Statement of Purpose

Pound Cake is a cosmetics company centered around a platform of providing cruelty-free, quality color cosmetics for consumers of all skin types and tones. The organization consists of CEO and founder Camille Bell and her partner, Jonathan Velazquez. The company attends regional cosmetics networking events to gather feedback and introduce the concept/product. Pound Cake is starting their collection with one lipstick product offering in five colors.

The company is establishing its online presence and currently utilizes a wordpress webpage to collect community and consumer emails. Jonathan Velazquez claims that Pound Cake's target audience is active on their facebook page and other social media, therefore they will focus their marketing efforts on these platforms. Due to their interests in social issues and community outreach, Pound Cake seeks to develop an educational platform that will allow people to learn more about the company and their offered products, and provide an interactive space for customers, community members, and employees alike. Pound Cake envisions the educational platform to include a community driven forum page linked to their main website that would provide a safe place for people of all backgrounds and colors to discuss their opinions on a multitude of topics. He would also like to include a live streaming option which would allow people to see makeup tutorials in real time and interact with current streamers. Ultimately, attracting users to the Pound Cake community site will not only create user engagement, but will establish a loyal customer base of repeat buyers.

Pound Cake seeks to create an interactive, niche community and customer base by establishing web and mobile tools to educate visitors on current social issues and provide a medium for discussion. Pound Cake sees an opportunity to establish loyal following, and increase cosmetics sales. They believe the use of social media and email marketing will be the best tools to facilitate such a site. The company recognizes the need to acquire a loyal user base necessary for a successful educational platform, and is actively researching methods to facilitate a following.

Objectives:

- Provide a community forum page on the website within 3 months of website release.
- Connect with 3 different community organizations involved in social issues within 3 months of forum implementation.
- Network with 100 people sharing the brand's social views within 6 months of product and website release.
- Connect with 5 YouTube influencers and discuss possibility of hosting event live streams within a year of website release.
- Acquire an 500 active site users on the education platform before sales begin.
- Have 60,000 website visitors within 6 months of launching the website.
- Get 2500 engaging followers across social media channels.

Risks:

Project Risk	Probability	Risk Response	Impact
There is not a large enough market of cosmetics users interested in social issues	Medium	Research and expand knowledge of various social issues to reach a larger array of potential customers	High
Community website does not garner enough attention	High	Utilize social media and digital marketing strategies to create traffic	High

Business Risk	Probability	Risk Response	Impact
Cannot find supplier to create quality, $20 lipstick	Low	Research ethical suppliers and negotiate prices	Medium
Too much competition drives PC out of business	High	Differentiating product enough to capture niche market share	High

Assumptions:

- Colored women and men are the primary target for Pound Cake's initial offering
- The target customers have same values as the team.
- The Pound Cake customer segment is vocal interactive on social issues.
- There is a demand for educational dialogue.

Constraints:

- Community site must be linked to web store
- OEM cosmetics must be made with ethical materials and labor
- The educational tool that enables Pound Cake community to interact and dialog to only values that coincide with Pound Cake's values

Business Rules
think! Pound Cake

Business Rules That Govern Data

BR 1 - A username must be between 6 to 10 characters long.

BR 2 - A password must be 6 to 12 characters long and have at least one capital letter and a number.

BR 3 - Prospective writers submission under the write for us requires all the the following fields to submit an article:

- Article Title (45 characters max)   - Article Topics (255 characters max)
- Article Description (255 characters max)   - Article Image (PNG or JPEG)
- Article Attachment (PDF or WordDoc)   - Article Date_sub (mm/dd/yyyy)

BR 4 - All of the fields must be collected to for contributors to sign up for Write for us**.**

- First Name (45 characters max)   - Image (PNG or JPEG)
- Last Name (45 characters max)   - Biography (255 characters)
- Email Address (45 characters max)

BR 5 - All email address must be validated for valid domain address "@_____.com"

- @yahoo.com
- @gmail.com
- @aol.com

Business Rules That Govern Process

BR 6 - A user can not sign up for the write for us with the same email address twice.

BR 7 - All submitted articles must be reviewed by PoundCake moderator within 48 hours of submission.

BR 8 - A email notification is sent to the author of article when a moderator approves or disapproves submitted article.

BR 9 - Users must be logged in through facebook to comment on article

BR 10 - Each article posting is specifically designated with an education symbol or community symbol.

BR 11 - To comment on articles users must be logged in through facebook to comment on article.

BR 12 - Trending articles must change every 2 days after being posted/approval.

BR 13 - A confirmation email is sent to Write For Us contributor upon successful submission of an article.

BR 14 - A story must be removed after 3 weeks from being posted.

