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# Feature Functionality Requirement Document

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Big Apple Greeter

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Stacey Sarris & Sugata Basu

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## Executive Summary

This document aspires to provide a comprehensive overview of the Big Apple Greeter project while presenting an idea of the current status of project completion. It defines the scope of the project and the requirements gathered through conversations with the client and user-based research. The recommendations are depicted in a roadmap both for the database and the Website. The functional aspects of screens are captured by wireframes that provide a visual mock up of the functionality of Web-page real estate. Also included is the updated and detailed database design.

## **Background**

Big Apple Greeter has a database designed in Microsoft Access. After many years of productive use, the stability of the db is questionable. Furthermore because of an increase in visitor activity it is no longer robust enough to handle the needs of the BAG. In connection to the database, the Website is also in need of updating. When the changes are made to the database, new code will need to be written to “transport” data from the Website visitor form to the database. In addition, the Website content is difficult to edit and usability is lacking. Because the Website is first connection visitors have to the organization it is suspected that the experience can be improved.

## **Problem Statement**

What is the best possible way to enhance the user experience for the Website and create an upgradable Web-based database that securely integrates all of the company’s data into a robust system?

## **Initiation**

Purpose of Project:

The purpose of this project is threefold:

1. To upgrade current database, preventing catastrophic loss of current data and improve operations.
2. Improve user experience on Website.
3. Connect improved Website with improved database for better process flow.

# Feature, Functionality Requirement Document

## BIG APPLE GREETERS



### Sponsor of Project:

Alicia Pierro, *Executive Director, Big Apple Greeter*

Jonathan Hill, *Assistant Dean, Seidenberg School of CSIS, Pace University*

### Contributors to project (BAG):

Alicia Pierro, *Executive Director, Big Apple Greeter*

Gail Morse, *Director of Marketing and Public Relations*

Elizabeth Holmes, *Coordinator of Fundraising and Special Events*

### Contributors to project (Pace):

Jonathan Hill, *Assistant Dean, Seidenberg School of CSIS, Pace University*

Stacey Sarris, *Project Manager & Usability*

Sugata Basu, *Team Lead*

Bhavik R Domadia, *Lead Database*

Wilfredo Pena, *Survey Specialist*

Alexander Quick, *Database*

Paat Sinsuwan, *Database & Web Developer*

Jose Gonzales, *Web Developer*

Dmitriy Poznyak, *Web Developer*

Patrick Stankard, *Web Developer*

## **System Development Review**

### **Project Management Approach**

Adaptive Software Development Cycle (ASD):

We chose this model because the BAG project like most software projects, this model understands that requirements can not clearly be defined in the early stages and therefore must be flexible and adoptive. Mission driven.

### **Project Scope Statement**

The completed project will include:

- An improved Website with a comprehensive and seamless flow of information that enhances user experience
- An upgraded database that is robust and backs up data preventing any loss
- A Web based front end that connects the database to the user through intuitive forms
- An intermediary interface that is positioned between the database and the user and provides authentication and validation

## **Schedule**

### **Overall view of project**

#### **Phase 1 (Scheduled to be completed January 2009)**

- Configure and Secure Server
- Website
  - Upgrade Form incorporating information gathered from usability study
  - Capture Web traffic
  - Make Website 2.0 compliant
  - Develop Website based on design template
- Connects
  - Crucial functionality of existing
  - Modularity Report
  - Create front end forms and data entry screens
  - Link it to the database with security enabled and training

#### **Phase 2**

- HR Component

#### **Phase 3**

- Website
  - Revisit and review Website, determine and implement changes based on organization growth and Website activity
  - Grow the Global Greeter Brand to facilitate business model
- Connects
  - Reevaluate software and business needs, upgrade based on information obtained

# Feature, Functionality Requirement Document

## BIG APPLE GREETERS



### Phase 1 Timeline Details

[-] Testing	21 days	Mon 12/1/08	Tue 1/13/09	
[-] Write and Revise Manual	21 days	Mon 12/1/08	Tue 1/13/09	
[-] For volunteers	14 days	Mon 12/1/08	Thu 1/1/09	
[-] For visitors	14 days	Mon 12/1/08	Thu 1/1/09	
[-] Revisions based on testing	14 days	Mon 12/1/08	Thu 1/1/09	
[-] Delivery	31 days?	Mon 1/5/09	Mon 2/23/09	
[-] Manual	1 day?	Mon 1/5/09	Tue 1/6/09	
[-] Training for website and database	31 days	Mon 1/5/09	Mon 2/23/09	
[-] Launch	1 day?	Wed 1/14/09	Thu 1/15/09	
[-] Follow up	6.13 days?	Wed 1/14/09	Thu 1/22/09	
[-] News / Current Events	1 day	Thu 6/19/08	Fri 6/20/08	Jose Diaz-Gonzalez[50%],Patrick Stankard
[-] Structure of Foreign Languages	7 days	Mon 6/23/08	Wed 7/2/08	Jose Diaz-Gonzalez[50%],Patrick Stankard
[-] Connect with Database	7 days	Mon 6/16/08	Wed 6/25/08	
[-] develop Launch strategy document for Website	1 day?	Tue 7/1/08	Wed 7/2/08	Bhavik R Domadia
[-] Brainstorming Database	16.63 days?	Mon 6/16/08	Mon 7/14/08	
[-] Blueprint of Existing Database and Proposed	16.63 days?	Mon 6/16/08	Mon 7/14/08	
[-] test and migrate tables	1 day?	Mon 6/16/08	Tue 6/17/08	
[-] Actionable Variables	14 days	Thu 6/19/08	Mon 7/14/08	
[-] Look / Feel	14 days	Mon 6/16/08	Wed 7/9/08	Jose Diaz-Gonzalez
[-] Document notations of the coordinator interface	1 day?	Mon 6/16/08	Tue 6/17/08	Bhavik R Domadia
[-] Wish List Brainstorming with Board	1 day?	Wed 7/9/08	Thu 7/10/08	
[-] develop Lunch strategy document for DB	1 day?	Tue 7/1/08	Wed 7/2/08	
[-] Connecting Site to Database	1 day?	Mon 6/30/08	Tue 7/1/08	
[-] Post-Brainstorming	53.38 days?	Mon 7/7/08	Mon 10/13/08	
[-] Project Development	5.25 days?	Mon 7/7/08	Mon 7/14/08	
[-] Post-Brainstorming	53.38 days?	Mon 7/7/08	Mon 10/13/08	
[-] Project Development	5.25 days?	Mon 7/7/08	Mon 7/14/08	
[-] Establish Requirements list for both website and Database	5.25 days?	Mon 7/7/08	Mon 7/14/08	Bhavik R Domadia,Stacey Sarris
[-] List of requirements for UI of DB	5.25 days?	Mon 7/7/08	Mon 7/14/08	Bhavik R Domadia
[-] List of Requirements for DB	5.25 days?	Mon 7/7/08	Mon 7/14/08	Bhavik R Domadia
[-] List of Reports and Quires from DB	5.25 days?	Mon 7/7/08	Mon 7/14/08	Bhavik R Domadia
[-] List of Webhit statistics	5.25 days?	Mon 7/7/08	Mon 7/14/08	Jose Diaz-Gonzalez
[-] List of features for DB and Website	5.25 days?	Mon 7/7/08	Mon 7/14/08	Stacey Sarris
[-] Prepare two Mock ups of website Wireframe	5.25 days?	Mon 7/7/08	Mon 7/14/08	Patrick Stankard,Jose Diaz-Gonzalez
[-] Prepare mockup of UI of new Connects software	5.25 days?	Mon 7/7/08	Mon 7/14/08	Jose Diaz-Gonzalez
[-] Test Migration of DB	5.25 days?	Mon 7/7/08	Mon 7/14/08	Paat Sinuwan
[-] Establish branding of new DB and WS	5.25 days?	Mon 7/7/08	Mon 7/14/08	Bhavik R Domadia,Feddy Pena,Jose Diaz-G
[-] Create List of chosen Technology	5.25 days?	Mon 7/7/08	Mon 7/14/08	Paat Sinuwan
[-] Timeline Document	5.25 days?	Mon 7/7/08	Mon 7/14/08	Stacey Sarris
[-] Finalize Launch Document	5.25 days?	Mon 7/7/08	Mon 7/14/08	Jose Diaz-Gonzalez
[-] Combine Documentation and Presentation	0.5 days?	Mon 7/14/08	Mon 7/14/08	Patrick Stankard,Bhavik R Domadia
[-] Present Project to Big Apple Greeter	0.14 days?	Wed 7/16/08	Wed 7/16/08	Bhavik R Domadia,Feddy Pena,Jonathan Hil
[-] Approval plan of action	7 days	Wed 10/1/08	Mon 10/13/08	
[-] Including chosen technology	7 days	Wed 10/1/08	Mon 10/13/08	
[-] Implementation / Rollout	7 days	Wed 10/1/08	Mon 10/13/08	
[-] Training and Manual	7 days	Wed 10/1/08	Mon 10/13/08	
[-] Last minute changes and Sign Off	1 day?	Wed 10/1/08	Thu 10/2/08	
[-] Execution	39.75 days	Fri 10/17/08	Mon 1/5/09	
[-] Convert CSS and HTML of mockup	14 days	Fri 10/17/08	Fri 11/7/08	
[-] Create Content Management for site	21 days	Mon 10/20/08	Thu 11/20/08	
[-] Fix structure of database	31 days	Fri 10/31/08	Mon 1/5/09	
[-] Create code for communication between site database	31 days	Fri 10/31/08	Mon 1/5/09	
[-] Create form on website visitors	7 days	Fri 10/24/08	Tue 11/4/08	
[-] Testing that everything works according to plan of action	21 days	Fri 10/24/08	Mon 12/1/08	

Current Status

### Next Steps

#### Website:

- Approval of design and roadmap
- Development of the screens

#### System:

- Build the front end of the Connect system that will enable the Web-based forms to interact with the database through the central interface.
- Enable the central interface to validate and authenticate secure access to the database.
- Troubleshoot all problems that arise from the interaction between the front end and the database till seamless integration is achieved.

