

liveoncampus.com Indian Social Networking Platform

Phases 1-3

Requirements, v1.1

Modifications to Document

Last Modified	Name	Version	Comments
11/26/2006	Patrick Srail	0.1	First draft – created document, structure
11/29/2006	Patrick Srail	0.2	Added notes from 11/29 call w/ Uday
12/1/2006	Patrick Srail	0.3	Incorporated Uday's comments from 11/30
12/27/2006	Patrick Srail	1.1	Broken into three phases for Engine 37

Table of Contents

INTRODUCTION.....	3
PURPOSE.....	3
SCOPE.....	3
REFERENCES.....	3
PHASE I – ESTABLISH EXISTING SOCIAL NETWORK.....	4
OVERVIEW.....	4
INFRASTRUCTURE.....	4
BASIC USER CAPABILITIES.....	4
GROUPS.....	4
ADMINISTRATIVE BACKEND FUNCTIONALITY.....	4
AUDIO INTEGRATION.....	5
VIDEO INTEGRATION.....	5
AD SERVING.....	5
USER HOMEPAGES.....	5
TRAFFIC REPORTING.....	5
USER CONTEXT SELECTION.....	5
REVENUE REPORTING.....	6
E-COMMERCE INTEGRATION.....	6
CONTENT FLAGGING.....	6
CONTENT CHANNELS / CUSTOM PAGES.....	6
MOBILE INTEGRATION.....	6
CLASSIFIEDS / BULLETIN BOARDS.....	6
COUPONS.....	6
GEOFILTERING.....	6
PRIVATE MESSAGING FUNCTIONALITY.....	6
PHASE II - COLLEGE RADIO STATION PLAYER.....	7
PHASE III.....	8
VIDEO INTEGRATION.....	8
INSTANT MESSAGING FUNCTIONALITY.....	8

1 Introduction

1.1 Purpose

This document describes the features liveoncampus.com will require Engine37 to support, develop, or already possess in order to successfully launch by the scheduled date of January 15th, 2007. The requirements are broad strokes and will need further refinement once their feasibility has been assessed.

This document is also intended to define what will be part of the initial development and to identify any requested features that may be out of the scope of the Corporate Custom package's initial setup, and as such will potentially incur any additional development costs.

This document has been broken into three sections. The first describes features liveoncampus.com assumes Engine37 to already offer and only serves as a checks-and-balances. Should any of these features not be available, liveoncampus.com expects to be notified before proceeding. The second section describes the features that will be required at launch. The third section contains "nice-to-have" features that are not necessary at this point, but will be within the 3-9 month period post-launch.

1.2 Scope

The target audience for this document is the following:

- Engine37 engineering (feasibility analysis)
- Engine37 sales (cost, estimation)

1.3 References

Applicable references are:

- <http://www.facebook.com>

2 Phase I – Establish Existing Social Network

2.1 Overview

The following section contains a list of standard features expected of a social networking site. cursory review of Engine37 has shown these features to be available. In the interest of due diligence, this understanding will need to be confirmed by Engine37 to ensure no disconnect between needed and offered functionality.

2.2 Infrastructure

Engine37 will initially provide hosting on a dedicated LAMP server. The application will be scalable to be hosted on multiple servers, and be portable to third-party servers with minimal re-configuration and no coding required.

2.3 Basic User capabilities

Feature	Comments
Add friends	
Delete friends	
Search for friends	Either by email, within group, or within context (see 3.1)
Delete own account	This should not delete any logged user information
Send/Receive PMs	

2.4 Groups

Feature	Comments
Search for groups	Both within context and across contexts
Create groups	Invite users within context or outside of context
Delete group	
Ban members from group	
Make group invite-only	
Invite members to group	
Send emails to group	Or PMs to every person in group
Bulletin board posts	

2.5 Administrative Backend Functionality

Feature	Comments
Block/Kickban/Delete users	
Add new schools	
Rename schools	

2.6 Audio Integration

Users should be able to upload audio clips in WMV or MP3 to their personal pages. These should be playable from a Engine37-generated player which streams the audio without need for an additional player. A third-party player plugin is acceptable.

Also, the “audio” field should support HTML snippet cut & paste from third party sites.

2.7 Video Integration

User pages will support individual areas to allow cut and pasting of HTML (see YouTube) to allow displaying content from an embedded player hosted on another site.

