

F U N C T I O N A L R E Q U I R E M E N T S

USO.org

Give Back 10

Version: 1.0

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Document Revision Log

Revision #	Revision Date	Name	Description/Impact to Document
0.1	09/28/10	Sonya E. Witt	Initial Draft

1. Purpose

The purpose of this document is to capture and communicate the functional requirements for the USO.org Give Back 10 initiative. Functional requirements focus on the behavior of the system as opposed to the implementation of the system.

2. Overview

The Give Back 10 program, due to launch around October 10, 2010 (10/10/10) is a viral campaign encouraging participants to dedicate time, effort, and energy to increase individual understanding, participation, service and support to the Wounded Warrior program. Conceptually, participants will Take 10 minutes to read a brief excerpt about the program, Tell 10 friends about the program, and Give as little as \$10 to the program. Social networking links and functionality, as well as email, will be utilized for the Tell 10 portion of the initiative.

Initially, an interim, scaled-down version of the site will be launched with minimum functionality, utilizing the existing USO.org look and feel. Requirements are noted with an "F" for the full microsite, an "I" for the interim microsite, and both an "F" and an "I" when a feature appears on both.

3. Assumptions

An assumption is the acknowledgement that specific business rules, processes, and/or system functionality will/will not be impacted by this effort.

- Due to the age of the target audience, COPPA/CARU compliance is not anticipated for this microsite.

4. Business Rules

A rule is a policy or condition that must be enforced (manually or systematically).

- The Give Back 10 initiative will reside within the *Act Now* section of the USO.org site.
- The "Donate" link within the USO.org main navigation will direct users to the Give Back 10 donate page rather than the usual USO.org donate page.

5. Functional Requirements

5.1 Landing Page

Create a USO.org microsite with a look and feel that is consistent with the USO.org main site, including the main navigational elements, that is appealing to the target audience.

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| 5.1.1 | Provide a look and feel that is consistent with the USO.org brand by using USO.org brand assets. | F/I |
| 5.1.2 | Provide an area for the USO Give Back 10 logo and copy. | F |
| 5.1.3 | Provide an area for rotating images/text with accompanying thumbnails for: <ol style="list-style-type: none">1. Mission statement2. Take3. Tell4. Give | F |
| 5.1.4 | Allow users to select any particular image within the rotating images to view in the main image area. | F |
| 5.1.5 | Display navigational call to action (CTAs) links. <i>See "Navigation" requirements.</i> | F/I |
| 5.1.6 | Display a prominent "Give Now" CTA. | F/I |
| 5.1.7 | Display a dynamic image ("thermometer") indicating the total number of people reached. <ol style="list-style-type: none">1. Set a parameter for the number of stars per the number of people reached, maintaining a balance between reasonable representation of current involvement and visually indicating more involvement is needed. | F/I |
| 5.1.8 | Display informational copy briefly describing the Give Back 10 program. | F/I |
| 5.1.9 | Display right-side navigation area. <i>See "Navigation" requirements.</i> | F |
| 5.1.10 | Display left-side navigation area. <i>See "Navigation" requirements.</i> | I |

5.2 Navigation

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| 5.2.1 | Display the USO.org main navigational elements, including the utility navigational element, header, and footer elements, with the exception of the Donate link, which will link to a dedicated Give Back 10 donation page. | F/I |
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Landing Page

- 5.2.2 Display the following on-page navigational elements for the full microsite: F
1. Take 10, Learn How
 2. Tell 10, Tell Your Friends,
 3. Give 10, Give Now
 4. Give Now
 5. About Give Back 10 (within the rotating image)
 6. Sign the banner
 7. Learn more about the banner and how to sign
 8. Facebook link
 9. Twitter link
- 5.2.3 Display the following on-page navigational elements for the interim microsite: I
1. Take 10, Learn How
 2. Tell 10, Tell Your Friends,
 3. Give 10, Give Now
 4. Give Now
- (Left-side navigation)
5. Donate
 6. Get Involved
 7. Become a Partner
 8. Our Partners
 9. Share your story
- 5.2.4 The Take, Tell, Give CTAs and navigation must be available on every Give Back 10 microsite page. F/I
- 5.2.5 Right-side navigational elements include: F
1. Banner/Wall
 2. Add a Badge/Widget
- 5.2.6 Right-side navigational elements will be available on every Give Back 10 microsite page, except the Tell 10 page. F

Give 10 & Take 10 Pages

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| 5.2.7 | Provide an area for left-side navigation containing: <ol style="list-style-type: none">1. Donate2. Get Involved3. Become a Partner4. Our Partners5. Share Your Story | I |
| 5.2.8 | Provide an area for left-side navigation containing: <ol style="list-style-type: none">1. Take 102. Tell 103. Give 104. About Give Back 10 | F |

5.3 Right-side Non-navigational Elements

Landing, Take 10, and Give 10 full microsite pages only.

