eTemplate.com/template/123abc

```
Template Title: Reduce Massachusetts' Carbon Footprint
Tags: [Climate Change], [Global Warming]
Location: [Cambridge, MA 02139]

To: qwer@qwer.com (x), asdfasdf@mit.ed (x), dnj@mit.edu                    [CLEAR ALL]
Cc: aaa@aaa.com (x)                                                        [CLEAR ALL]
Bcc:                                                                       [CLEAR ALL]
Subject: Climate Change Action
Body:
---------------------------------------------------------
Hello recipient,

My name is [name] and I'm from [Middlesex]. I am demanding that you change Massachusetts' climate change policies in order to limit our
carbon footprint.

Here are the reasons I think you should change your policies:

[   ] Climate change is important.

[   ] We need to limit our carbon footprint.

[   ] Save the earth!

Thank you for your time.

Kind regards,
[name]
---------------------------------------------------------
[  ] Filter Buster (add random letters into words when you press Open in Mail button)

[[[[ Open in Mail ]]]]
---------------------------------------------------------
```

Key Purposes / Social Need
- Empowering activists (with or without technical backgrounds) to easily create email templates for digital protests
- Encouraging widespread civic engagement regarding local issues
- Resource for sharing email templates online
- Resource for journalists to find email templates as primary sources
- Resource for general users looking for ways to communicate difficult topics (negotiating job offers, requesting recommendations, etc.)
- Social need - solves issue for finding mailto links for digital protests and other platforms, allows users to easily create e-templates for various reasons, allows users to find and share different templates based on locality and movement

Key Concepts
```
-   E-Template
        -   purpose
                -   enable activists to create templates for emails to allow other people to
                    send protest emails to representatives with low barrier-to-entry
                -   allow customizing email templates for sender-specific information
        -   structure
                -   to, cc, bcc: sets of emails (where an email is a valid string)
                        -   can be empty
                        -   specified by creator
                        -   can be modified by users
                -   subject: string
                        -   optional
                -   body: string
                        -   optional
                -   creator: in User.username
                        -   mandatory
```

- location:
    - country > city > postal code
    - mandatory
    - specified by creator
- tags
    - mandatory
        - #tags >= 1
    - specified by creator
    - can be suggested by users
- actions
    - create
    - edit(to), edit(cc), edit(bcc)
    - edit(tags)
    - edit(content)
    - delete
    - share
- operational principle
    - creator pov
        - creator creates new template
        - creator personalizes template with suggested recipients, tags, and content
        - creator shares link of template to other users
    - user pov
        - user opens template
        - user personalizes content, subject, recipients
        - user sends email
- Tag (location, topics, filter words)
    - purpose
        - enable users to find templates of interest
    - structure
        - tagname
    - actions
        - filterByTag(tags)
        - search(query)
    - operational principle
        - user filters for tag
        - website returns templates with tags matching tag name
- User
    - purpose
        - Collect templates created by the same person and allow them to be edited by that person
        - Allow a person's templates to be browsed by other people
    - structure
        - username
        - password
        - templates
    - actions
        - create(user, password)
        - delete(user)
        - signin(user, password)
        - signout(user)
    - operational principle
        - User 1 creates account and then creates templates on that account

```
                    -   Other users can look at User 1's profile and see their templates
                    -   User 1 can edit the templates they created
    -   Moderation (reporting abuse, etc.)
            -   purpose
                    -   Address malicious or inappropriate use of the e-Template platform
            -   structure
                    -   admins
                    -   reported
            -   actions
                    -   report(template)
                    -   report(user)
                    -   resolve(report)
                    -   delete(template)
                    -   ban(user)
            -   operational principle
                    -   user reports inappropriate template
                    -   admin deletes template, resolving the report
                    -   user reports malicious user
                    -   admin decides user isn't malicious, resolves report
    -   FilterBuster
            -   purpose
                    -   ensure emails are received by their intended recipient
            -   structure
                    -   template
            -   actions
                    -   filterBust
            -   operational principle
                    -   user selects filter buster option on email template
                    -   user sends email
```

Why This Project Is Cool From a Design and Technical Perspective
- Beyond CRUD, there's a lot of client-side functionality
    - editing/validating recipient emails
    - customizing templates
    - generating and opening mailto links
    - busting email filters
- Usually templates shared via social media is extremely scattered – design challenge is to make email templates easy to find
- Usually extremely high activation energy to create and send templates – design challenge is to make process as frictionless as possible for average person
- Website provides a centralized location for sharing email template resources
- Not similar to social media because it will not push for specific templates to be shared, but simply provide a resource via user searches