## Website Requirements and Functionality

### Requirements

Survey	<ul style="list-style-type: none"> <li>• Post visit survey as a way to generate revenue by having make a donation icon part of content</li> </ul>
Light Version	<ul style="list-style-type: none"> <li>• Viewable on PDA's, Blackberries cell phones etc...</li> </ul>
Volunteer Section (Greeter and coordinator)	<ul style="list-style-type: none"> <li>• Information for perspective volunteers</li> <li>• Information for current volunteers</li> <li>• Management interface so volunteers can manage personal information and availability</li> </ul>
Content Management	<ul style="list-style-type: none"> <li>• Easier way to update content on site</li> <li>• Allow multiple users to edit content without paying for software</li> <li>• Allow editing to take place outside of office if necessary</li> </ul>
Global Greeter	<ul style="list-style-type: none"> <li>• Development of Website as a way to build brand</li> </ul>
Web Hit Statistics	<ul style="list-style-type: none"> <li>• Create a usable metrics to understand user behavior on Website</li> <li>• Answer the following questions... <ol style="list-style-type: none"> <li>1. What page are visitors landing on</li> <li>2. How many visitors go to the form page, from that number how many are actually completing the form</li> <li>3. How many visitors are actually going to the donation page, of those how many are actually converting to donations</li> </ol> </li> </ul>
Email links	<ul style="list-style-type: none"> <li>• Conversion of many email links to forms</li> </ul>
Form UI	<ul style="list-style-type: none"> <li>• Create a form that backend technology communicates with new database</li> <li>• Design a visitor friendly form <ol style="list-style-type: none"> <li>1. Active calendars that are intuitive information already filled out</li> </ol> </li> <li>• Add on the following fields <ol style="list-style-type: none"> <li>1. Multiple hotel fields: visitors may change accommodation once or twice during their stay in New York City, going from hotel to private apartment and back again</li> <li>2. The ability to recognize a hotel name in the accommodation name field. Right now the field must have characters in it or it will not submit, but the visitor can write, "I don't have a hotel booked yet" and it will submit. Complication: a drop down menu would be too long and change too often, the same hotel may be know by multiple names (i.e.: Hotel Pennsylvania, Pennsylvania Hotel, Hotel</li> </ol> </li> </ul>

# Feature, Functionality Requirement Document

## BIG APPLE GREETERS



	<p>Penn, Hotel PA)</p> <p>3. Multiple visitor fields to capture contact info for all visitors over 18 in a party. (i.e.: 3 couples visiting together - we would want names, address, email addresses for all 3 couples</p>
Overall Website Design	<ul style="list-style-type: none"><li>• Improve visitor experience, through design layout</li><li>• Measure proof of improved user experience through several types of user testing</li></ul>
Graphical System	<ul style="list-style-type: none"><li>• Maps of NYC : Integrating map of NYC denoting location, site seeing, burrows, council districts, volunteers spread across etc information representation on map</li><li>• Information no maps / maps of NYC</li><li>• Overlay of council districts on MAP</li></ul>

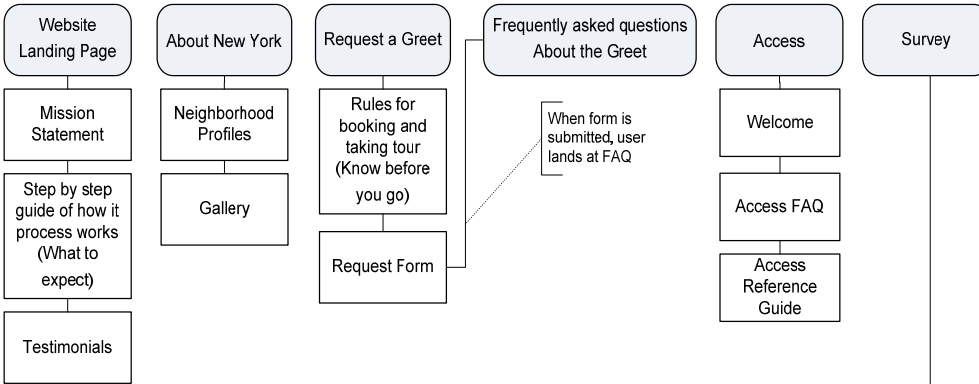
### Functionality Overview

The overall functionality of the Website outlines:

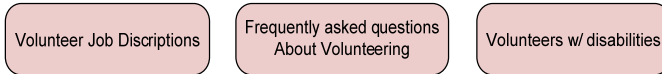
- A user-friendly and engaging interface that enhances user experience
- Ease of content management and document updates
- Strong branding that increases the potential to grow into a global Website
- Well defined user areas such as volunteer and visitor sections

## Website Road Map

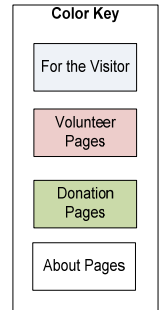
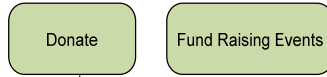
### Visitor



### Volunteer



### Make a Donation



### About The Organization Also known as resources



## The New and Improved Home Page Design

Why we chose this design?

- More in keeping with Web 2.0
- Included recommendations from usability report
- Addressed the original technical glitches (refer Appendix B)



## Wireframes

Visual guide to depict layout of fundamental elements in the interface. The goals we tried to achieve with the form include:

- Eliminate repetition
- Simplify as much as possible
- Shorten
- Setting user expectations throughout
- To organize by grouping into three categories and then referred to them as steps to manage length
- Attempted to make friendly by using engaging language
- Gather valuable funding information by moving “How did you hear of us” closer to the beginning of form

# Step One

Tell us about you

Guide / Rules link and page need a better name, also should be a link

Make sure to read the "guide/Rules to greet" before filling out this form.

Fax or mail this form by printing it. Click her to get address and fax number.

Make link to contact us page

This form can only be submitted in English. If you are currently viewing this form in any other language, please return to the English version before submitting.

First Name:	<input type="text"/>																																																	
Last Name:	<input type="text"/>																																																	
Address 1:	<input type="text"/>																																																	
Address 2:	<input type="text"/>																																																	
City:	<input type="text"/>																																																	
State/Province:	<input type="text"/>																																																	
Zip/Postal Code:	<input type="text"/>																																																	
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Cell Phone:	<input type="text"/>																																																	
Fax:	<input type="text"/>																																																	
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27	28	29	30	31																																														

State and Zip are required only for U.S. visitors

Do we need so many numbers or can we put "number most likely to reach you"

Please tell us as specifically as possible where you learned about Big Apple Greeter?

## On to Step Two...

## Step Two

Tell us about your accommodations  
and schedule while in New York

Where you will be staying in New York?

Please note: you must have accommodations within New York City for Big Apple Greeter to serve you.

Name:

Address:

Telephone:

Is This a private Residence:

If you are staying in a private residence, the residence must have a phone number with an answering machine or voice mail.

If you are staying in a hotel, under what name was the reservation made:

First Name:

Last Name:

Are you staying at more than one location:



If visitor indicates yes then a new box pops up asking the same information as above and also ask "from when to when." Visitor can input as many places as they like.


## On to Step Three...

Almost Done

### Step Three

Tell us how a greeter can help you experience New York

How many visitors in your group, limit 6 including children:

 Number drop down box that controls the number of "Names in Party" box(es)

Names of all people in your group and ages of children in group:


Name  If child, enter age here:

Do you or does anyone in your group have a disability or other consideration of which we should be aware?

When would you like to have a visit with a Greeter?

Please note: Visits are not scheduled on arrival and departure days.

	Day							Start Time
Choice 1	October 08							<input type="text"/>
Choice 2	M	T	W	T	F	S	S	<input type="text"/>
Choice 3	6	7	8	9	10	11	12	<input type="text"/>
	13	14	15	16	17	18	19	
	20	21	22	23	24	25	26	
	27	28	29	30	31			

 Month dropdown menus & Dropdown start dates that only show the time from 9AM to 3PM in half hour increments

Visits are arranged subject to Greeter availability, and we will make every effort to match a Greeter with your request.


What neighborhoods would you like to visit?

Or select "Greeters Choice"

Choice 1


Choice 2

Choice 3

 Month dropdown menus & Dropdown start dates that only show the time from 9AM to 3PM in half hour increments

What are your interests?

What language would you like your Greeter to speak?