BR 15 - A moderator must approve 7 user contributed articles per week

BR 16 - Only filtered and positive comments on articles will be posted on to the comments section.

BR 17 - An approved article must meet these basic three needs

1. It's from the contributors voice
2. It's not plagiarized or posted anywhere else
3. Story has been authenticated

BR 18 - The term of the day is changed every day at midnight.

BR 19 - An author has the option to edit their article submission if it has not been reviewed by a moderator.
BR 20 - To gain access to article submission page users must login or sign up.
BR 21 - An administrator must check analytics dashboard every day to see which topics are trending and approve at least three user stories relating to that topic.
BR 22 - All articles must track the following matrixes.
- Number of visitors per day
- Number of Shares per day
- Amount of time visitor spent on article page

BR 23 - All the follower visitor demographic information must be tracked and stored
- Visitor geographic location
- Visitors duration of time on website
- Visitors number of clicks
- Visitors track to website (How they got there)
  - Google, Direct Link, Facebook, Advertise, Pound Cake's ecommerce site

BR 24 - All admins must login in via a backend url with an assigned username & password

Use Case Template

Project Name: Education Platform

Project ID: 1

Executive Sponsor: Temple University

Project Manager: Oscar Zhang, Will Wang

Business Analyst: Sean Doyle, Parth Patel, Stephen Huh, Chaimaa Elmalhi, Frank Tkachenko

Write For Pound Cake

Use Case(s)

Use Case ID:	UC-1		
Use Case Name:	Write for Pound Cake		
Created By:	Team J	Last Updated By:	
Date Created:	4/20/2017	Last Revision Date:	4/23/2017
Actors:	Writer, Administrator		
Description:	Allows customer/writer to be able to share their voices on the website and request for an approval for an article submission.		
Trigger:	Click on "Write for Us" on top menu		
Preconditions:	1. Must have an account with think Pound Cake 2. Article title, article, article description, topic must be provided		
Postconditions:	1. Must wait within a time frame for article to be accepted 2. Article request is submitted in the system 3. Denied articles will be notified and reason why		
Normal Flow:	1. Customer enters think Pound Cake site 2. Customer clicks on Write For Us tab 3. Customer will be proceeded to introduction description page 4. Customer clicks begin 5. Prompted to login 6. Customer enters email and password		

	7. System allows access to entry 8. Customer is requested to provide article title, article, article description, topic 9. Submit button is pressed 10. Confirmation page is provided to customer
Variations: **[Alternative Flow 1 – Not in Network]**	5b. In step 5 of the normal flow, if the customer is not in the sites system 1. System will prompt customer to sign up 2. Customer fill in the form page 3. Submit button is clicked 4. Use Case resumes on step 6 of normal flow
Exceptions:	5a. In step 5 of the normal flow, if the customer is not in the sites system 1. System will prompt a valid username must be displayed 2. Customer enters correct login ID 3. Use Case resumes on step 6

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Article View

Use Case(s)

Use Case ID:	UC-2
Use Case Name:	View articles

Created By:	Team J	**Last Updated By:**	
Date Created:	4/26	**Last Revision Date:**	4/29

Actors:	Customer
Description:	Customer can view articles posted by Pound Cake on the website. The reader can view multiple of articles provided and informs the reader of current social topics and relatable stories.
Trigger:	Customer desires to learn more about Pound cake and their views. The customer also is curious on current social topics and goes to research more about it.
Preconditions:	1. Article and word of the day are presented on the webpage
Postconditions:	1. Reader can view the articles on the listed page with various topics 2. Reader is able to view words of the day and learn more about them.
Normal Flow:	1. Customer click Think Pound Cake 2. Customer clicks education 3. Customer clicks article by Pound Cake
Variations: **[Alternative Flow 1 – Not in Network]**	Alternative 1 1. customer clicks term of the day 2. customer clicks articles related to term of the day Alternative 2 1. Customer searches keyword 2. Customer clicks article photograph 3. Customer lands on the article page they chose.
Exceptions:	1. In step 1 of the normal work flow, if site is broken 1. Customer will see the site is under maintenance

| | 3. In step 3 of the normal flow, if the article is taken down |
| | 1. Customer will see "article is being reviewed now." |

Use Case Template

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Project ID: 1

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Business Analyst: Sean Doyle, Parth Patel, Stephen Huh, Chaimaa Elmalhi, Frank Tkachenko

Sharing Social Media

Use Case(s)

Use Case ID:	UC-3		
Use Case Name:	Sharing on Social Media		
Created By:	Team J	Last Updated By:	