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| 5.3.1 | Display a clickable image of the Banner/Wall. When selected, the user will be directed to the Banner/Wall page. <i>See "Banner" requirements.</i> | F |
| 5.3.2 | Stay informed elements: <ol style="list-style-type: none">1. Email sign up<ol style="list-style-type: none">a. Allow a user to enter his/her email address for the USO.org email signup.<ol style="list-style-type: none">i. When a user submits an email address for the USO.org email signup, validate the email address format;ii. Display a thank you message in place of the email address textbox and submit button.2. Social Icons/Links<ol style="list-style-type: none">a. USO.org Facebook pageb. USO.org Twitter page | F |
| 5.3.3 | Display an area containing user quotes. <ol style="list-style-type: none">1. Quotes will be supplied by the USO.2. The quote changes on page refresh.3. Quotes will be edited by the content editor.4. Quotes will be randomized.5. A maximum of 10 quotes will be utilized. | F |

5.4 Take 10

Define the “why” of the initiative and provide site visitors with the necessary information to get involved with Give Back 10. Selecting this link directs the user to a new page.

- 5.4.1 Display a video container allowing users to view a video related to the Wounded Warrior Give Back 10 program. (Note: same functionality as used on the Video Gallery pages.) F/I
- 5.4.2 Display copy explaining the purpose of the Give Back 10 program.
- 5.4.3 Display social networking links as a means to follow the USO. F/I
- 5.4.4 Display link for downloadable widget. *See “Widget” requirements.* F

5.5 Tell 10

Encourage users to get involved by telling at least 10 friends about the program. Selecting this link directs the user to a new page.

- 5.5.1 Right-side navigation on this page is replaced with large social networking and share icons. F/I
 1. Facebook Like or Share
 2. Twitter
 3. Share Tool (multiple social networking tools, same functionality on the USO.org site represented as Share.)
 4. Get the Widget
- 5.5.2 This page initially displays textboxes for email address input by the user; user may select to share with friends through any of the social networking tools in lieu of or in addition to submitting email addresses. F/I
- 5.5.3 Provide the ability for users to enter his/her email address to serve as the “From” portion of the email. F/I
- 5.5.4 Provide the ability for users to enter 10 email addresses. F/I
 1. Validate email addresses as valid email address formats.
 2. Validate that only one email address per textbox has been entered.
 3. Detect/prevent inorganic traffic, e.g., honeypot.

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- 5.5.5 When a user submits email addresses, send a Give Back 10 email to each of the recipients given by the user. F/I
1. MarketNet to supply subject line and message body.
 2. Email subject line and message body is not editable by the user. (Note: content must contain links to get the email recipient to go to the Give Back 10 microsite.)
 3. Display a thank you message in place of the email textboxes.
 4. Capture and save submitted email addresses for addition to the USO.org email list. (Note: cannot be extracted at the time of implementation, but will be available later.)
 5. A 3rd party provider will be utilized for the emails.
- 5.5.6 When a user selects to share with friends via Facebook, implement the default Facebook share functionality, allowing a user to post a message on his/her Facebook page for the Give Back 10 program. F/I
1. Default messaging to be supplied by MarketNet.
 2. Use the Give Back 10 badge/widget as the Thumbnail image.
 3. The Facebook icon utilizes the Share functionality.
- 5.5.7 When a user selects Facebook Like, implement the default Facebook Like functionality, allowing the USO.org's posts to appear in the user's Facebook newsfeed. F/I
- 5.5.8 When a user selects to share with friends via Twitter, implement the default Twitter post functionality, allowing a user to submit a tweet through his/her Twitter account for the Give Back 10 program. F/I
1. Default messaging to be supplied by MarketNet.
 2. Default link to the Give Back 10 landing page required.
 3. Append the USO.org Give Back 10 hash tag to the tweet.
 4. The Twitter icon utilizes the tweet functionality.
- 5.5.9 When a user hovers over the Share Tool, other available social networking icons are revealed. (Note: same functionality as the Share tool on the main USO.org site.)