 Dropdown menu with list of supportable languages

If we are unable to find a Greeter who speaks your preferred language, will an English-speaking Greeter be OK?  Yes  No

**Your request  
is complete**

You will be receiving a conformation via email shortly

## Database Requirements and Functionality

### Requirements

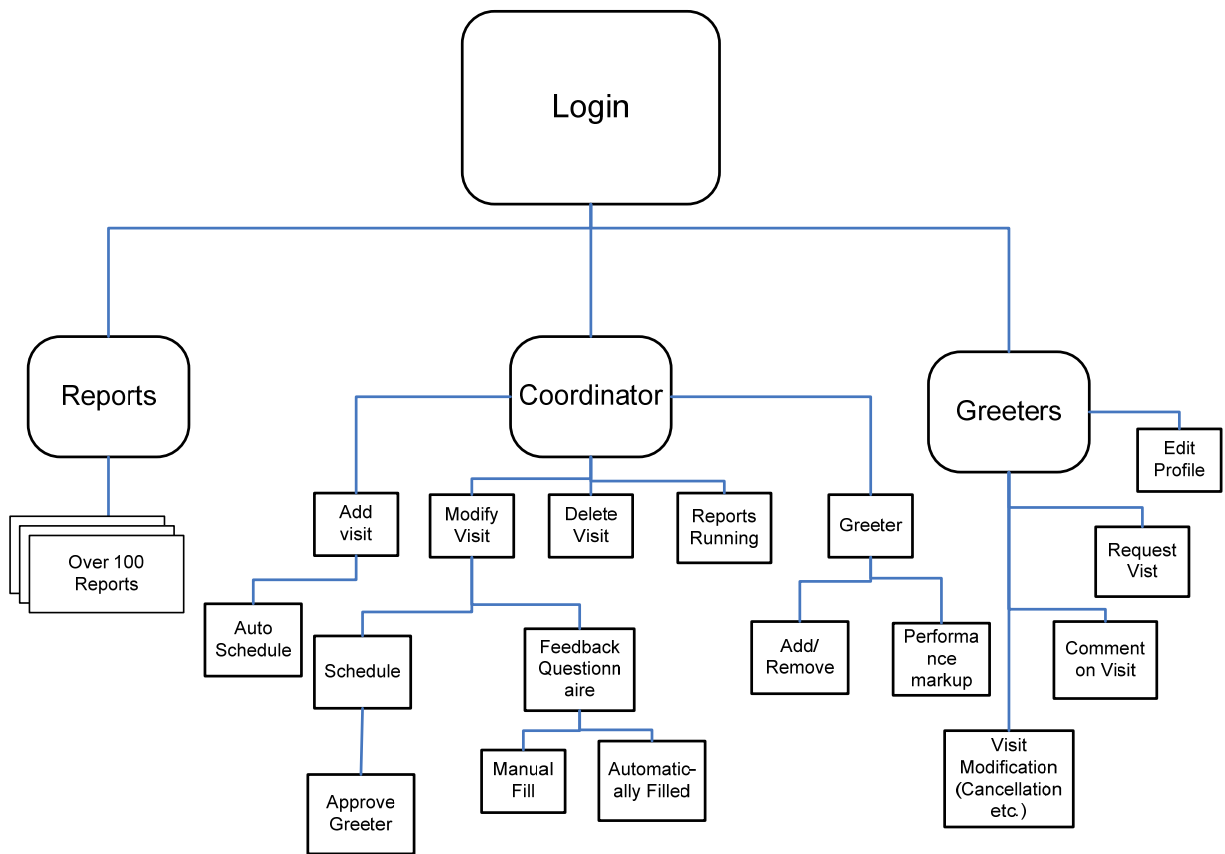
Database Requirement	
Login	<ul style="list-style-type: none"> <li>• Remote management</li> </ul>
HR Component	<ul style="list-style-type: none"> <li>• Online Application, Including where did they hear about BAG</li> <li>• Track pre hiring process</li> <li>• Special Knowledge</li> <li>• Scheduling</li> <li>• Timesheet</li> </ul>
Type of visit	<ul style="list-style-type: none"> <li>• STANDARD/ VIP / MAKE A WISH / PRESS VISIT</li> </ul>
Donation	<ul style="list-style-type: none"> <li>• Maintaining donor information (Donor can be a visitor or a volunteer too)</li> </ul>
Automation	<ul style="list-style-type: none"> <li>• Automation of some of the communications between visitor, coordinator and greeter (Assignment of conformation number and things that are currently faxed)</li> </ul>
Security	<ul style="list-style-type: none"> <li>• Upgrade security of db, i.e. login id's and passwords</li> <li>• Disallow direct connection through database except through approved applications, I.e. maintenance done through Website backend</li> <li>• Mandate strong encryption of user passwords within database</li> </ul>
Form	<ul style="list-style-type: none"> <li>• Conversion from old access database to online MySQL database</li> <li>• Communicate with new Website form, storing data within database</li> <li>• Application to access form data, including editing, backup of information, export to csv file, maintenance and deletion of records</li> </ul>
Transparency	<ul style="list-style-type: none"> <li>• Database structure to have no consequence on user interaction with Website, ergo structure changes will have no effect on developed application</li> </ul>
Maintenance	<ul style="list-style-type: none"> <li>• Archive and back up database preventing from disaster events</li> <li>• Easy restore through admin console</li> </ul>
Informational	<ul style="list-style-type: none"> <li>• Contain form information, username, password, preferences and Web pages</li> </ul>

### Functionality Overview

The foremost requirement is to create a Web-based system that would be more efficient to interact with. The functionalities that are the basic focus of this system are:

- Remote management and online application
- Automate communications between visitor and greeter
- The interface should authenticate and validate
- Updated forms that allow efficient interaction with the database

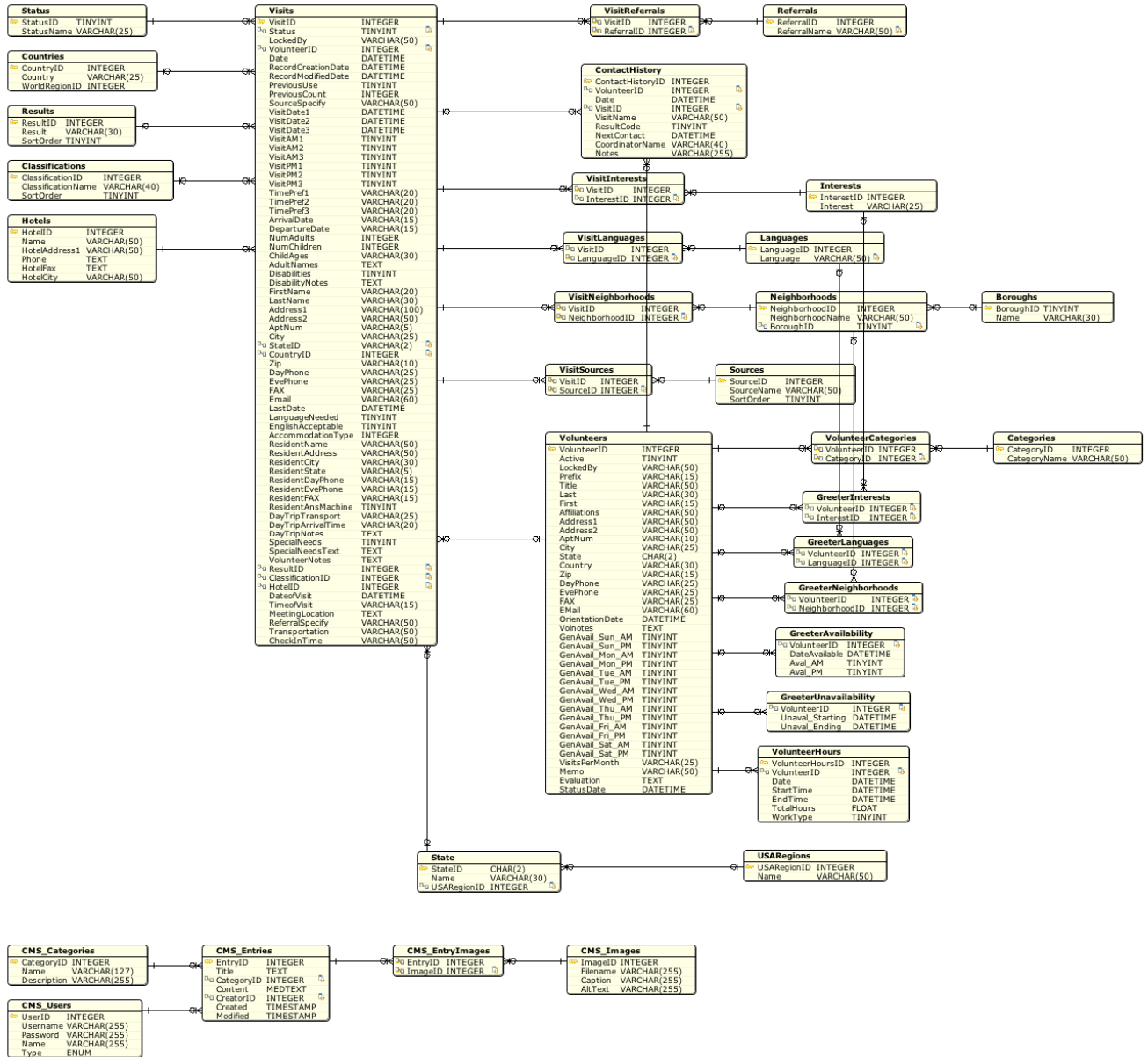
### Visual Representation of the Functionality



# Feature, Functionality Requirement Document

## BIG APPLE GREETERS

## Database Design



## Appendix

### Appendix A: The Team

#### **Stacey Sarris, Project Manager & Usability**

Stacey was raised in Boca Raton Florida and has lived in New York for the past fifteen years. In addition to have a Masters Degree in E-commerce from Pace University, she has her own business developing Websites for boutique companies that want a presence in cyberspace. Her skills include HTML, CSS, Flash, Photoshop, Project Management and Website/Software Usability.

#### **Sugata Basu, Team Lead**

Sugata is a second year graduate student at Seidenberg School of Computer Science majoring in Information Systems. She has a prior Masters in Communications from Pune University in India and has worked in media for a few years. She spent this summer working with McKinsey & Company, acting as a liaison among stakeholders in order to elicit, analyze and validate requirements for changes to business processes, policies and information systems for three different IT projects.

