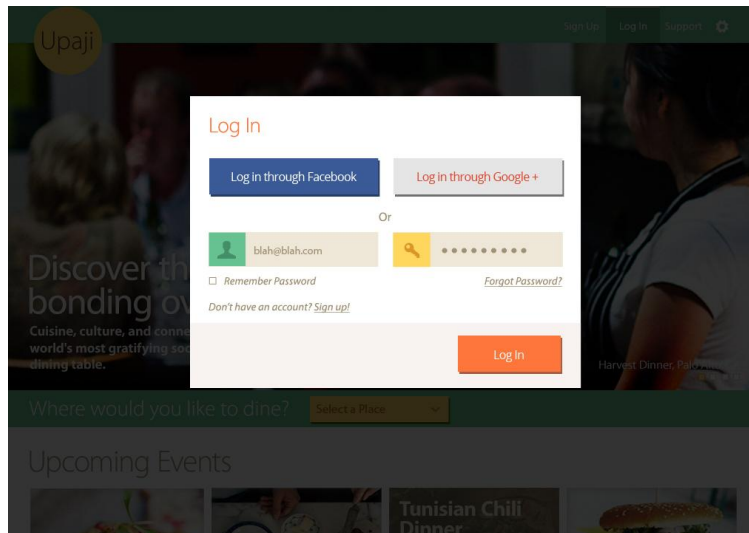
5.4 User Sign Up:

Upon clicking on the Sign Up link from the main navigation bar, a popup will appear for the users to sign Up to Upaji. Users will be able to sign Up either through their facebook account, google account or they can also register themselves on Upaji by providing the information in the form as below:

5.5 User Login:

Upon clicking on the Login link from the main navigation bar, a popup will appear for the users to sign in to Upaji. Users will be able to sign in either through their facebook account, google account or they can also sign in on Upaji by providing their username and password.

Users will be also be asked to log in or sign up if they have clicked on book now button or request date button the event detail page. The initial screen will appear as above asking the users to login with an option to sign up as well if they haven't signed up already. After signing up through the above screen, another screen will appear encouraging users to fill in their complete profile with highlighting the benefits for completing their profile. Please refer to website design flow presentation for details.

5.6 Profile Creation:

The registered users will be allowed to create their online profile on Upaji through an online form. The profile creation form will be divided into different sections so the users can fill in their profile easily. The form will be up to the point and assisting the users to fill in as much details as possible. Please refer to the design presentation attached for the details of the fields required. For ease of use, users can also add their details through facebook connect.

5.7 User Dashboard:

All the registered users will have their user dashboard which will be accessible anytime through the main navigation bar. Through the dashboard, users will be able to update their profile details, interact with other users, check their recent messages (Inbox), check their newsfeed, view their upcoming events, view the number of followers, view their achieved badges, host a new event or find a place to dine in. Dashboard will be the user's window and access point for all the features the site has to offer. Please refer to the design presentation attached for the details of features of dashboard.

5.8 Create/Host an event:

All the registered users will be able to create/host an event through the website. If the user would like to create an event on Upaji, they will be taken to an online form which they will have to fill in with the event related details. Please refer to the design presentation attached for the details of the fields required to host an event.

5.9 Book an Event:

Users will be able to book an event through a two steps process. Guests will first send a request to the host and the host receives a notification on their dashboard and email on asking for approval and a link to the guest's profile. The host will then either approve or reject guest. If host approves the guest, guest will then receive a notification on dashboard and email informing that the host has approved and the guest will need to make the payment then in order to confirm the booking. Once the guest has made the payment, the booking will automatically be confirmed.

5.10 Follow other users:

All the registered users will be able to follow other users that they find interested. Once a user has followed another user, all the activities will appear in the news feed section of the user's dashboard. Number of followers will also be displayed on the user's profile page.

5.11 User Reviews:

All the registered users will be able to review the events that they have attended. The Upaji platform will have the ability to review the event on the basis of three KPIs: Cuisine, Interaction and Environment. The users can rate any event on the basis of these three key areas. These reviews will then appear on the host's profile. Once a guest has attended an event, he will be sent an email by Upaji requesting the guest to review and rate the event on the basis of their experience. The email will have a link where the users can go to and review their desired event. Guests can rate through the star rating system and can also leave comment by adding the text. These reviews will then have to be moderated by the Upaji admin and the hosts before being displayed on the website front end.