2.8 Ad Serving

Engine37 Should offer an engine to allow check-in of ad graphics and allow the admin to define areas on the page onto which the ads will be served (“adzones”).

The user should also be able to determine the frequency on the page to place these ads and with what frequency each add will be displayed.

Other features:

- Ability to define ad zones on page
- Ability to target ads based on user criteria, group, context – all parameters of profile.
- Should support banner ads as well as interstitial and video ads.
- Should support ads served outside of Engine37, i.e. through Doubleclick into adzones defined within Engine37 pages.

2.9 User Homepages

Ability to create a personalized landing page for each users which pulls together their interests based on their profile - i.e. news, info from other users, links to interesting photos or videos from the groups they are members of, etc.

Pages must be customizable based on user type. I.e. students get one template with x parameters. Teachers get a different template with y parameters. Educators or “charging” users get a different template.

2.10 Traffic Reporting

Basic reports should include information including daily hits, which links on which pages received which percentage of traffic, daily traffic reports, traffic alerts when approaching predetermined quota.

2.11 User Context Selection

On first visit, user is presented with options to select country of university. User is then presented with a list of universities within that country. This context becomes part of the user’s profile. For an example of this implementation, please visit facebook.com.

Liveoncampus.com administrators will need to be able to update the list of countries and schools either via an admin interface or by uploading CSV files.

2.12 Revenue Reporting

Need the ability to track the activity generated by each user/group and create a revenue share opportunity for these users.

Also need the ability to collect PayPal addresses of users in order to MassPay them through based on this revenue reporting feature on a monthly basis.

2.13 E-Commerce Integration

Pages need to be able to integrate with billing or third-party shopping cart and payment systems.

2.14 Content Flagging

Users/community members should be able self-govern the content of the site by setting flagging parameters for offensive content, which is then set aside for a moderator to evaluate (pulled from the site).

The moderator should be able to either be notified or log into an admin panel to see which content has been flagged and then be able to delete it.

2.15 Content Channels / Custom Pages

Ability to create channels, i.e. custom pages. An example would be a learning portal, with free and paid content - this channel would have the ability to collect revenue and disperse to various content providers of subscription content. Content would be customizable and end-user managed.

Example: Similar to www.liveloud.tv, www.brightcove.com

Ability to create custom pages or pagetemplates for certain usertypes to be able to use (see 2.5)

Ability to offer advertisers their own channel or group to feature their offerings.

2.16 Mobile Integration

A WML version of the site should be available. This can be "bare bones" and allow just for login and reading PMs, but should be expandable enough to build out in later phases.

2.17 Classifieds / Bulletin Boards

Integrate a classified, craigslist style component as a "channel" or section that users can link to.

2.18 Coupons

Ability to offer "coupon ads" which users could print out and bring into a participating location. This will require the Engine37 admins to link into third-party sites to generate coupons according to description. Engine37 should also pass parameters of the user's profile via either HTTP-GET or HTTP-POST to third-party site.

2.19 Geofiltering

Upon first login, a geofiltering mechanism should detect where the site's visitor is located.

2.20 Private Messaging Functionality

Users can send eachother PMs and will have standard messaging functionality – forwarding, archiving, deleting, blocking, etc.

3 Phase II - College Radio Station Player

Ability to stream music from college radio stations. Repurposing audio player from Clear Channel. The radio station interface which allows a club/group to offer a link to a media stream. Includes DJ profiles and chat window for interactivity.

The functionality for this player is to be refined.

sample urls - www.shoutok.com

4 Phase III

4.1 Video Integration

Users should be able to upload and delete video. The formats are TBD, but at minimum mpeg-4 (divx, xvid) and Quicktime should be supported. Upon upload the users should be able to select whether or not their clips are displayed on their pages. If so, the clip should be played from a Engine37-generated player and not require a third-party plugin or standalone player.

4.2 Instant Messaging Functionality

Built in chat/IM functionality within the site (and assign buddies/IM user names, add friends, etc)

QUESTION FOR ENGINE37 – CAN WE USE A STANDARD, OPEN SOURCE (AJAX?) PLUGIN TO PROVIDE IM FUNCTIONALITY IN PHASE 1? WE'D RATHER NOT CUSTOM-CODE AN IM CLIENT OR DEVELOP A NEW PROTOCOL...