#### **Bhavik R Domadia, Database**

Bhavik pursued his Bachelor's degree in Computer Applications (BCA) from Dharmsinh Deasi Institute of Technology, Nadiad and his Masters in Computer Applications (MCA) from Maharaja Sayajirao University, Baroda in India. He brings with him a 4+ years of experience into Software Programming, Market Research, Business Analysis, Business Development and has worked as a Deputy Team Leader with international organizations like AC Nielsen and Tata Consultancy Services (TCS) in India prior coming to United States.

At Pace, Bhavik is pursuing his second semester in Masters of Science in Information Systems (MSIS). During his academic as well as professional career, Bhavik has worked on variety of technologies including ERP Applications, Web Applications, PHP, Java, D2K, VB, PowerBuilder, MySQL, Oracle, IBM DB2 UDB, MS SQL Server 2000, PL/SQL, MySQL, MS-Access, .Net Applications etc. Bhavik is also a "Six Sigma Advanced Green Belt" certified professional.

#### **Jose Gonzales, Web Developer**

Jose Diaz-Gonzalez is an under graduate/graduate student at Pace University, majoring in Computer Science with minors in Mathematics and Philosophy. Originally from Westbury, New York, Jose attended East Mecklenburg High School, located in Charlotte, North Carolina, and was a part of the graduating International Baccalaureate Class of 2007, ranking 20th in a class of over 300. Jose specializes in Web development and has worked for local companies in diverse fields such as Real Estate and Music Entertainment. Jose's specialties include knowledge of a variety of programming language, including C, Java, and Ruby, among others. He also has a deep understanding of CSS (Cascading Style Sheets) and XHTML, as well as a variety of other Web standards (XML, HTML, WAP, Microformats, ECMAScript) and packages (Content Management Systems, Flash, AJAX) that can be used to accomplish the task at hand.

#### **Patrick Stankard, Web Developer**

Patrick Stankard is a Sophomore at Pace University, majoring in Computer Science, who hails from Massapequa Park, New York. Patrick attended Kellenberg Memorial High School located in Uniondale, New York and graduated in 2007. Patrick specializes in Web development and programming, and has an extensive knowledge in both subjects. Patrick's knowledge of programming languages includes C and Java, and in Web development, he specializes in XML, HTML, XHTML and also Cascading Style Sheets.

#### **Paat Sinsuwan, Database & Web Developer**

Paat grew up and studied in Thailand until he graduated from International Business Administration High School and then moved to United State in 2002. He then graduated from Rockland Community College with Associate of Science in Computer Information System. Paat is now a student at Pace University studying Computer Science. Paat's skills are many including programming in Java, VB.Net, Web Development in HTML, PHP, JavaScript, and Flash.

#### **Wilfredo Pena, Survey Specialist**

Wilfredo Pena is the Seidenberg School of Computer Science and Information Systems Program Manager at Pace University, New York. He will graduate in the Fall of 2008 with a BBA in Marketing with a concentration in E-Commerce and Interactive Media. His interests include

## Feature, Functionality Requirement Document

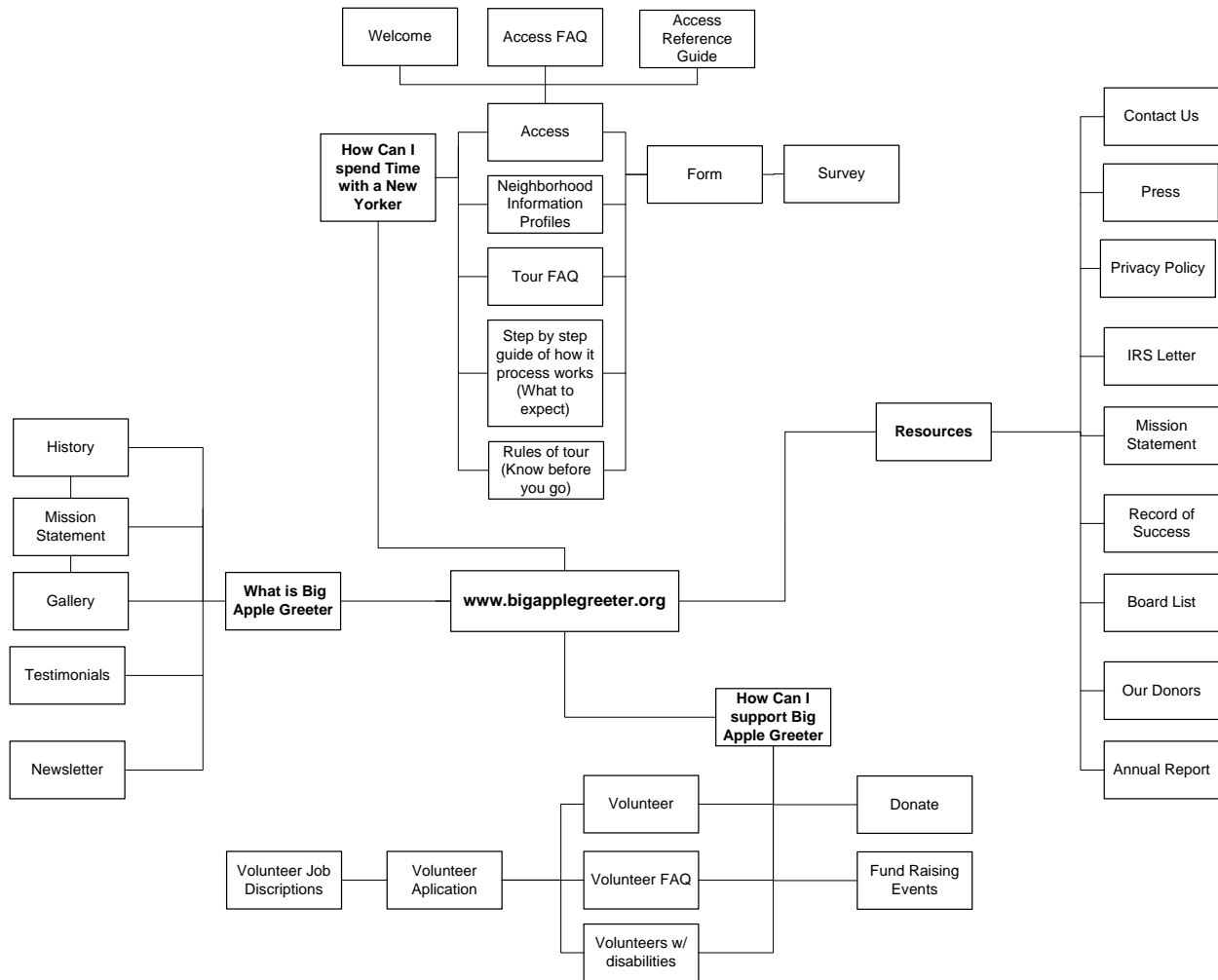
### BIG APPLE GREETERS



marketing strategy, customer relationship management, and opportunity recognition. In 2002 he co-founded Bacandi, a Dominican music Website which utilized a successful model for maintaining an entertainment Website. Wilfredo recently took upon the role of Assistant Director of Business Strategy for Peligro Sports a well known sporting goods store located in New York. He will be utilizing his experience to look for innovative ways to establish an online presence for the 15 year establishment while organizing daily business operations.

### Appendix B: Website Artifacts

Topic Categorization Map – overview of various parts of the Website and overall categorization



### **Current diagram of location and configuration of setup**

(i.e. Website hosted by and dedicated server for db)

Current configuration:

- Pages are edited in Contribute
- Site being hosted by Web.com
- Header link does not work, nor does it always fill header section
- Current Website is Frontpage is 549 KB (566 KB uncompressed) in size. Removing largest image makes size 110KB
- Current Website is of size 92424 KB
- Make a donation via PayPal currently links to PayPal ad, needs to be redirected
  - Is there a PayPal account that we should link it to? Any special way in which they would like to receive donations?
- Need to look further into Goundspring.org
  - Pay-ware Donation service, accounts pay a set fee per month/year in order to have donations to their accounts processed
  - Fee is something around 485-558 per year, depending on billing option
    - \$129 setup fee for standard page, \$199 for custom page
    - \$29.99 Monthly Fee
    - 3% Fee per Donation

### **Issues that need to be addressed going forward**

- VERY IMPORTANT: collecting data based on site hits
  - How many hits
    - FTP Timeout on Webtrends Reports in Web.com backend
  - For Tue Apr 1 15:17:47 2008(EST), 233382 bytes
    - Seems inaccurate

- Which pages and in what order do they get hit
  - Unlikely knowable at this time unless WebTrends includes this information
- What season and what time is the peak usage
  - WebTrends FTP reports fails, so unknown past usage. Perhaps sending report by email will work. Support Ticket most likely necessary to fix issue
- How many hits are actually converting into greeter request
  - Would need to know the IP address of all hits and IP of all those submitting greeter request. Not possible to request information at this time
- What countries are generating the most activity
  - Possible to generate such a plugin in Joomla, if not already built, from existing Wordpress plugin if necessary
- Email configuration
  - Formmail or sendmail possible
- Is it possible to make so that they can edit forms
  - Dynamic Plugin with format options
- Validation for spam, need to test for random strings
  - Spam Catcher (<http://recaptcha.net/> recommended)
  - Hidden Form textbox that sends anything with textbox filled to a black hole
- Security
- Can we setup a way for them to edit forms
  - Duplicate (see above)
- Communication with database program
  - We will move forward with MySQL, must set up database schema so that database program can simply call database