5.6 Give 10

Encourage users to get involved by donating \$10 or more to the program. Selecting this link directs the user to a new page.

- 5.6.1 When the user selects the Give 10 link, redirect the user to a dedicated Give Back 10 donation page. F/I
1. Using default USO.org donation functionality, allow the user to donate to the Wounded Warrior program.
 2. No links should appear on the donation page to distract the user from completing the donation.
- 5.6.2 Upon successful completion of a donation, display a thank you page containing: F/I
1. A thank you message;
 2. A prominent link to the Take 10 page;
 3. A prominent link to the Tell 10 page;
 4. A link to share the user's donation via Facebook; and
 5. A link to tweet about the user's donation.
- 5.6.3 When a user selects the tweet link, include F/I
1. Default copy;
 2. Default Give Back 10 landing page link; and
 3. The USO.org Give Back 10 hash tag.
- 5.6.4 When a user shares his/her donation via Facebook, include F/I
1. Default copy; and
 2. Thumbnail image of the Give Back 10 badge/widget.

5.7 Banner/Wall

When a user selects to sign the wall or banner, direct the user to a separate page. Note: The banner/wall is essentially a wall without messages.

- 5.7.1 Provide the ability for a user to sign the banner by allowing the entry of the user's name and email address. The form will be on the top of the page with the wall/banner under the form. F
1. Name is mandatory and will be displayed as entered.
 2. City, ST and Country are optional and will be displayed as entered.
 3. Email address is optional.
 4. Validate the data to ensure inappropriate language is not displayed on the site.

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| 5.7.2 | If the user provides an email address, his/her email address will be added to the USO.org email signup list. (Note: cannot be extracted at the time of implementation, but will be available later.) | F |
| 5.7.3 | Upon successful submission, display the Banner/Wall showing the user his/her name on the Banner/Wall. | F |

5.8 Widget

Tools allowing a user to prominently promote the Give Back 10 program on his/her website. (Note: this is not an Ektron widget.)

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| 5.8.1 | Display copy describing the purpose and use of the widget, and instructions for embedding the widget on a web page. | F/I |
| 5.8.2 | Display images of the widget demonstrating how the widget will appear on a user's page. | F/I |
| 5.8.3 | Display the embeddable code for each widget. | F/I |
| 5.8.4 | Widget dimension: <ol style="list-style-type: none">1. Flash: 300px or less.2. Non-flash:<ol style="list-style-type: none">a. 200 x 200b. 180 x 150c. 125 x 125d. 234 x 60 | |

5.9 About Give Back 10

A basic informational About page for the Wounded Warrior Give Back 10 program.

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| 5.9.1 | Display copy describing the purpose and goals of the Give Back 10 program. | F/I |
| 5.9.2 | Provide links to the Take 10, Tell 10, and Give 10 pages. | |

5.10 USO.org Facebook Give Back 10 Tab

This is an additional tab on the USO.org's Facebook page to promote the Give Back 10 program. (Note: pending verification, this may be built by another company.)

- 5.10.1 Display copy giving an overview of the Give Back 10 program.
- 5.10.2 Display the dynamic thermometer on the page using the appropriate dimensions to fit within the Facebook page.
- 5.10.3 Display links/call outs to the Give Back 10 program:
 - 1. Take 10 page;
 - 2. Tell 10 page;
 - 3. Give 10 page.

5.11 Ethical, Legal, and Regulatory

The following compliance responsibilities regarding ethics, laws, and regulations apply to this project.

- 5.11.1 Provide a link to the USO.org privacy policy. F/I
- 5.11.2 Comply with the US CAN_SPAM Act of 2003. F/I
- 5.11.3 Comply with the US FCC Order 04-194. F/I
 - 1. Prompt consumers for an alternative email address if its use is restricted by FCC Order 04-194 regarding Mobile Service Commercial Messages (MSCM).

6. References

Provide any documents that supplement and supply additional detail regarding the solution requirements.

Date	Document
09/20/10	GiveBack 10 Copy Deck.docx
09/22/10	USO-GiveBack10-Sitemap.pdf

7. Signatures

Title	Name	Date
Client		
Marketnet		