5.12 Emails:

All the communication through Upaji needs to be done through emails. Users will receive welcome email from Upaji upon their sign up and on every contact they perform on Upaji such as profile creation, booking an event, receiving requests from other users, etc. The website admin shall also be able to customize the emails.

5.13 Gamification feature:

In order to encourage the users to actively use Upaji, there will be a gamification aspect involved on the site. The users will be awarded points on every interaction they perform on Upaji such as sign up, profile creation, hosting event, attending event, reviewing event, etc. The users will also be awarded different badges on exploring through their journey on Upaji.

Points:

All interactions on Upaji will earn you points, and milestones will earn you extra points. Points in turn determine your reputation as you climb the Upaji Ladder. You can start accumulating points as soon as you sign up to join the Upaji Community.

Badges:

There will be 12 badges that can be unlocked by Upaji adventurers. Each badge denotes the spirit and legacy of adventure that explorers of yore have left behind

5.14 Payments:

All the payment transactions done on the Upaji website have to be done through Upaji. In case of booking an event, once the guest has made the payment, it will be held with the Upaji until the event has been hosted. Once the event is successfully hosted, Upaji will release the payment and transfer the funds to the host's account. All the payments done through Upaji will be done through PayPal, Google Wallet and Moneybooker.com.

6. Website Flow:

The following diagram illustrates the complete flow of the Upaji web application:
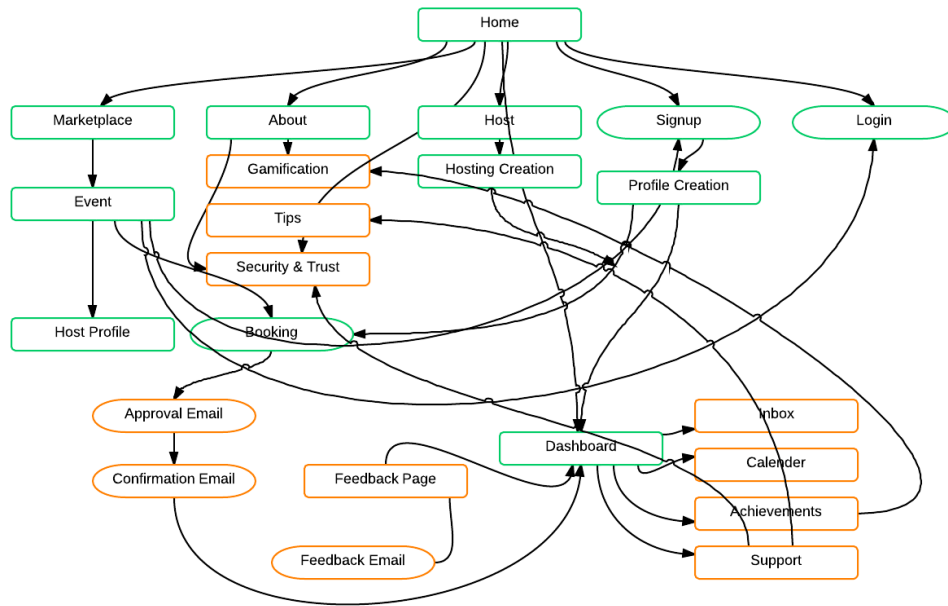
7. Admin Panel:

There will be a complete functional admin panel which will have CMS so that the website administrators shall be able to update the information to be displayed on all the sections of the website.

8. Team Roles and Responsibilities:

The following table highlights the responsibilities of the teams on this project:

Information	Team Responsible	
	NTI	Development Team
Content Strategy and Information Architecture	✔	
User generated content management		✔
Owner generated content creation & inventory management	✔	
Interaction design	✔	
Design Concept including Visual Mock-ups	✔	
Development Approach		✔
Coding and Development		✔
Product Owner	✔	
Test Planning, Testing & QA		✔
Server side programming		✔

9. Important Note:

N-01: Reflection on Front End: Upon updating the CMS with the desired changes/additions by the admin, they will be able to see the changes/additions reflected on the front end immediately.

All the Source code will be hosted on Upaji server. All IP related to the project will be the sole property of Upaji.