Specification

Donate Worldwide

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Contents

Overview:

The purpose of this document is to conduct a requirements elicitation analysis for the donate worldwide charity application. The project is being sponsored by Itexus, a software development company who are planning on charging charities an annual fee which will be dependent on the size of the charity and how many people in turn use the app to visit their charity. The intended customer of this application is split into two groups, the first being charities who will use it as an M-Commerce platform for the public to donate to their cause and the second being the actual public who will be able to use the app to locate so many different charities and allow them to donate or visit said charities website.

A requirements elicitation analysis uses elicitation techniques to obtain information from stakeholders on the project that the analyst is working on. It includes a series of techniques which the analyst would conduct throughout the project timeline and at the end will analyse the results of the requirements gathering process, confirm them then communicate this information through a requirements Specification for the development team to use as a guide for designing and developing the project.

Introduction:

The name of this application is Donate Worldwide, the application allows its users to donate using the app interface to any charity of their choice at any time conveniently from their mobile phone. The reason behind the development of this application is because a lot of people don't donate to charities through traditional ways anymore. With technology improving more and more charities have found out that it is not as impactful to call people and try obtaining donations. A lot of charities have tried introducing a website button on their official website or even third-party websites such as (Cafonline.org, 2019), and (Idonate.ie, 2019), which are platforms that link with charities and allow the public to donate for particular fundraising project and or standard donations. It is no surprise considering that statistics show that more and more people prefer to donate using online systems rather that phoning in or speaking with people that fundraise on the street. According to nonprofits an online source, *"Online giving grew 12.1% in 2017." (Nonprofits Source, 2019),* which showcases that more and more people are opting to donate online for convenience sake. The ultimate goal of the application will be to raise awareness for charities and the power of donating as well as have a very diverse database of different charities from all around the world.

The projects main purpose is to elicit information from stakeholders in order to best understand what needs to be done to achieve the goals of each stakeholder so that it can be beneficial for both those that donate and for the charities or organizations fundraising on the platform. The document will conform to business analysis terminology and guidelines as found in the Business Analysis Body of Knowledge (BABOK,2013). The Project will be conducted with all stakeholders that the business analyst sees as having a crucial opinion to the success of the project. The techniques which will be used to elicit the requirements are as follows:

1. Brainstorming.
2. Document analysis.
3. Prototyping.
4. Interviews.
5. Acceptance and evaluation Criteria.

Once all of the techniques have been conducted and the requirements are gathered a list of functional and non-functional requirements will be provided for the development team to help them develop the application.

Business Need

According to the website called Non-profit source over the past few years online donations have been increasing every single year with 19.2 billion dollars in 2012 and 31 billion dollars in 2017 it is easy to see why a lot of major charities have started including donation pages on their websites. The need for this app lies in the idea of bringing all charities on a platform which will allow them to receive donations as well as advertise their cause and what they are fighting for, The need for Donate Worldwide exists because it is easier and can increase the amount of income fundraised by large charitable organizations and also those that are smaller and find it harder to promote their cause.

The charities involved will be able to continue doing traditional fundraising as the apps aim is not to replace but more to aid and reduce the workload a lot of charities have as well as making It easier for the public and honestly more convenient to donate as the hassle of being on the phone with someone can be a deterring factor for people when deciding whether they want to donate or not.

The disadvantages of both traditional methods of donating and online methods are listed below.

Disadvantages of traditional donating methods	**Disadvantages of online donations**
Long process	Depends on public to research and donate rahter than proactively pursuing donations,
Costly for companies	Certain demographics might not trust using online systems
Doners can forget about reocurring donations	Low personal connection with existing or potential doners.
Doners can be easily annoyed about phone calls being made about their donation	Hard for smaller charities as they wouldnt have such an online presence in order to receive constant donations.

It is important to note some of the disadvantages of online donations that the Donate Worldwide will hope to address. The first being low personal connection with the existing or potential doners. A theme which will be discussed in the document analysis technique is how existing online donations methods are very rudimentary and don't allow the doner to find out much about the charity they are looking at which will be an ongoing topic of discussion throughout the requirements gathering process of this project. The second disadvantage that stands out and is something that this application will hope to reduce is the fact that smaller charities or even once of fundraisers might not receive as much recognition and will find it harder to receive online donations.

Business Case

The idea around Donate Worldwide is to improve what already exists sure there are websites out there like the ones stated above that do accept a large amount of charities and it is linked with said charities donations page but what was noticed is that a lot of the websites excluded lesser known charities or even if it included some the amount were limited. As well as this most of the websites didn't include much of a description of the charity either it just had the donate button or linked you to the charity donation page on the specific charities website.