### About the site Activity:

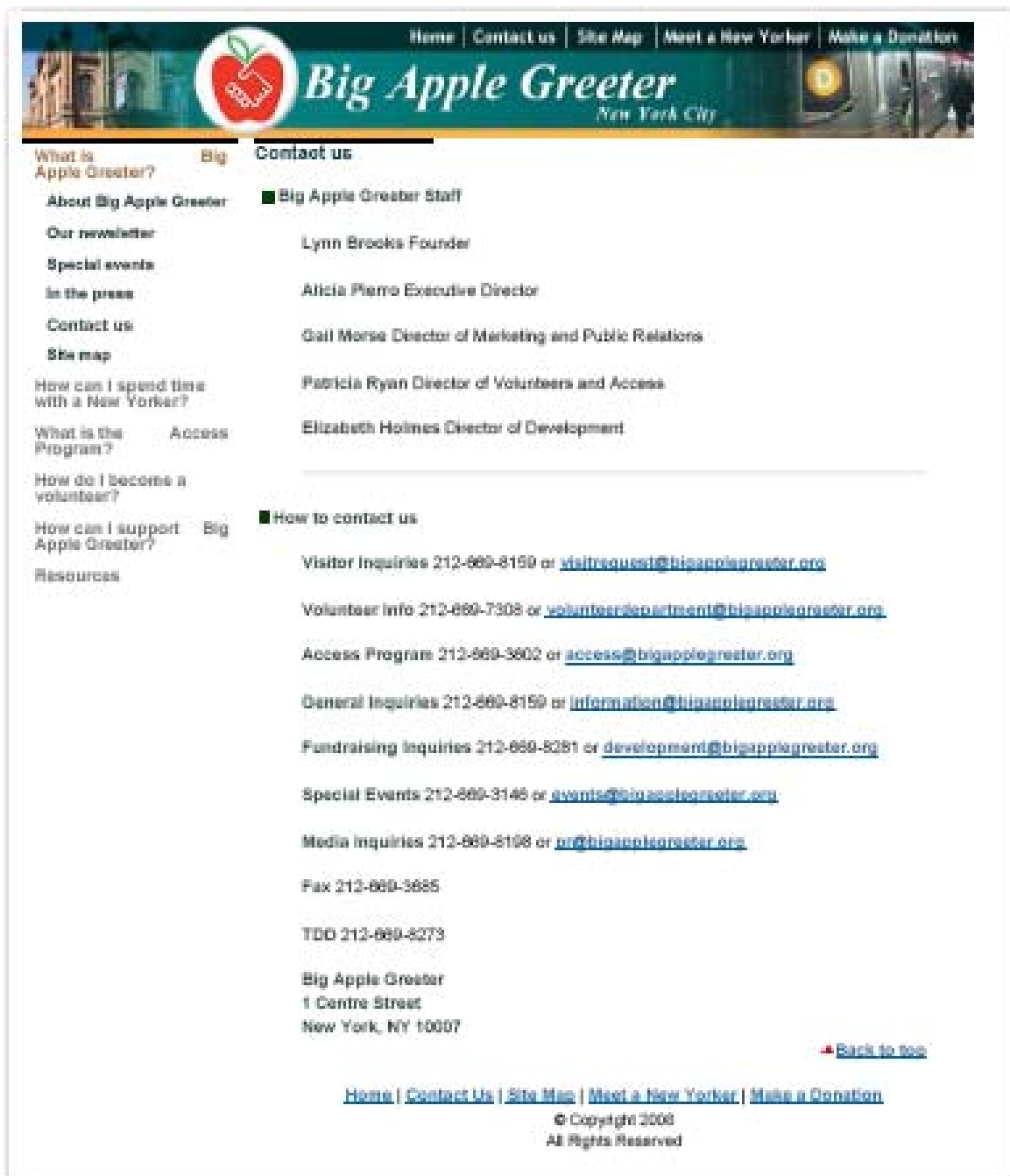
In the period between June 1, 2007 and July 1, 2008, there were a total of 166,290 visits to [www.bigapplegreeter.org](http://www.bigapplegreeter.org), including over 584,194 page views (average 3.51 Pages/Visit). The top 5 countries with most visits include the United States (53,248 visits), United Kingdom (17,513 visits), Germany (15,723 visits), France (15,546 visits), and Spain (10,649 visits). The pages with the most access logged are the root page (155,104 page views), "How can I spend time with a New Yorker?" [[http://bigapplegreeter.org/02-how\\_spend/00-how\\_spend.html](http://bigapplegreeter.org/02-how_spend/00-how_spend.html)] (97,515 page views), "What is Big Apple Greeter?" [[http://bigapplegreeter.org/01-big\\_apple/00-what\\_is.html](http://bigapplegreeter.org/01-big_apple/00-what_is.html)] (60,942 page views), "What to expect" [[http://bigapplegreeter.org/02-how\\_spend/04-what\\_expect.html](http://bigapplegreeter.org/02-how_spend/04-what_expect.html)] (22,045 page views). Most site visits appear to be through word of mouth (29.56% direct visits), with Google accounting for 23.97% of all visits. Most visitors appear to be using Internet Explorer (72.24%), connoting that users are not incredibly tech savvy - this may also be representative of the American demographic, in which alternative browser usage (~15%) is not as high as in other parts of the world (Europe ~28%).

Current Webpage layout

(Source: <http://www.bigapplegreeter.org/>)



Figure 1 Home



The screenshot shows the contact page of the Big Apple Greeter website. At the top, there is a navigation bar with links for Home, Contact us, Site Map, Meet a New Yorker, and Make a Donation. The main header features the Big Apple Greeter logo and the text "Big Apple Greeter New York City". Below the header, there is a sidebar on the left with various menu items, and a main content area on the right. The main content area is titled "Contact us" and includes a section for "Big Apple Greeter Staff" with names and titles, and a section for "How to contact us" with various contact methods and phone numbers. At the bottom, there is a "Back to top" link and a footer with copyright information.

Home | Contact us | Site Map | Meet a New Yorker | Make a Donation

**Big Apple Greeter**  
New York City

What is Apple Greeter? **Big** **Contact us**

About Big Apple Greeter ■ **Big Apple Greeter Staff**

Our newsletter

Special events

In the press

Contact us

Site map

How can I spend time with a New Yorker?

What is the Program? **Access**

How do I become a volunteer?

How can I support Big Apple Greeter? **Big**

Resources

Lynn Brooks Founder

Alicia Piemo Executive Director

Gail Morse Director of Marketing and Public Relations

Patricia Ryan Director of Volunteers and Access

Elizabeth Holmes Director of Development

■ **How to contact us**

Visitor Inquiries 212-669-8159 or [visitrequest@bigapplegreeter.org](mailto:visitrequest@bigapplegreeter.org)

Volunteer Info 212-669-7308 or [volunteerdepartment@bigapplegreeter.org](mailto:volunteerdepartment@bigapplegreeter.org)

Access Program 212-669-3602 or [access@bigapplegreeter.org](mailto:access@bigapplegreeter.org)

General Inquiries 212-669-8159 or [information@bigapplegreeter.org](mailto:information@bigapplegreeter.org)

Fundraising Inquiries 212-669-5381 or [development@bigapplegreeter.org](mailto:development@bigapplegreeter.org)

Special Events 212-669-3146 or [events@bigapplegreeter.org](mailto:events@bigapplegreeter.org)

Media Inquiries 212-669-8198 or [pr@bigapplegreeter.org](mailto:pr@bigapplegreeter.org)

Fax 212-669-3685

TDD 212-669-3273

Big Apple Greeter  
1 Centre Street  
New York, NY 10007

[Back to top](#)

[Home](#) | [Contact Us](#) | [Site Map](#) | [Meet a New Yorker](#) | [Make a Donation](#)

