

## Functional

The three main components of the project are: the website to interact with customers, the mechanism to send greeting cards to phones (the MMS component), and the database to store pertinent information used by both the website and MMS component. All greeting cards are provided and created by the client.

### *Website*

The website must allow users to select an image from a Greeting Card Gallery or a temporary Free Greetings section. The Free Greetings section is a small, temporary collection of cards that are free for anyone to send. The Gallery is a larger collection that requires users to subscribe and pay a monthly fee in order to send greetings (although unsubscribed users may *view* the Gallery). Additionally, subscribed users may schedule cards to be sent at a future time -- delayed delivery. The website will have the following pages:

- Home Page
  - Non-Logged In Home - This page will have text areas, data fields, a Free Greetings Gallery of approximately 5 small and large images, and a captcha spam filter.
  - Customer Home - This page will show a customer-oriented version of Home. Customers will be able to see their personal info, order history, the Customer Gallery, and a My Cart. Users must have subscribed and logged in to see the Customer Home.
- Subscribe Page - This page will be used to register and provide relevant data, including their name, email, charity of choice, and PayPal or credit card information. The Subscribe page will have a captcha spam filter.
- My Cart - This page will show current subscription information and the cards which are scheduled to be sent.
- FAQs - This page will show a list of Frequently Asked Questions.
- Gallery - This page will show approximately 100-200 small and large image icons and will have a search feature. The images will be provided by the client.
  - View-Only Gallery - This page will allow users who are not subscribed or logged in to see the images from the Gallery, but not allow images to be sent. Images will have an on-image watermark to discourage theft.
  - Customer Gallery - Only subscribed and logged in customers will be able to view non-watermarked images and send them. The Customer Gallery will include data fields to use to send images and a captcha spam filter. This is part of the Customer Home page.
- Phone Requirements - This page will describe what phones can and cannot be used with the site.
- Privacy Policy - This page will describe the privacy policy regarding personal information.
- Subscription Plans - This page will describe different subscription plans.

- Log-in - This page or section of the Non-Logged In Home page will provide data fields for the user to securely log in.

The website will:

- Provide navigation bars on all pages of the website.
- Use SEO (Search Engine Optimized) tactics.
- Automatically send emails to customers to:
  - confirm account creation.
  - confirm delivery of Greeting Cards.
  - remind of account renewal.
- Allow the Free Greetings to be changed by a Site Manager.
- Allow new Greeting Cards to be uploaded by a Site Manager.
- Allow additional text to be added by the user before the text card is sent.
- Interface with the database.

#### *Database*

The database will:

- Store user account information.
- Store Greeting Card information.
- Have a time-delay/scheduling mechanism to facilitate delayed card delivery
- Interface with the MMS Component

#### *MMS Component*

The MMS Component will:

- Send the Greeting Cards to recipients' phones.
- Confirm delivery of Greeting Cards.
- Interface with the database.