Stakeholder analysis:

Stakeholder List

- **Project manager:** The project manager will be responsible for overseeing the completion of the project, their role will be to supervise and ensure the project runs well and that there is a plan for how to complete the project in the most efficient way possible. The project manager will chair meetings with stakeholders alongside business analysts and will take notes of items discussed which will be needed to implement in the project going forward.
- **Business analyst:** The Business Analyst is brought into the project to carry out reporting, budgeting, forecasting and ensuring the projects key requirements are being met as well as report findings from elicitation gathering to stakeholders for confirmation.
- **Financial advisor:** Are used to help the project manager how to best budget the project so that they don't go over or under budget. Will meet with the project manager a handful of times and discuss progress of project and where funds are being spent.
- **Charities:** This is the end consumer. Charities really use the app once it is complete as well as have an input in the designing and implementation aspect of the application**.**
- **Project sponsor:** This is the person or group which will be sponsoring the project. Their role in this project is to provide funding advice and eventually a development team to develop said application.
- **Donors:** Donors is another example of the end user of the application. they will not be as involved in the designing of the application or the developing of it as charities are however the business analyst should meet or receive feedback on progress of project from said stakeholder.

- **Doner care department**: This Department is found in most charities it deals with They are contacting of existing donors as well as dealing with major donations from individuals or corporations to the charity. In the project the donor care departments of each charity or of multiple charities will be communicated with in order to best understand said charities approach to donations as well as the demographic of donors to the charity.
- **Telemarketing:** Deals with the fundraising and customer service of donors. The telemarketing team are crucial as they are the group that communicate with the public the most and would give a great insight to how the application should entice new donors to charities and what key phrases are used in order to successfully process a donation.
- **Street and door to door fundraising team:** Similar to telemarketing this department is also one that deals with the public on a daily basis so they should meet with business analyst to provide feedback on certain requirements that are being analysed as they would have a great insight into what the public like and don't like.
- **Software developers:** The team involved with the development and deployment of the application. The business analyst will prepare the requirements specification document which will be handed over to the developers to use as a guide. Meeting with project manager on a regular basis is also another thing the developers will do as they will give updates on the progress of the project.
- **Technical support team:** This can be split in two different teams. The first is the support team which will deal with maintenance of the app and any issues experienced by either charities or the public. The other aspect of this is the helpdesk support teams in the charities as they would be great subject matter experts (S.M.E's) as they were the ones that would have assisted with the developing of the charity website and donation page and could provide valuable technical advice.
- **Database admin:** Will be responsible in the upkeep of the back end in the application. E.g. adding new charities to the database, maintenance of existing database entries.
- **Cyber security personnel:** As the application will be accepting donations cyber security is important as donors won't want their details being made public or leaked. Cyber security personnel are SME's that will ensure the application will have top security and encryption of payment details.
- **Auditors:** Advise project managers on effective risk management methodologies to avoid any issues throughout the project.

RACI Matrix (fig 1)

RACI standing for Responsible, Accountable, Consulted and Informed is a matrix which allows a Business analyst to best understand and describe a stakeholder's position in the company and assists with creating a power influence matrix.

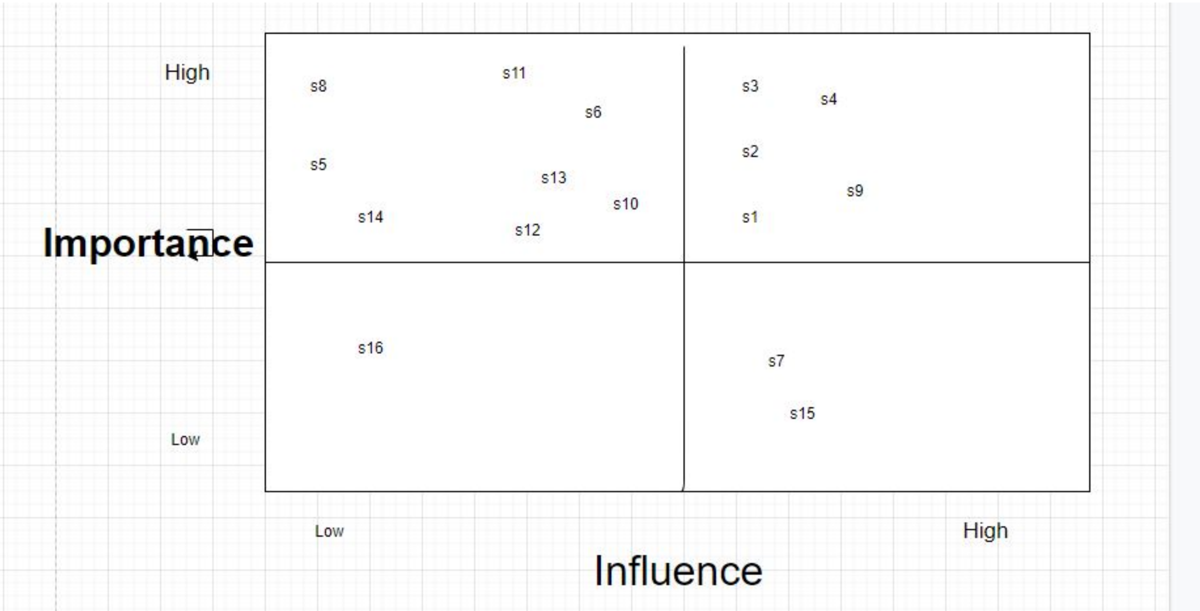
1. **Responsible:** According to (BABOK,2015) 'The person who will be performing the work on the task'. In other words, this is the person who is working on the project throughout most if not the entire duration of the project.
2. **Accountable:** This is someone who is responsible for the project and is usually the first person to receive backlash if the project isn't a successful project and or doesn't meet business need. Can be considered project sponsor but this is not always the case.
3. **Consulted:** These are people that have an understanding of topics which the business analyst doesn't such as SME's which was discussed earlier on in the document. An example for this project would be consulting with the individual charity departments that deal with donations.
4. **Informed:** These are stakeholders which don't really have an influence on how the project is run but information on the project is given to them by the project manager and or business analyst. Please find below an illustration of the RACI matrix