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Figure 2 Contact Us

# Feature, Functionality Requirement Document

## BIG APPLE GREETERS

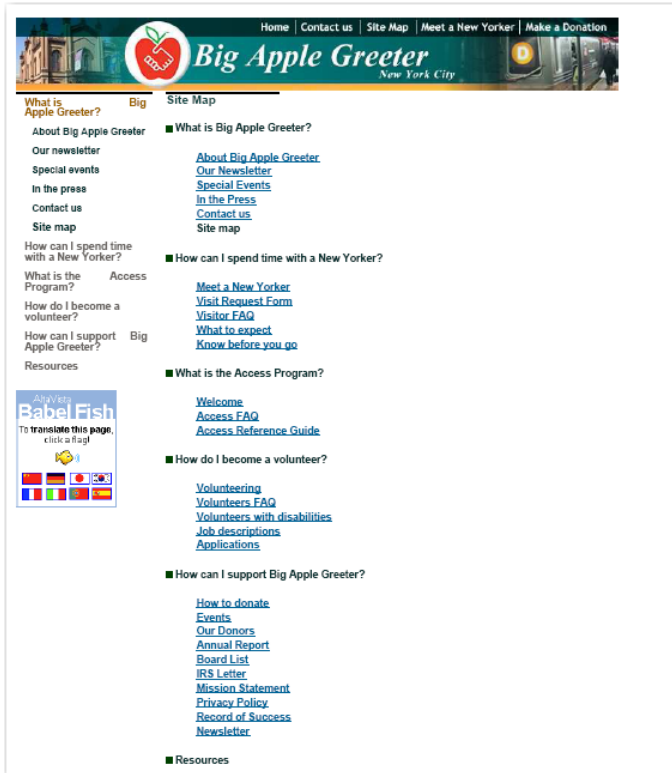


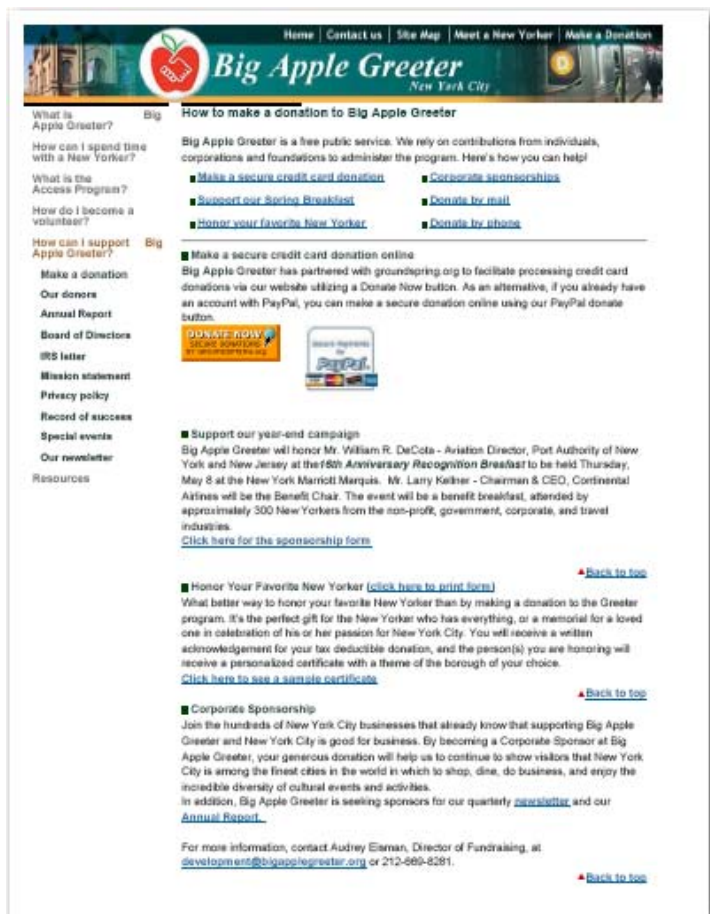
Figure 3 Site Map

# Feature, Functionality Requirement Document

## BIG APPLE GREETERS



Figure 4 Meet A New Yorker



The screenshot shows the 'Make a Donation' page of the Big Apple Greeter website. The header includes navigation links: Home, Contact us, Site Map, Meet a New Yorker, and Make a Donation. The main content area is titled 'How to make a donation to Big Apple Greeter' and lists several ways to contribute: 'Make a secure credit card donation', 'Corporate sponsorships', 'Support our Spring Breakfast', 'Donate by mail', and 'Honor your Favorite New Yorker'. A 'DONATE NOW' button is prominently displayed. The page also features a 'Back to top' link and contact information for Audrey Eisman, Director of Fundraising.

Figure 5 Make a Donation

# Feature, Functionality Requirement Document

## BIG APPLE GREETERS

■ **Donate by mail** ([click here to print form](#))

Please send your check (US dollars only) to:  
Big Apple Greeter  
Attention: Development Department  
1 Centre Street  
New York, NY 10007  
USA

[▲ Back to top](#)

■ **Donate By Phone**

If you would like to make a donation by telephone or have any questions, please contact Elizabeth Holmes, Director of Fundraising, at 212-850-5281, or [elizabeth@bigapplegreeter.org](mailto:elizabeth@bigapplegreeter.org)

[▲ Back to top](#)

■ **Conformance with Charitable Giving Standards**

Big Apple Greeter attained not-for-profit status in November 1995, and is tax-exempt under 501(c) 3 of the Internal Revenue Code. Donations to Big Apple Greeter are tax deductible to the extent allowed by law.

To view the most recent version of Big Apple Greeter's IRS Form 990, please visit GuideStar at [www.guidestar.org](http://www.guidestar.org).

[▲ Back to top](#)

[Home](#) | [Contact Us](#) | [Site Map](#) | [Meet a New Yorker](#) | [Make a Donation](#)

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Figure 6 Make A Donation Continued

The screenshot shows the homepage of the Big Apple Greeter website. At the top, there is a navigation bar with links for Home, Contact us, Site Map, Meet a New Yorker, and Make a Donation. The main header features the Big Apple Greeter logo, which is a red apple with a green leaf and the text 'Big Apple Greeter New York City'. Below the header, there is a sidebar on the left with a menu of links: What is Apple Greeter?, About Big Apple Greeter, Our newsletter, Special events, In the press, Contact us, Site map, How can I spend time with a New Yorker?, What is the Access Program?, How do I become a volunteer?, How can I support Big Apple Greeter?, and Resources. The main content area is titled 'About Big Apple Greeter' and contains the following text: 'Founded in 1992 as the first "welcome visitor" program of its kind in the United States, the idea grew from friendly exchanges Founder Lynn Brooks had with people she met on her own vacation travels around the world. Lynn realized that New York City suffered from an image problem: almost everyone she spoke to wanted to visit New York City, but thought the city was too dangerous, expensive and overwhelming. Lynn wanted the world to know New York City as she did: a great big small town with diverse neighborhoods, mom-and-pop stores, fun places to dine, and friendly residents who go out of their way to help an out-of-towner feel welcome.' Below this text is a photograph of a group of five people (three women and two men) standing in front of a wall covered in many small photos. To the right of the photo is a 'Back to top' link. At the bottom of the page, there is a footer with navigation links: Home | Contact Us | Site Map | Meet a New Yorker | Make a Donation, and copyright information: © Copyright 2008 All Rights Reserved.

Figure 7 What Is Big Apple Greeter

The screenshot shows the website for Big Apple Greeter, New York City. The header includes navigation links: Home, Contact us, Site Map, Meet a New Yorker, and Make a Donation. The main content area is titled 'Welcome to the Access Program for Travelers with Disabilities'. It describes the program's history, mentioning funding from the American Express Foundation and other donors like JP Morgan Chase, Con Edison, and Verizon. It states that over 1500 visitors with disabilities and their travel companions have been welcomed. A link to the 'Access Reference Guide' is provided. A photograph shows a person in a wheelchair being assisted by a Greeter near a bus. The text continues to describe the program's cooperation with the Center for Independence of the Disabled in New York, including Sensitivity Awareness sessions. A call to action asks if the user is a New Yorker with a disability and provides a link to a 'Visit Request Form'. Contact information for Patricia Ryan, Director of Volunteers and Access, is listed, including telephone, fax, TTY, and email. The page concludes with a photo credit to Arthur Gold, a footer with navigation links, and copyright information for 2005.

Home | Contact us | Site Map | Meet a New Yorker | Make a Donation

# Big Apple Greeter

New York City

What is Apple Greeter? **Big**

How can I spend time with a New Yorker?

What is the Access Program?

Welcome

Access FAQ

Access Reference Guide

How do I become a volunteer?

How can I support Apple Greeter? **Big**

Resources

## Welcome to the Access Program for Travelers with Disabilities

With initial funding provided by the American Express Foundation, Big Apple Greeter launched its Access Program in 1993 to serve the needs of travelers with disabilities and to provide volunteer opportunities for New Yorkers with disabilities. Other major donors to our Access Program have included JP Morgan Chase, Con Edison, and Verizon.

To date we have welcomed over 1500 visitors with disabilities and their travel companions. Click here for our [Access Reference Guide](#), developed to assist travelers with disabilities visiting New York City.

In cooperation with the Center for Independence of the Disabled in New York, we began Sensitivity Awareness sessions for staff and volunteers, designed to heighten awareness about disabilities so Greeters are better able to assist visitors with disabilities to make their trip to New York City wonderful and memorable. In addition, Big Apple Greeter has recruited and trained over 50 volunteer Greeters who themselves have disabilities and want to share their love of New York City with visitors.



If you are a New Yorker with a disability and would like to know more about becoming a Greeter, click [here](#).

■ Submit your request to meet a Greeter by filling in the [Visit Request Form](#).

Disability is Not Inability.

■ Access Program Contact:  
Patricia Ryan, Director of Volunteers and Access  
Telephone: 212-669-3602  
Fax: 212-669-3695  
TTY: 212-669-8273  
[access@bigapplegreeter.org](mailto:access@bigapplegreeter.org)

Photo: Arthur Gold

[Home](#) | [Contact Us](#) | [Site Map](#) | [Meet a New Yorker](#) | [Make a Donation](#)

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Figure 8 Access Program

Home | Contact us | Site Map | Meet a New Yorker | Make a Donation

## Big Apple Greeter New York City

**Become a volunteer**

Do you love New York City? Then why not help visitors love it too?

If you love New York City, enjoy meeting people from around the world and would like to share with visitors a New Yorker's New York, Big Apple Greeter has just the volunteer opportunity for you!

Many first-time and even repeat visitors to our city are intimidated by its size. Big Apple Greeter volunteers welcome visitors to all five boroughs and show them that "the big city" really can have small town charm.

- Visitors request specific neighborhoods they'd like to see, or leave the neighborhood up to the Greeter.
- A Greeter takes a visitor on an informal, unscripted walk through neighborhoods the Greeter knows well.
- Greeters share personal stories and favorite spots.
- We encourage visitors to experience diverse neighborhoods in all 5 boroughs.
- Your knowledge of any ethnic areas and off the beaten track neighborhoods is a plus.
- Knowledge of foreign languages or American Sign Language is also helpful.

If you prefer a "behind the scenes" way to share your enthusiasm for New York City, consider becoming a volunteer at our headquarters at 1 Centre Street in downtown Manhattan. Time commitments vary by position. Click here to learn more about these [opportunities](#).

