Joshua Platt

Syed Naqvi

Grant Levene

Caleb Swanson

Campus Campaigns

**Introduction**

**Overview:**

Our web application is a platform designed for college students to create and vote on campaigns for ideas and issues that students care about and want to create a following for. The campaigns would enunciate the author's idea of a problem or cause that needs to be fixed, and then the campaign page would allow users to vote if the campaign is important, pledge their support, even donate to the cause. At certain intervals, the website will take the top voted campaigns and lobby the respective college organizations on behalf of the author of the campaign.

**Users:**

**Campaign Author:**

The campaign author is the user that will access the “Create a Campaign Page” to create a campaign. The user will be prompted to insert an image that represents their campaign, a description of what their campaign wants to accomplish and what the original problem or issue is that they are trying to fix. The author will be allowed to create a donation page if they so wish and what school they are campaigning. The author will be required to post contact information that will remain private to all but the website admin.

**Campaign Supporters:**

The normal user of the site, they will login using a valid education email address for their respective campus. They will be allowed to browse the campaigns of other campuses but are only allowed to pledge their support to campaigns of their own campus. These users will be able to browse the list of campaigns and search for campaigns. They will be allowed to pledge their support to as many campaigns as they want and donate. They will be prompted if they want to include their emails to receive updates on the campaigns they support.

**Website Administration:**

The website admins are tasked with managing the implementation of the campaigns from concept to realization. They have powers to delete offending campaigns that are against the website's terms and conditions. They can see user account information and contact campaign authors.

**Footnote about Users:** The campaign authors and supporters are not mutually exclusive, there is no distinction to the user when they log in. We designate them different based on what they are doing at the time.

**Vignettes**

**Vignette 1: Billy**

Billy is a freshman at Michigan State University he really wants to get involved in the political action around campus. He is the arch-typical user of our website, not a campaign author or a web-admin, just a normal user who wants to get involved.

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| **Narrative** | **Requirements** |
| Billy is a freshman at Michigan State University he really wants to get involved in the political action around campus. He visits CampusCampaigns.com and creates an account. He browses through the list of campaigns and decides the campaign about clean water for his area is important. He pledges his support to a clean water campaign via a pledge button and the system adds the campaign to his list of supported campaigns. He even goes the extra mile and decides to donate to the campaign via the donate button. | Database system that keeps track of the supported campaigns for each user. Functionality that allows for the user to donate to the campaign via Paypal or other online donation system. |

**Vignette 2: Jim**

Jim is a senior at his college and he wants to get some political action important to him out there. He wants to gain support. He is our arch-typical Campaign Author.

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| **Narrative** | **Requirements** |
| Jim has been concerned over some sort of political action for quite a while. He logs onto Campus Campaigns and he sees his list of pledged campaigns, but this time he decides that he wants to author one. He opens the “Create a Campaign” page and inputs all the required information: The Title, the subject information that includes what the campaign is about, and a donate button if the author wants one. After he inputs all the information he turns on email notifications and heads to the campaigns list to check if his campaign is there. | Template system for the Campaign authors to submit Campaigns to the website database. Once the database is updates with the new campaign the list of campaigns that is visible to all users should automatically update. |

**Vignette 3: Tim**

Tim is a web admin of Campus Campaigns. He is a general-use admin that is normally designated to deleting campaigns that break the website's terms and services agreement

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| **Narrative** | **Requirements** |
| Tim is the average web admin. He logs onto the website via his admin username and password. The website redirects him to the admin only page. He then moves from here to the campaigns list and deletes a racist campaign. The campaign is removed from the database and users can no longer pledge support to it. | Ability for admins to remove campaigns from the database. Option to delete shows up only from an admin log in. |

**Vignette 4: Billy**

Billy is back as our arch-typical user of the Campus Campaigns website.

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| **Narrative** | **Requirements** |
| Billy has decided the author of one of the campaigns he is pledged to is shady and he no longer wishes to pledge support to their campaign. He logs into the website and heads to his profile and the campaigns he is pledged to. He clicks the “Unpledge” button and removes his support. | Profile page for the user that tracks what campaigns in the database they are pledged to support. Functionality for the user to delete themselves from that list of support at anytime. |

**Vignette 5: Joe**

Joe is just an average user who does not want to login to the website, nor does he want to author a campaign.

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| **Narrative** | **Requirements** |
| Joe has heard about the website from some of his friends on campus but he hasn’t decided if he wishes to register on the website and create an account. However he does wish to browse the list of campaigns. The website does not allow him to pledge, donate, or author, but the browsing functionality is allowed. | The list of campaigns will be permitAll so that anybody regardless of whether logged in or not can view any campaign under any campus |

**Functional Requirements**

* **Campaign Interaction**
  + Organize campaigns by college / institution
    - Every account linked with college via respective ‘\*.edu’ email confirmation
      * \*\* However, login not required to view institution / campaign info, only to interact with campaigns.
  + Individual institution pages / resources
    - Resources: Links to local / institution political & campaigning groups, faculty contacts, local administration etc.
    - Sort an institution’s campaigns by number of supporters, campaign age, recent activity, etc.
  + Individual campaign pages / resources
    - Resources: Donate, share, contact organizers etc.
* **Campaign Creation**
  + Campaign creation / edit form
    - Title
    - Subject
    - Description
    - Further reading (Links to articles / journals)
    - Contact information (and respective privacy options)
      * Admin only
      * Site members
      * Public
  + ‘My Campaigns’
    - Per user list of personal active & previous campaigns
      * Campaign name, creation date, last activity, status
        + Link to appeal form if campaign deleted / rejected
      * Link to edit / append to current campaign.
* **Campaign Administration**
  + Campaign rejection / deletion
    - As an admin-only link to form corresponding with campaign rejection process
  + Disputed campaigns
    - View of previously rejected campaigns with prior admin-only notes, and options to contact and/or reinstate individual campaigns (per user appeal)