	A	B	C
1	Stakeholder_number	Stakeholder_name	RACI MATRIX
2			R
3	S1	Project Manager	R
4	S2	Business Analyst	C
5	S3	Financial advisors	C
6	S4	Charities	C
7	S5	Charity executives	C
8	S6	Project sponsors	A
9	S7	Doners	I
10	S8	Doner care department for each charity	C
11	S9	Telemarketing team for each charity	C
12	S10	Street and door to door fundraising team for each charity	C
13	S11	Software developers	C
14	S12	Technical support team	C
15	S13	Data Analyst	C
16	S14	Data Base Admin	C
17	S15	Cyber Security Personnel	C
18	S16	Auditors	I

Power influence matrix/ Stakeholder matrix (fig 2)

A power influence matrix or stakeholder matrix as it is referred to in BABOK analyses the influence of a stakeholder over the importance of a stakeholder. The results of this analysis is plotted on a graph and used to prepare a communication plan which will be seen below. There are four quadrants in the matrix these are;

1. High influence/High Importance.
2. High influence/ Low importance.
3. Low influence/High Importance.
4. Low Influence/ Low importance.



Requirements Elicitation Techniques:

This section of the document will look at the elicitation techniques which were conducted throughout the duration of the project. Each technique will be explained, each will have preparation, conducting the technique and finally analysing and writing up the results of the technique. This method is inspired by the method used in (BABOK,2015) which is similar as they use Inputs, Guidelines and tools and Outputs.

Document analysis:

Purpose:

The main purpose of Document analysis is to elicit information by analysing and researching available information which describes the project at hand, the environment located around the business as well as what already exists that is similar to the asset which the project will provide. According to BABOK document analysis is used by business analysts as a way to 'gather background information in order to understand the context of a business need, or it may include researching existing solutions to validate how those solutions are currently implemented.' (BABOK,2015)

For the purpose of this project document analysis was conducted for the purpose of understanding more about the charities which by the end of the project will be the clients of the application as well as the 'industry' they are in, focusing on how it works, how big it actually is, finding trends in donations and what sectors are affected most by these donations and finally researching the existing solution(s) that are implemented in relationship to a number of well-known charities in Ireland.

Preparation:

When conducting document research one of the first things that needs to be done in preparation is making sure sources used are relevant to the topic, they are current, genuine, and credible. For the purpose of this project a lot of the sources used included charity websites as well as statistics found on Statista a reliable platform which holds hundreds of statistics conducted worldwide on different aspects of business as well as science.

Identifying whether the content researched is understandable and can be explained to stakeholders if needed is another crucial step in the preparation of document analysis as a lot of research may be done on the topic and good research at that, but if the information is too bulky or complex stakeholders might not understand or even bother listening when the information is being conveyed to them.

Setting out a few questions which the Business analyst will hope to have answers to by the end of the document analysis. Some of the questions which will be answered by the end of this elicitation technique are;

- What do charities do with money fundraised?
- How much money is raised through donations on a yearly basis and what sectors are being donated to the most?
- What is the difference between a charity and a non-profit organization?
- What system is used most often by charities in order to fundraise money?
- what is the relationship between the existing systems and the intended system in the project?

Conducting technique:

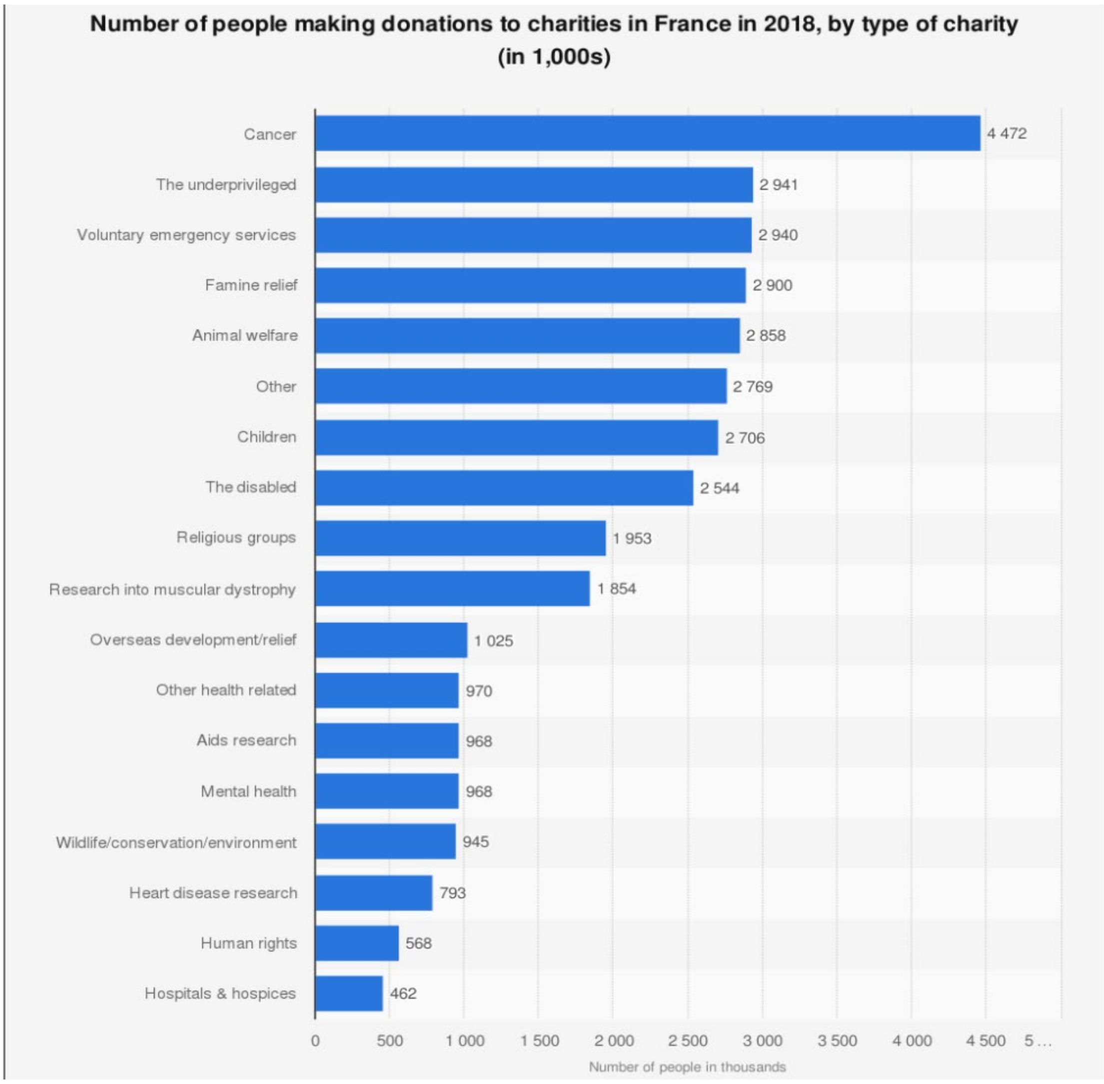
There are two things which need to be done when conducting this technique, the first is reviewing and analysing documents/websites from where the information is elicited. A review of a document or website includes; Taking notes on any information which is relative to the topic, the identification of any errors in documents or of information conflicts with other documents or is duplicated and finally making sure that any spaces or gaps in knowledge of particular aspects of the topic which isn't accessible is noted down and discussed with stakeholders as they may be able to assist.

For the project at hand some of the sources which were used in the project are websites such as Barnardos.ie, Concern Worldwide, Unicef, idonate, CAF online, nonprofitsourceonline.com and Statista. Whilst conducting this technique a website called idonate was found which had its similarities to the project at hand. Whilst researching through this website there was one thing that was very common throughout the website it lacked a lot of lesser-known charities and fundraisers. Although they had a button for registering a charity as well as donating to individual projects or fundraisers rather than a cause or charity their charity database was limited to some of the more major charities out there such as redcross, Pieta house and Jigsaw, There were many charities even larger ones such as Unicef and Concern Worldwide that weren't present as well as the fact that the website is an Irish site there were very little or none non-Irish charities. Alongside idonate another website called Charities Aid Foundation (CAF) was researched. This was very similar to idonate. Both were feature rich with CAF even having a way of monitoring where you donate and how much so you could keep track of your donations and as they say in their website 'Discover a better way to manage your charitable giving so you can make a bigger difference to your favourite causes' (CAF Charity Account | Manage Your Giving | Apply Now, 2020).