Big Apple Greeter welcomes all volunteers without regard to race, color, creed, gender, age, sexual orientation, marital status or disability.

Greeters are indemnified against personal liability for any acts conducted within the scope of these responsibilities; however, Big Apple Greeter is not responsible for activities outside these responsibilities. Therefore, if a Greeter exceeds these limitations, Big Apple Greeter is not liable.

[Home](#) | [Contact Us](#) | [Site Map](#) | [Meet a New Yorker](#) | [Make a Donation](#)

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*"I love to show off New York City! Being a Greeter means I get to meet people from all around the world and share my love for this great city".*

Mathew

Figure 9 Become A Greeter

# Feature, Functionality Requirement Document

## BIG APPLE GREETERS



Figure 10 Resources



The image shows a screenshot of a web browser displaying the 'Visit Request Form' for Big Apple Greeters in New York City. The page has a green header with navigation links: Home, Contact us, Site Map, Meet a New Yorker, and Make a Donation. The main title is 'Big Apple Greeter New York City'. The content includes several paragraphs of text providing instructions and requirements for visitors.

**Home | Contact us | Site Map | Meet a New Yorker | Make a Donation**

## Big Apple Greeter New York City

### Visit Request Form

**This form can only be submitted in English. If you are currently viewing this form in any other language, please return to the English version before submitting.**

You've just taken the first step toward meeting a volunteer Greeter during your upcoming trip to New York City. We look forward to welcoming you!

**What you need to know before you request a visit**

**Request your visit at least 3 to 4 weeks before arriving in New York City.**

**A visit includes up to 6 people (including children and adults), with at least 1 person over age 18. Regrettably, we cannot accept groups of 7 or more people. Larger groups that split and submit separate requests are also not accepted.**

**Visits must start between 9 AM and 3 PM, and last for 2 to 4 hours.**

**Visits are not scheduled for arrival or departure days. Therefore, you must be staying in New York City a minimum of 2 nights. Sorry, but at this time we cannot accommodate people visiting New York City on a day trip.**

**A local New York City telephone number with voice mail is necessary before we will confirm your visit. At this time we are unable to accept cell phone numbers in place of a local New York City telephone number.**

**Visitors must be staying within the 5 boroughs of New York City. Greeters meet visitors at their place of accommodation; therefore, sorry, but we are unable to arrange visits for people staying outside New York City.**

**If you have special needs or interests, a language preference or neighborhoods that you would like to visit, please tell us. It will help us match you with a Greeter.**

**Other information**

**Please understand that visits are subject to the availability of a volunteer Greeter. Submitting this form does not guarantee the availability of a Greeter.**

**We strongly suggest that your visit take place within the first 2 or 3 days of your arrival. Your Greeter will help you become familiar with New York City and public transportation.**

**Greeters are friendly and enthusiastic volunteers, and not professional tour guides.**

Figure 11 Form: Page 1 of 4

If you prefer, leave the choice of neighborhood up to your Greeter by requesting a "Greeter's Choice" visit.

You will receive a confirming telephone call, email or fax from us giving you the name and contact information of your Greeter when we match your request to a Greeter.

If we have no Greeter available for your visit, you will be notified upon your arrival in New York City. Please understand that sometimes we get very busy and run out of available Greeters.

We will be happy to answer your questions as you plan your trip to New York City. Please email us at [information@bigapplegreeter.org](mailto:information@bigapplegreeter.org), or call us at 212-669-8159.

If you prefer, you can print this form and mail/fax to our headquarters in downtown New York. To read how we can offer this service for free please visit the [FAQ](#) page for visitors.

\* First Name:

\* Last Name:

\* Address 1:

Address 2:

\* City:

State and Zip are required only for U.S. visitors

[\*] State/Province:

[\*] Zip/Postal Code:

\* Country:

Please include area, country and city codes for the following:

\* Day Phone:

\* Evening Phone:

\* Cell Phone:

\* Fax:

\* EMail:

\* What is the last date we can contact you at the above phone number?

.  .

Number of visitors in your group. Please note: Big Apple Greeter cannot serve groups larger than 6 people. Sorry, we cannot serve larger groups that have been divided into smaller groups. A visit can be up to 6 people including children and adult.

\* Adults:  - \* Children:

Ages of Children:

Names of all people in your group:

Figure 12 Form: Page 2 of 4

**Dates of stay in New York:**

\* Arrive:  :  :

\* Depart:  :  :

Please tell us where you will be staying in New York. Please note: you must have accommodations within New York City for Big Apple Greeter to serve you.

Name of hotel or people with whom you will be staying. Please note: if you are staying in a private residence, the residence must have a phone number with an answering machine or voice mail.

\* Name:

\* Address:

\* Telephone:

\* If you are staying in a hotel, under what name was the reservation made?

When would you like to have a visit with a Greeter? (Please note: Visits are not scheduled on arrival and departure days. You may start your visit any time between 9:00 AM and 3:00 PM. Time entries are format sensitive.  
Here are correct examples: 3PM, 3 PM, 3:00 PM, 15:00  
Here are incorrect examples: 3.00, 15.00, 1500):

\* 1st Choice:  :  :  Time:

2nd Choice:  :  :  Time:

3rd Choice:  :  :  Time:

What neighborhoods would you like to visit?  
Many of our visitors prefer to let Greeters select one of the neighborhoods they most enjoy. If you would like this option please fill in the space below with "Greeters Choice"

\* 1st Choice:

2nd Choice:

3rd Choice:

What are your interests?

What language would you like your Greeter to speak?

If we are unable to find a Greeter who speaks your preferred language, will an English-speaking Greeter be OK?  
Yes  No

Figure 13 Form: Page 3 of 4

Do you or does anyone in your group have a disability or other consideration of which we should be aware?

\* Please tell us as specifically as possible where you learned about Big Apple Greeter?

You are ready to submit your request for a visit with a Big Apple Greeter!

Visits are arranged subject to Greeter availability, and we will make every effort to match a Greeter with your request.

To confirm the details of your visit, we will contact you by email or telephone prior to your departure from home, or send a fax to your accommodation in New York City.

Any questions? Call us at 212-669-8159 or email [information@bigapplegreeter.org](mailto:information@bigapplegreeter.org).

*If you cannot submit the form online, please copy and paste into email or print and fax it to:*

Big Apple Greeter  
1 Centre Street 19th Floor  
New York NY 10007  
Phone: 212-669-8159  
Fax: 212-669-3685

Online submission is preferred, and please allow for additional time with regular mail option.  
Questions? E-Mail: [I have questions about submitting my visit request](#)

Figure 1 Form: Page 4 of 4

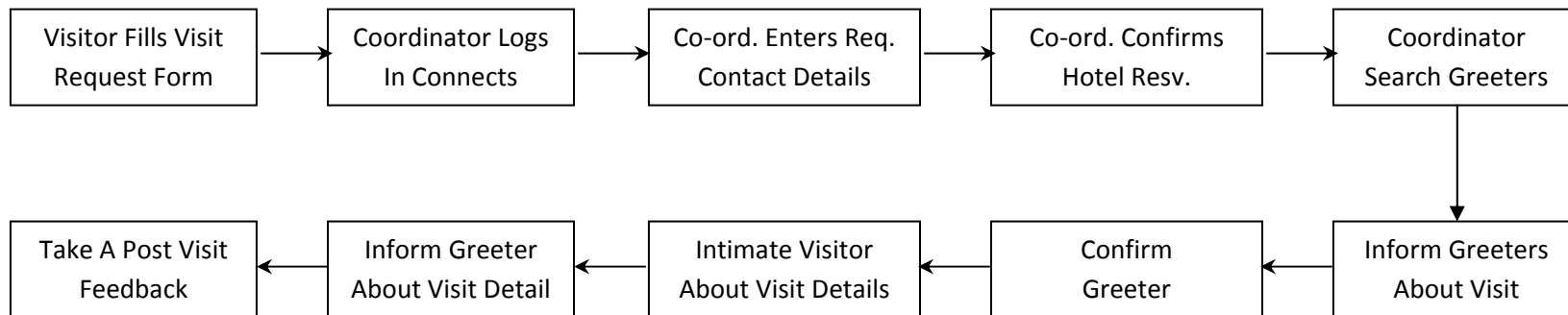
# Feature, Functionality Requirement Document

