Alumni engagement recording system
The Santa Clara University Alumni Office is requesting help in creating a system that can record activities of alumni in events that have been created by the Alumni Office or spontaneously by one or more alumni. Alumni Office staff can enter formal university-sponsored events(e.g., SCU athletic events, classroom speaking opportunities, etc.) and alumni participants can check in to record their participation. Alumni-organized events (e.g., informal class reunions) can be created by alumni, but must be approved by an Alumni Office manager before they will appear to the whole alumni community. Reports must be provided to detail events, locations, number of participants, etc.

Questions:

- What kind of interface? website
- How does check-in work at the event? Mobile? PC on site?
- What does check-in include?
    - Name, year, school
- Can the public make their own accounts? Do we need to verify if information is correct?
    - Want simplicity (no accounts)
- ~~If no, where do we get list of accounts from (ActiveDirectory)?~~
- Is white-listed staff static or should staff be able to add other admins?
    - Pretty small office, static
- Is there a limit to event counts?
    - No
- How to handle time conflicts for events at the same time?
    - All shown
- What is approval process / what requirements are there for approval?
    - Need only one admin approval
    - Admin should be able to request creator for more info before approval
- What information should be public? (Events/Reports)
- Should people be able to interact with the event before?
- What kind of engagement metrics should we show in the reports? Any summaries/tables/graphs?
    - Rating system, staff can add their own check-in questions (feature, not req)
- What format should the report be in?

- People who create events = need email

Problem Statement

- Emphasis on problem and solution
  - Description of problem
  - Scenario(s) of use
- Solution
  - Possible contents
  - Motivation
  - Background including stakeholders
  - Business case
  - User Scenario(s)
  - Evaluation criteria

Fall quarter, senior year

Conception Phase

- deliverable: problem statement (due last day of 3rd week)
- weighting: 20%

Students complete a problem statement, a document containing a description of the problem, the scenarios in which the problem occurs, and their solution to the problem. An emphasis is placed on the problem and its solution, not on the technologies that may be used to address the solution.

Key questions and issues the problem statement should address:

- Do the stakeholders (student(s), advisor, customers or users if any) agree on the purpose and scope of the project?
- Is there sufficient technical content in the project?
- Do the stakeholders have a vision of what the project solution or product will look like? Can they describe how someone would use the product?
- Do the stakeholders agree on the criteria defining a successful project?

  The following example criteria would be appropriate for a software project:

  Does the delivered project meet the following requirements for a Programming Product as described by Brooks[2]? Specifically:

  - Is the product deployable on a variety of platforms, in addition to the one on which it was developed?
  - Is the product thoroughly tested, on a variety of platforms?
  - Does the project documentation include a set of test cases exploring the boundaries of functionality, that users and programmers can use to verify an installation or modification of the product?
  - Is the project documentation complete enough that a competent third party could install, use, maintain, and extend the product?
- Are these documented sufficiently so that an independent third party reader could evaluate the success of the final result?

Assessment: Grades for this component should be assigned according to how well the "key questions" are answered, as follows:

Definitely agree:	4
Mostly[a] agree:	3
Somewhat agree:	2
Little or no agreement:	1
Missing:	0

[a]"Mostly" in this and similar contexts means "more than 80%."

Description of Problem:

The Alumni Office at Santa Clara University would like to be able to see the engagement levels of SCU Alumni at Alumni events. These events include both official events hosted by the Alumni Office and unofficial events hosted by an SCU Alumni. Alumni event attendees would check-in to the events at the venue and this data would be stored and available to the Alumni Office to view and analyze.

The interface for alumni to check-in to events should be simple and easy to use and be accessible at the events. On top of this, the interface should refrain from requiring alumni to create accounts and should allow alumni to check-in with their name and graduation year along with other optional information.

Lastly, after an event is done a report can be generated so that the Alumni Office can view relevant data and metrics for the event and the attendees.