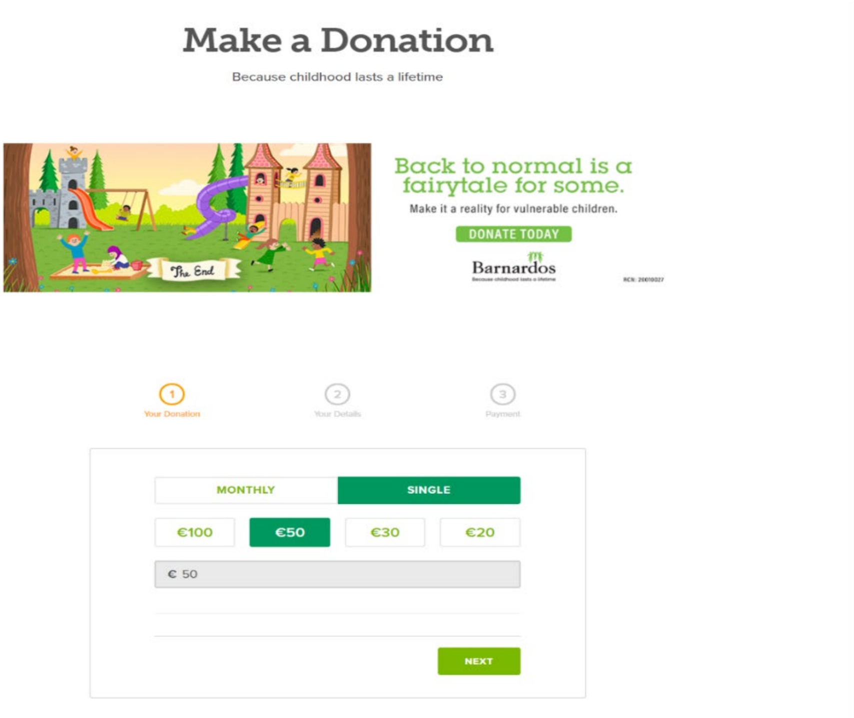
Next was researching how much money is being invested into charities and how is this money spent. First website looked at was nonprofitssource.com which stated that in a study done in 2017 residence in the United States of America contributed over 400 billion dollars to charities in 2017 an increase of 5% from the previous year. The study also concluded that 31% of donors preferred donating to NGO's, NPO's or non-domestic charities with a 41% of donations being made to emergency response and relief causes due to natural disasters. Although an increase of 7.2% from previous years of donations totalling to $11.83 billion, One of the lowest sectors to receive donations were charities that focused on the environment or animals making up only 3% of donations in 2017. (2018 Online Giving Statistics, Trends & Data: The Ultimate List of Giving Stats, 2020)

In the same study the donations made were also broken down to different demographics with millennials leading the pack with over 25% of the US population making 11% of donations in the US, With the 46% of donations being made through online crowdfunding sites, next came 'Baby Boomers' which represented 23.6%, Gen X followed with 20.4% and finally were the older generation which represented 11.8% (2018 Online Giving Statistics, Trends & Data: The Ultimate List of Giving Stats, 2020).

Whilst doing more research a study on Statista from 2019 came up. The study looked at the different sectors of charities in France and how many people were donating the said sector. The total response to this survey was 15,234 respondents ranging from the age of 15 and older. Of these 15,234 participants just over 29% of them amounting to 4,472 participants donated to charities involved with Cancer and Cancer research, with the lowest sector being hospitals generating only 3.07% of the total number of participants at 462. (Please refer to diagram below (Donations to charities by type of charity in France 2018 | Statista, 2019))



After researching how much money was being donated to charities and even that some of the larger donations do come from online sources via websites, crowd funding or even Facebook adds next thing to research were the websites of some of the more known charities that work in Ireland. According to Concern Worldwide the money received from donations and fundraising is used to implement a huge number of diversity programmes which target cases of extreme poverty in across 23 countries worldwide. All of their programmes are guided by the following six areas; ‘Livelihoods, Health and nutrition, Education, Emergencies, Gender equality and Innovations’ (What we do, 2020).The website was well designed and very informative even breaking where the money is spent. It says that “Over 88% of your donations will go directly towards our relief and development work with the world’s poorest and most vulnerable people.” (Donate today, 2020). On this page it also breaks down what areas money was spent in 2018, over 88% went to relief and development, over 8% went to fundraising, 2.4% of the money was used for education and 0.5% was used for Governance. Finally, The Barnardos website. This website was very feature rich, with access to their mailing list keeping you updated on various fundraisers throughout the year, Summaries of different services they provide and even resources on how you can make a difference with a donate button at the top of the homepage. The donation process is made very simple, there are 3 steps: your donation amount, your details and then the final payment. One feature which was nice to see here as well as on all the other websites was people were able to choose between making a one-time donation or a monthly one as shown in the image below. (Make a donation to Barnardos,2020).



Results of technique:

The main aim of this technique was to understand the sector more and hopefully to see what implementations other software or even charities had for receiving donations. The questions to be answered were;

- What do charities do with money fundraised?

  From researching both how charities receive donations and on what scale as well as some of the uses for these donations which are used by Concern one of the charities researched the conclusion is that not only do charities receive a lot of money through online donations, but this money is spent in the aid and improvement of lifestyle of some of the most deprived areas around the world.

- How much money is raised through donations on a yearly basis and what sectors are being donated to the most?

  Well according to nonprofitssource.com the areas most invested in are those that deal with emergencies and natural disasters. With more and more young people getting involved with charities be it by a financial contribution or volunteer work it is no surprise that charities are working hard on creating online systems and automated donation buttons for the younger generation to get involved.

- what is the relationship between the existing systems and the intended system in the project?

  Whilst looking at different charities and online donation systems some features stand out as being very useful when accepting donations these include;

  1. *Ability for a charity to register themselves onto the app/website.*
  2. *Ability to add individual fundraisers either short term or long-term ones.*
  3. *Ability to manage your donations and view your donation history.*
  4. *Being able to make either once off donations or recurring monthly or bi-monthly contributions.*

Brainstorming:

Purpose:

Brainstorming is defined in BABOK as "a technique intended to produce a broad or diverse set of options." (BABOK,2015) In other words it is used to get a base understanding of a topic and or situation from multiple different people giving different opinions. Brainstorming is a technique that is not done at any specific time in a project. You can do multiple ones depending on the Business analyst some might do it on a regular basis throughout the project as project scopes can change and if as a business analyst you hit a brick wall and don't know where the projects direction is or what the issue is that needs to be fixed getting different points of views from different backgrounds can be very beneficial. In a brainstorming session there is a moderator, minute keeper and participants. A good moderator can draw out information from participants but also build on those ideas and steer a conversation in different directions whilst keeping it smooth and with a nice flow to it.