## BIG APPLE GREETERS



### Appendix C: Connects Software

#### Work Flow Chart

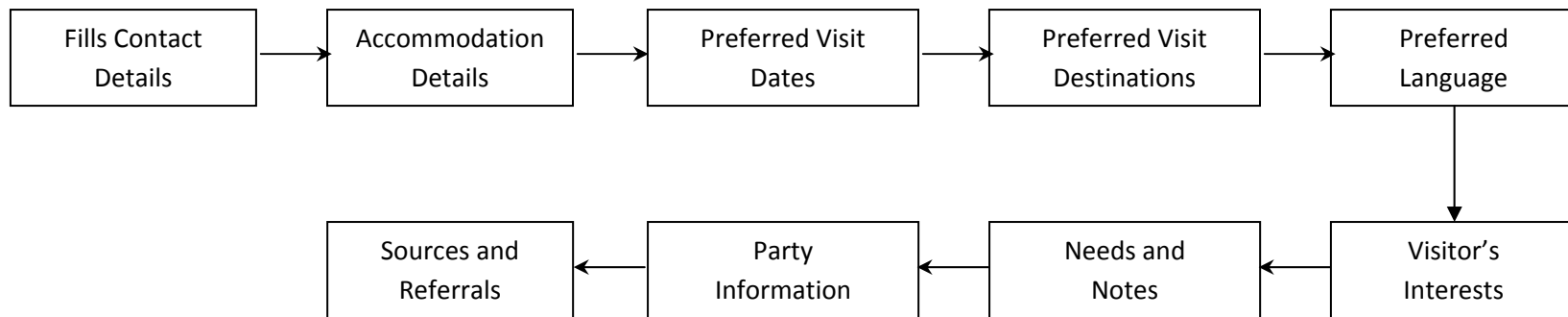


# Feature, Functionality Requirement Document

## BIG APPLE GREETERS



### Visitors Details

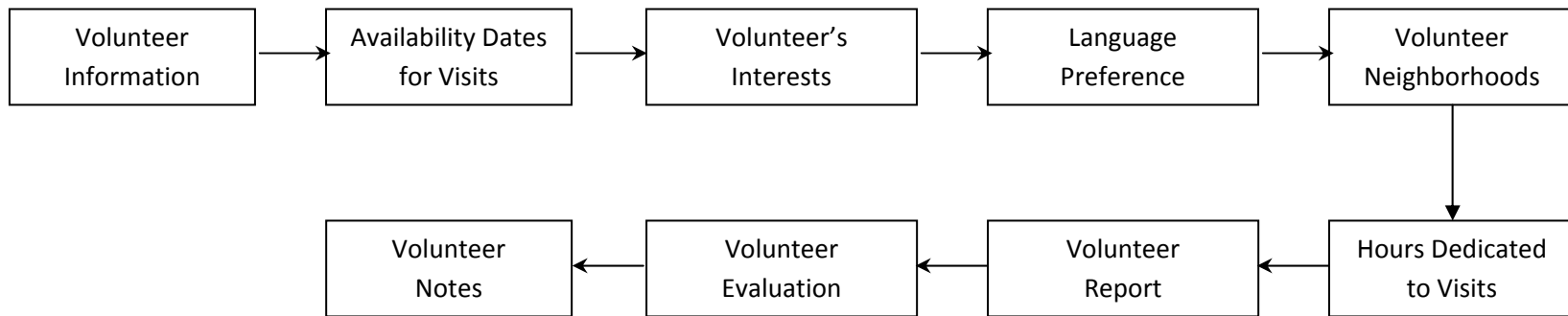


# Feature, Functionality Requirement Document

## BIG APPLE GREETERS



### Volunteer Details

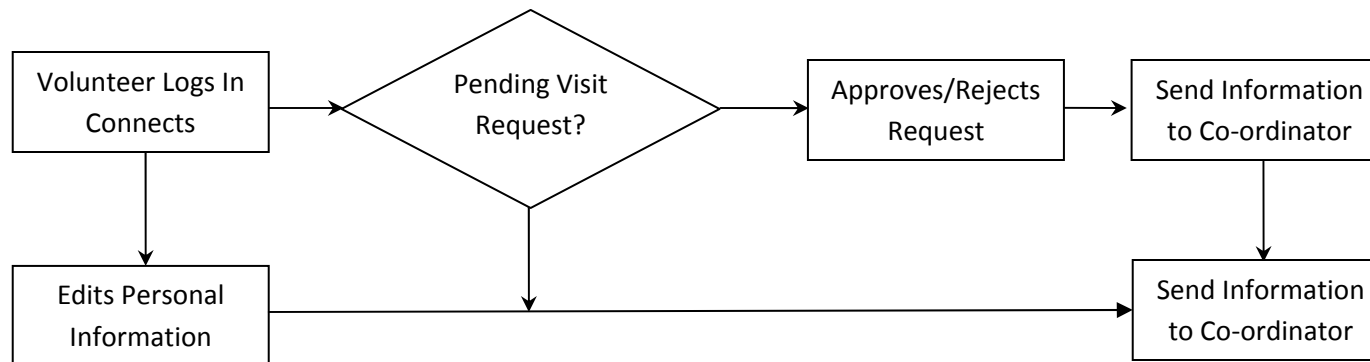


## Feature, Functionality Requirement Document

### BIG APPLE GREETERS



### Visit Confirmation From Volunteer:



# Feature, Functionality Requirement Document

## BIG APPLE GREETERS



### Detailed Database Requirements

As based on screen shots supplied to Pace University by Big Apple Greeter

Module	Requirement
<b>Greeter Information</b>	adding cell # field to contact info table
	adding office volunteer field to contact info table
	accepting special chars for name field
	adding fields - donation, province (wrt canada), source of contact, first visit (Y/N), hotel reservation conf #
	expand length of email n phone field
	add fields for explanation of cancellation

Module	Requirement
<b>Contact list</b>	add date of contact field

Module	Requirement
<b>Accommodation</b>	phone # field long in privates residence
	add field for cell n email
	populate accommodation field from Web request
	add hotel conf # to Web request form

Module	Requirement
<b>Private residence</b>	add field for cell #

Module	Requirement
--------	-------------

# Feature, Functionality Requirement Document

## BIG APPLE GREETERS



<b>Party Info</b>	Doesn't need disability field
-------------------	-------------------------------

<b>Module</b>	<b>Requirement</b>
<b>Sources and Referrals</b>	"Referred to" field not used so delete it from db

<b>Module</b>	<b>Requirement</b>
<b>Find greeter</b>	Add last contact date

<b>Module</b>	<b>Requirement</b>
<b>Sources and Referrals</b>	increase capacity of greeter email address
	add field for cell phone n donation

<b>Module</b>	<b>Requirement</b>
<b>Visitor confirmation</b>	confirmation at hotel lobby
	default: inst to call greeter upon arrival in NY
	automatically print default message added to SCHEDULED screen in MEETING LOCATOIN box

<b>Module</b>	<b>Requirement</b>
<b>Volunteer information</b>	add cell # field
	increase length of field for email address

<b>Module</b>	<b>Requirement</b>
---------------	--------------------

## Feature, Functionality Requirement Document

### BIG APPLE GREETERS



<b>Volunteer availability</b>	Specific availability unwanted
	Specific unavailability unwanted

<b>Module</b>	<b>Requirement</b>
<b>Volunteer Interests</b>	Add: culture, museums, travel, gardening, bars, night clubs, flea markets

<b>Module</b>	<b>Requirement</b>
<b>Neighborhoods</b>	add : Manhattan and Meat packing district

<b>Module</b>	<b>Requirement</b>
<b>Contact list</b>	add field of coordinator scheduling visit & field for cell #

### *User Interface Requirements*

<b>Module</b>	<b>Report Name</b>
<b>Contact Information</b>	make country default "Blank" instead of "Canada"
	emailing visitor directly from this module
	display visit number on visit confirmation
	increase greeter address capacity
	country list doesn't show all countries

<b>Module</b>	<b>Report Name</b>
<b>Contact List</b>	sorting date in order of contact date
	detect n delete duplicate records

## Feature, Functionality Requirement Document

### BIG APPLE GREETERS



	remove scheduled status from default opening screen
	show effective date for pending status n sort in date
	visit comes off the list when deleted by any coordinator
	increasing screen size
	remove scheduled status from default in visit list option

Module	Report Name
accommodation	show how reservation is made
	Web request form to have an option: hotel or pvt residence

Module	Report Name
Day trip	delete screen or develop new for permanent info

Module	Report Name
Visit date	fill in check in n check out time
	fill in arrival time

Module	Report Name
Visit destination	scrolling is very time consuming
	prefer to type
	we recommend: drop down menu

Module	Report Name
--------	-------------

# Feature, Functionality Requirement Document

## BIG APPLE GREETERS



<b>language</b>	if English acceptable then don't ask for additional language
-----------------	--

<b>Module</b>	<b>Report Name</b>
<b>Needs and notes</b>	Increase screen size

<b>Module</b>	<b>Report Name</b>
<b>Party information</b>	Doesn't need disability box

<b>Module</b>	<b>Report Name</b>
<b>Referrals and sources</b>	"Referred to" not used so discard from development

<b>Module</b>	<b>Report Name</b>
<b>Find greeter</b>	Add last contact date

<b>Module</b>	<b>Report Name</b>
<b>Contact greeter</b>	darken greeter name & telephone
	return to the record of the greeter
	indicating whether greeter called or volunteer called

<b>Module</b>	<b>Report Name</b>
<b>Greeter confirmation</b>	screen to print envelop with greeter address n name

# Feature, Functionality Requirement Document

## BIG APPLE GREETERS



<b>Module</b>	<b>Report Name</b>
<b>Scheduled visit</b>	default value : hotel lobby
	coordinator ensures areas to be visited

<b>Module</b>	<b>Report Name</b>
<b>Unlock visit</b>	Too slow

<b>Module</b>	<b>Report Name</b>
<b>Greeter list</b>	Some coordinators wants some greeters removed

<b>Module</b>	<b>Report Name</b>
<b>Login screen</b>	As per our standards and convention

<b>Module</b>	<b>Report Name</b>
<b>Languages</b>	Easier way to find languages

<b>Module</b>	<b>Report Name</b>
<b>Contact list</b>	Validate US zip code

<b>Module</b>	<b>Report Name</b>
<b>Neighborhood</b>	Matches that which is stored in connects db

<b>Module</b>	<b>Report Name</b>
<b>Notes</b>	Increase window size

**Feature, Functionality Requirement Document**  
**BIG APPLE GREETERS**



<b>Module</b>	<b>Report Name</b>
<b>Reports</b>	Reorder both functions

<b>Module</b>	<b>Report Name</b>
<b>Evaluation</b>	Screen doesn't function

<b>Module</b>	<b>Report Name</b>
<b>Hours</b>	change sort order to descending
	enable add/edit hours
	dates should be completely displayed