The stakeholders for this product would include Santa Clara University, the Alumni Office, and Santa Clara Alumni. The metrics and data would be useful for Santa Clara University and the Alumni Office and could provide them data that may show engagement patterns at events. Alumni of SCU would also use the service to see information about upcoming events.

Scenarios of use:

The events can either be created by the Alumni Office or by the alumni/alumnae.

- <u>Event(s) created by the Alumni Office:</u>

The Alumni Office can create events on the website. The events can be open to all alumni generally, or for certain department exclusively. In all cases, the Alumni Office has the top authority.

After the event is created, it will be saved to the database and posted on SCU calendar.

- <u>Event(s) created by alumnae/alumni:</u>

The alumni can use their email address to login to the website and create event spontaneously. After they enter the minimal information needed for the event, the Alumni Office will be notified about the event and can access it to know more about the event. Before the event is authorized by the admin, it can communicate with the alumni through email. If the event is authorized eventually, the event will be saved to the database and posted on SCU calendar.

The process after the event is create is identical for both of the cases, so we will just state them below.

The Alumni Office can also send invitation emails to the “target” alumni, including the link of the event, which contains the detailed information of the event.

At the check-in, the participants can check-in using their email address. There will be a link of the event sent to the participants in which they can provide simple feedback (thumb up/down, heart) afterwards.
After the event, the admin can access the event in the database, and add additional information (number of participants, level/degree of participation, etc). A report of the event will be automatically created based on the information available.

Solution to Problem:
To solve the problem, we will be implementing a web-based program that has an admin page and a public page. The admin page is for the alumni staff to approve events that are created by alumni. The public page will show a list and calendar view of the events that have been approved and their details. For each event, there will be an option to "check in" to the event during the event, where the alumni can enter their name, email, school, and graduation date. In addition, this page will have an overpanel for event creation, where alumni or staff can submit a form with details of the event they want to add for approval.

Evaluation Criteria:
Alumni users should be able to browse events and check-in to events that they are attending quickly and with ease.
Creators and hosts of alumni events should be able to input event information into a form and submit for approval.
The Alumni Office should be able to approve unofficial events and request that event creators add or change event information before approval.
The Alumni Office should be able to modify any event and the creator of that event should be notified.

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COEN 174L
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Problem Statement - Alumni Engagement Recording System

The Alumni Office at Santa Clara University would like to be able to see the engagement levels of SCU Alumni at Alumni events. These events include both official events hosted by the Alumni Office and unofficial events hosted by an SCU Alumni. Alumni event attendees would check-in to the events at the venue and this data would be stored and available to the Alumni Office to view and analyze.

The interface for alumni to check-in to events should be simple and easy to use and be accessible at the events. On top of this, the interface should refrain from requiring alumni to create accounts and should allow alumni to check-in with their name and graduation year along with other optional information.

There also needs to be an interface for Alumni and the Alumni Office to create and submit events for approval. The Alumni Office would be able to view all pending events and approve or reject events to be posted to the calendar.

Lastly, after an event is done a report can be generated so that the Alumni Office can view relevant data and metrics for the event and the attendees. Also, the Alumni Office should be able to send invitation emails to “target” alumni with information on certain events.

At an approved event, participants can check-in using their email address either at a computer at the venue or through their smartphone. There will be a link of the event sent to the participants afterwards in which they can provide simple feedback (thumb up/down, heart).

After the event, the admin can access the event in the database, and add additional information (number of participants, level/degree of participation, etc). A report of the event will be automatically created based on the information available.

To solve the problem, we will be implementing a web-based program that has an admin page and a public page. The admin page is for the alumni staff to approve events that are created by alumni. The public page will show a list and calendar view of the events that have been approved and their details. For each event, there will be an option to “check in” to the event during the event, where the alumni can enter their name, email, school, and graduation date. In addition, this page will have an overpanel for event creation, where alumni or staff can submit a form with details of the event they want to add for approval.