Preparation:

When preparing for a brainstorming session it is important to have a clearly defined topic or question(s) it is important for the moderator to remain on topic but at the same time to allow the discussion to flow and the ideas of people to be listened by everyone and to be built upon throughout the session.

Once you have a topic chosen next there needs to be a room acquired for the session as well as Date and time. For the purpose of this project and the brainstorming session conducted the area of interest or discussion topic was Design of the application. The ideas discussed would be used to design mock-ups and help aid the prototyping technique which will also be discussed in his document. The date and time would be the 6th of November at 1:30pm in one of the executive rooms in National College of Ireland.

Conducting Technique:

The brainstorming session began at 1:30pm on Wednesday 6th of November there were a total of 5 students that participated in the session from both school of business and school of computing. Students was a mix between the two colleges as well as the years they were in.

The moderator for the meeting as well as minute keeper was Ruben Campean and the session was scheduled to take 45- 60 minutes.

The session started with some light refreshments in which time the moderator laid out the structure of the session and the topic to be discussed. As it was a brainstorming session amongst students it was very informal and the only constriction was that students must not deviate from the discussion topic.

After 5-10 minutes the moderator started to show the participants some of the charity websites which he had already prepared for discussion on the look/functionality and useability of it. There were a total of 2 websites discussed giving approximately 15 minutes per website. After the viewing of the website the group discussed about possible features which they would like to see on the application which was to be developed as well as how it should look. Notes were taken down as well as sketches which would be used later on in the prototyping technique to create mock-ups.

After this, a remaining 10 minute was spent with revising and confirming all that was discussed in the brainstorming session.

Results of technique:

Recommended features:

1. Login should allow use of different types of accounts (email, gmail, facebook etc)
2. Application should be responsive and not have issues with depending on what device you use to open it on.
3. Profile should include a summary of donations made that month.
4. Multiple participants enjoyed the feature seen on some of the websites donation page which allowed them use different currencies.
5. Multiple participants thought that it would allow a more personalized feel if each charity would have a brief description as well as a short trailer which would explain what the charity is, what their main goal is and how they plan on achieving their mission statement.
6. When tapping on a charity on the application it should give a preview with the short paragraph explaining what the charity is, when it was founded etc.

Prototyping:

Purpose:

The purpose of prototyping according BABOK is to 'elicit and validate stakeholder needs through an iterative process that creates a model or design of requirements.' (BABOK,2015). Prototyping as a technique is extremely important as it can provide stakeholders with an early look into how the end product will look like as well as incorporate some of the functional features which will be found in the application. Prototypes are usually either working or unworking models but can also be a depiction of how the proposed product will look and function.

Preparation:

When preparing for prototyping is deciding which approach to prototyping will be taken as well as what type of prototyping will be conducted throughout the project. For the purpose of this project the approach selected is one which is provided in BABOK and it is called throw-away, In the throw-away approach prototypes are generated using simple tools such as pen, pencil, paper and software. The prototype is designed and can also be updated as the project matures and more requirements are acknowledged however the prototype will just be a non-working design which will help better both the business analyst as well as other stakeholders how the end product will look like,

The next thing in preparation is deciding what prototyping will be used, There are many forms of prototyping including; form study prototype, usability, visual and functional requirements.

Conducting technique:

For this project, the approach used was throw-away as this will provide stakeholders with information but not require any independent coding. The type was visual prototyping and the software used was Balsamiq. The prototype was developed by partnering up with another technique call brainstorming which included a session where students brainstormed on features as well as design options of the application which allowed the business analyst to create a very basic first draft of the login page, home page, profile, charity donation.

Results of technique:

The results of this technique can be seen down below. There we're a total of two sets of prototypes done throughout this project. Below we can see the finalised version of the prototype. This prototype includes 8 key pages which is found in the app these are:

1. The homepage: The homepage is an introduction to the application it will host images from different charity events and fundraisers throughout the month as well as a button for logging or registering into the application.

2. Registration Page: This page allows the user to register to the application. There are 3 ways of registering, you could either fill in the registration form, register via Gmail account or register via your Facebook account.
3. Login Page: This page allows users to either login via email/phone number or quick login via Gmail or Facebook.
4. Charity Database: This page has the list of all the different charities and fundraisers found on the application. By hovering over them with will provide the mission statement, clicking once will unveil a brief description of the charity and double tapping will bring you to the individual charities page.
5. Individual Charity page: This will have a description of the charity a short ad video describing the charity and a donate button on the bottom.
6. Donation Page: This make has many fun features. Firstly it allows doners to choose between a once off or a recurring payment, Doners will also be able to select an amount and even the specific currency they want to pay in. A final customisation is that doners will be able to select whether their donation goes to a specific sector in the charity or whether it is a general donation as well as setting a reminder which will notify you before your donation is due in case you want to make some changes.
7. Charity Dashboard: The charity dashboard allows the charity to view their previous donations by sector as well top donations to each sector.
8. User Dashboard: The user dashboard allows users to view, manage their donations, make changes, as well as his/hers top donations of the month by charity.


09:52 AM
Register:
First Name
Surname
Date Of birth
Phone number (Optional)
Email adress
Password
Or register using:
09:52 AM
Welcome to Donate Worldwide
Login
Register
Scroll through some of the Charity events


09:52 AM
Login:
Please login using one of the following:
Email addres / phone number
Password
Login
Cancel
Or login using:
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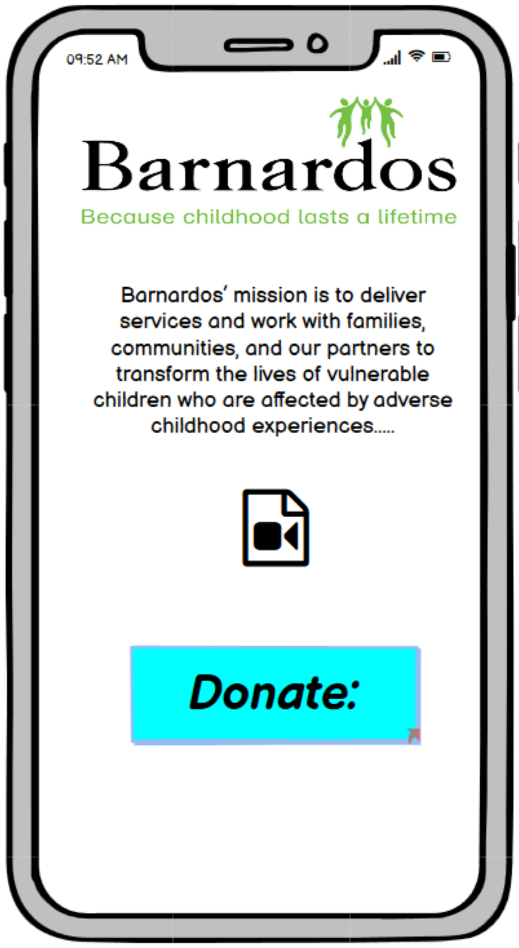
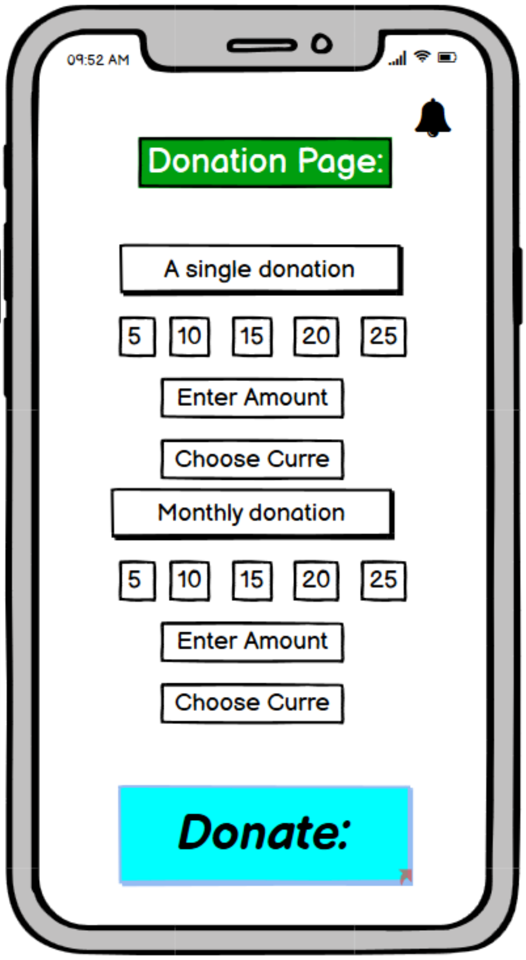
search
Concern Worldwide
Unicef
Barnardos
Samaritines
Pieta house
Saint Vincent da Paul


09:52 AM
Barnardos
Because childhood lasts a lifetime
Barnardos' mission is to deliver services and work with families, communities, and our partners to transform the lives of vulnerable children who are affected by adverse childhood experiences.....
Donate: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Donation Page:
A single donation
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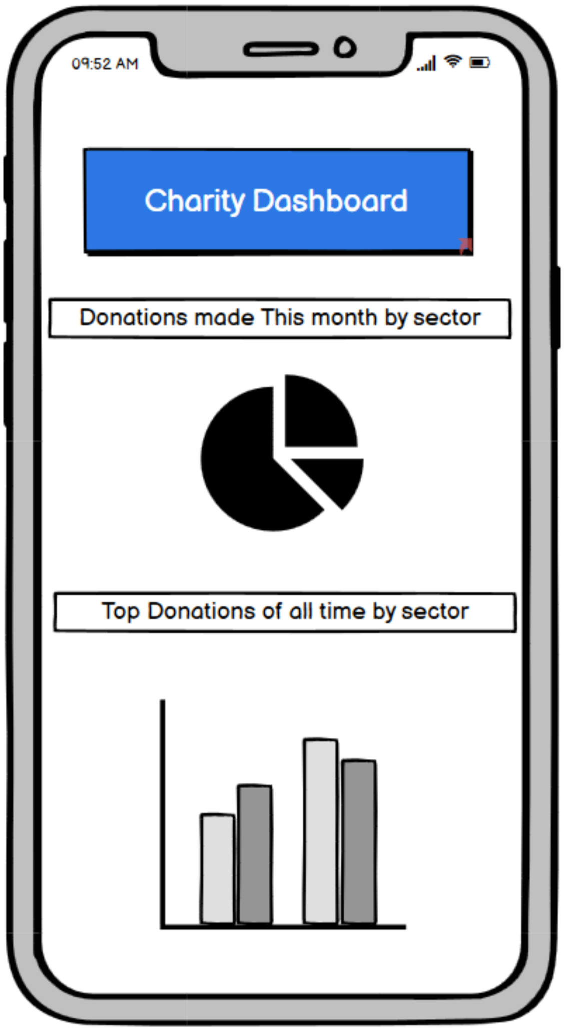
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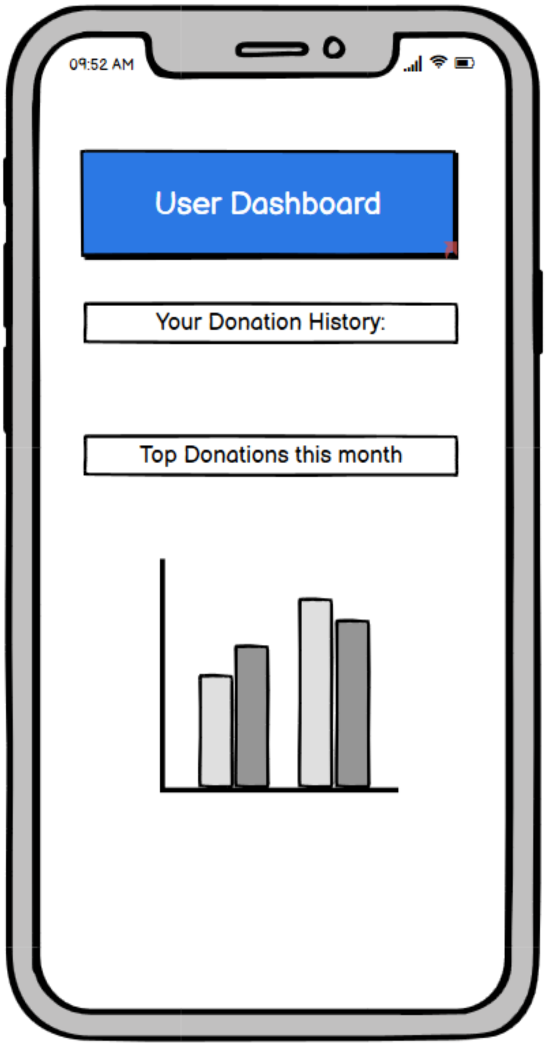
Charity Dashboard
Donations made This month by sector
Top Donations of all time by sector


09:52 AM
User Dashboard
Your Donation History:
Top Donations this month

Interviews:

Purpose:

An interview is defined as ‘a systematic approach designed to elicit business analysis information’ (BABOK,2015) by communicating with a person or group of people. As part of an interview a business analyst which would have the role of the moderator would ask predefined questions in a hope to receive meaningful answers and then documenting the answers which will be analysed later on, The most common form of interviewing is One-on-One interviewing however group interviews are common. In this project the use of one-on-one interviewing will be used with the exception of the second interview which will have two participants and the moderator. In an interview it is important that the moderator understands the topic discussed and is able to guide and steer the conversations down different ways without giving own opinion on any of the discussion topics.

Preparation:

When preparing for an interview one of the first things that needs to be decided is the type of interview which will take place whether it is structured or unstructured or a mixture of both between a series of interviews, this project will consist of 2 interviews total both of which will be semi-structured. Alongside this is organising a date and time for each interview to take place, as well as organising a venue for each interview. For this aspect of the project the business analyst has identified some key stakeholders which are in the charity industry. Finally, is the preparation of questions. The breakdown of the interview would be 5 minutes of introduction and explanation of the purpose of the interview, 30 minutes for the main part of the interview where questions outlined below will be asked and time will be given to answer said questions, and 10 minutes to conclude the interview with time given for any other questions either the participant or the moderator will have as well as time for any needed clarification on specific points. The questions prepared for the two interviews are as follows:

1. What is your position in the company?
2. What does an average day look like, what are some of the main things you deal with on a day-to-day basis?
3. What is the most challenging aspect of your job and how often do you come across it?
4. What is the process for someone if they wish to donate to your charity? Do you think this works perfectly or could changes be made to it?
5. How they feel about the project that is underway to develop a system to receive and monitor donations for different charities around the world?
6. After showing them different charity websites or websites where people can donate online allow them time to discuss what they saw that was nice and would be a feature that is useful on the platform being designed, with an emphasis on things that they see or even don’t see that they feel will

make their job more hassle free and increasing donations made to their respective charity.

7. Show each participant the current mock-ups and allow them to discuss what they like and do not like about said mock-ups or even what they feel is missing from them.
8. