

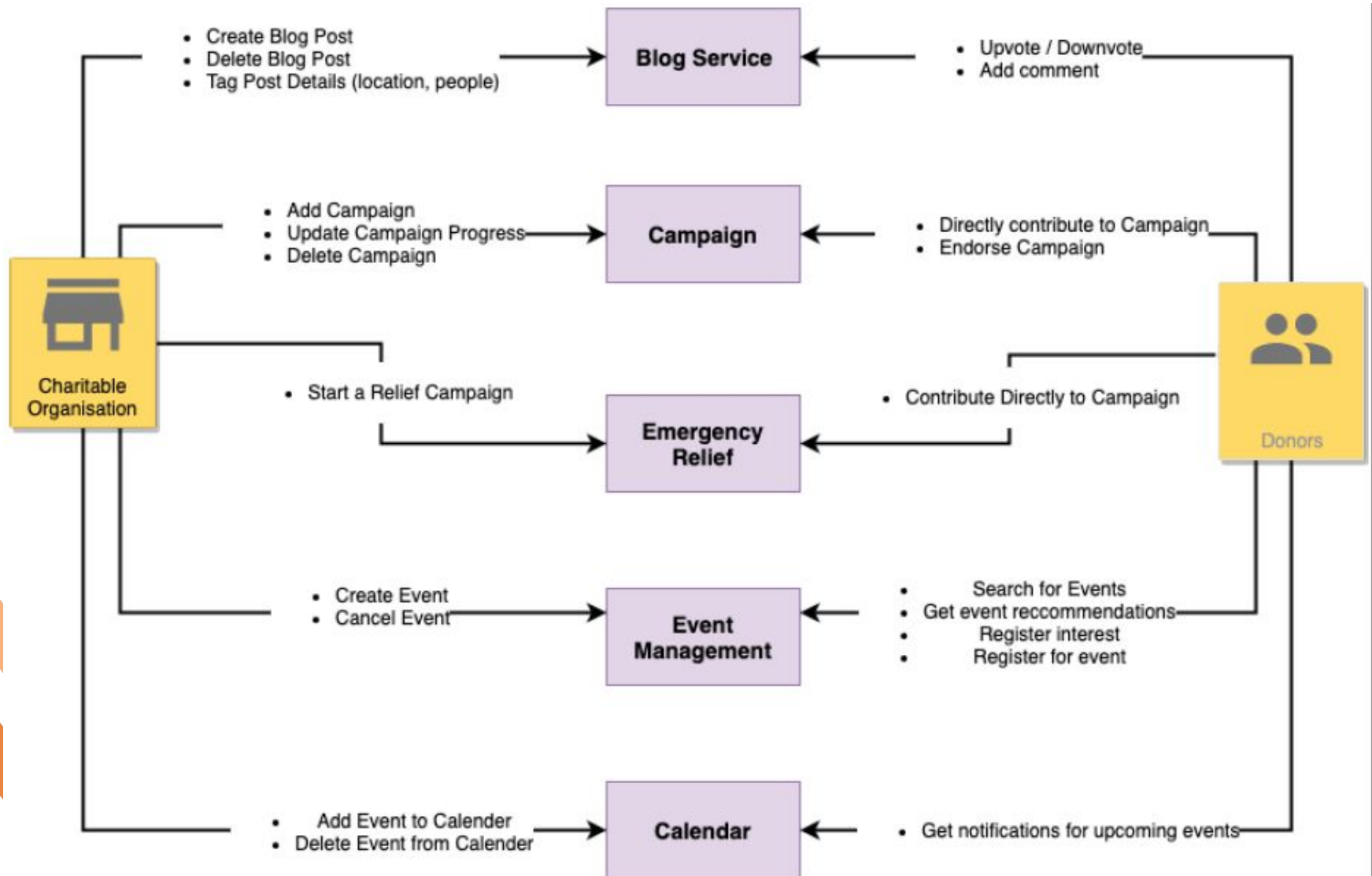


Review of Feasibility Study for SE-2019-D1

Problem Idea

- A marketplace to connect donors to charitable organisations.
- Functionalities:
 - a. allows charitable organisations to advertise their mission
 - b. allows users to find a charity based on causes they support.
 - c. permits charities to advertise their events of social service, and users to register and participate in it
 - d. automatically flags emergency events and allows charities to start emergency relief campaigns for the same.

High Level Block Diagram



Existing platforms

- **Causes.com:** A campaigning platform that empowers individuals and non-profit organizations to collaborate and take action together. Users can create and advertise campaigns associated with a cause, in addition to connecting with other users and organisations that support their cause.
- **FirstGiving:** The site provides individuals with the tools to raise money or donate to a cause. Provides online peer-to-peer fundraising tools to manage events, grassroots campaigns, direct donations and donor communications.
- **Crowdrise:** In addition to starting a fundraising campaign, giving to one, volunteering or interacting within Crowdrise, you can accumulate points for your activities i.e 10 points for every dollar raised or donated and double points for giving to a featured charity. Top point winners get prizes such as electronics, clothing and gift cards

What is different?

- Customizable homepages for the organizations
- Location and interest based recommendation for the users.
- Calendar to maintain a log for each user and send notifications as and when.
- Auto create charity events i.e the system creates these events based on recent news.
- Tracking the campaign and adding custom tickers for progress towards the goal.

TECHNOLOGICAL CONSIDERATIONS

- Front-end: HTML, CSS, Javascript, Bootstrap supplemented with ReactJS and JQuery.
- Python Flask or Django for backend and MySQL for database.
- RSS data will be sent over as XML files which will be parsed at the front-end.
- Usage of REST-API and microservices architecture.
- Encryption algorithms like SHA256, BCrypt for usernames and passwords.
- AJAX methods for dynamically loading pages.
- Calendar system to track events and dates, along with Badge System and a Rating System.
- Content Management system with Dashboard to help users track and modify events.

ATTENTION AREAS

ISSUES

- Reliability of the platform
- Success of automation for prospective social issues
- Revenue generation for the sustenance of the platform

ASSUMPTIONS AND CONSTRAINTS

- Operational Life - High Availability (five 9's)
- Interaction of proposed system with other systems/organizations
- Legislative and policy issues
- Financial considerations - EC2 Instances+ELB+Amazon S3 (\$56.02/month)
- Availability of information and resources

STATS

ORGANIZATION AND STAFFING

The following staffing are required :
Designers, Developers, Testers, Verification Personnel
and Legal Personnel.

PRODUCT AND SERVICE MARKETPLACE

What the current marketplaces for charity lack is the ability to continually provide attention to localized disaster events, especially those that are past the initial stage.

STATS

FINANCIAL PROJECTIONS

The main source of income would not be from donations but from ads and sponsors.

The cost structure will have to include:

Setup and organisational costs

Software costs

MARKETING STRATEGIES

This product will be marketed primarily by partnering with charities, advertising across the web, word of mouth and leveraging periods of disaster to advertise out emergency relief services.

SCHEDULE

Week 1 - Complete feasibility report, get reviewed

Week 2 - Make decision on Software Engineering Approach to be used

Week 3 - Finalise design and technologies, divide work amongst team

Week 7 - Complete implementation and begin integration of developed subparts

Week 8 - Complete work integration, test product Week 10 - Fine tuning

Week 11 - Final deployment of product

Drawbacks and Suggestions

- There is no payment gateway. Donors need to make it directly with the organization.
- Why are people not allowed to post campaigns?
- Platform can't update the progress of an event. Needs to happen only if the organization updates.
- Why SQL?
- Verification of documents happen manually. Could be laborious.