Date Created:		**Last Revision Date:**	
Actors:	The customer Social Media Platforms		
Description:	Customer shares article on social media		
Trigger:	Click on social media icon		
Preconditions:	1. Customer has a social media account 2. Articles can be found on the website		
Postconditions:	1. Comments are reviewed for moderating 2. Article is published on social media		
Normal Flow:	1. Customer clicks think pound cake 2. Customer clicks into an article 3. Social media platform is chosen 4. Login to selected social media 5. Click post to share		
Variations: **[Alternative Flow 1 – Not in Network]**	4. In step 4 of the normal flow, if social media button is not available 1. Customer copies link of the article site 2. Customer past the link on their social media 3. Use Case resumes on step 5		
Exceptions:	4a. In step 4 of the normal flow, if the customer enters an invalid login 1. Error to customer to re-enter login 2. Customer enters valid login 3. Use Case resumes on step 5 of normal flow		

Use Case Template

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Business Analyst: Sean Doyle, Parth Patel, Stephen Huh, Chaimaa Elmalhi, Frank Tkachenko

View Dashboard

Use Case(s)

Use Case ID:	UC-4		
Use Case Name:	View Dashboard		
Created By:	Team J	**Last Updated By:**	
Date Created:	4/26/2017	**Last Revision Date:**	4/29/2017
Actors:	Administrator		
Description:	Administrator logins in to see dashboard and is able to view many different types of analytics. Administrators are able to review articles and change aspects of the site through the dashboard.		
Trigger:	Click Login as admin		
Preconditions:	1. Must have access to dashboard 2. Be internal employee of the company		
Postconditions:	1. Reviews Analysis		

	2. Access to control panel of website 3. Review submitted articles 4. Change word of the day 5. Add topics
Normal Flow:	1. Viewer Logs in 2. Administrator enters user and password 3. Clicks dashboard option 4. Brought to admin home 5. Clicks on dashboard 6. Admin clicks analytics 7. Click analytics for in-depth view stories/visitors
Variations: **[Alternative Flow 1 – Not in Network]**	1. In step of the normal flow, if the admin click article 2. Pending article page in loaded 3. Admin reviews the article 4. Clicks either approve or deny
Exceptions:	1a. In step 1 of the normal flow, if the Viewer is not an admin 1. Login is denied 2. Message to login is with valid ID 3. Admin logins in using valid ID 4. 2Use Case resumes on step 3 of normal flow

Use Case Template

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Project ID: 1

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Business Analyst: Sean Doyle, Parth Patel, Stephen Huh, Chaimaa Elmalhi, Frank Tkachenko

Article Approval

Use Case(s)

Use Case ID:	UC-5		
Use Case Name:	Article Approval		
Created By:		**Last Updated By:**	
Date Created:		**Last Revision Date:**	
Actors:	Backend Admin, User, System		
Description:	Admin approves/disapproves the user article		
Trigger:	Admin clicks to approve or disapprove		
Preconditions:	[List any activities that must take place, or any conditions that must be true, before the use case can be started. Number each pre-condition. e.g. 1. User is registered or had filled out sign up information 2. Article submitted meets topic criteria.		
Postconditions:	[Describe the state of the system at the conclusion of the use case execution. Should include both *minimal guarantees* (what must happen even if the actor's goal is not achieved) and the *success guarantees* (what happens when the actor's goal is achieved. Number each post-condition. e.g. 1. User gets the article approved/disapproved 2. A change to the system is made in regards to article being processed		
Normal Flow:	[Provide a detailed description of the user actions and system responses that will take place during execution of the use case under **normal, expected** conditions. This dialog sequence will ultimately lead to accomplishing the goal stated in the use case name and description. 1. Admin logs into backend 2. Choses the first article from the list of submitted articles 3. Opens the article and validates the information 4. Checks to see for validation (to post/or not to post) 5. Chose to approve article or disapprove the article 6. Post the article when its approved 7. System send email to author that the article about decision(approval/disapproval)		
Variations: **[Alternative Flow 1 – Not in Network]**	[Document **legitimate** branches from the main flow to handle special conditions (also known as extensions). For each alternative flow reference the branching step number of the normal flow and the condition which must be true in order for this extension to be executed. e.g. Alternative flows in the *Withdraw Cash* transaction: 1. Choses an article from list of submissions 2. Articles can be browsed by certain topics or looked from 4. In step 4 of the normal flow, if the submitting information is not valid System will send author email to provide more information or have it be disapproved		

	5. Customer declines to provide more information 6. Submitting is terminated 7. Use Case resumes on step 9 of normal flow 4a. In step 4 of the normal flow, if the submitting information is not valid System will send author email to provide more information or have it be disapproved 8. Customer provides updated information 9. Submitting is updated 10. submission is sent back into system to be reapproved.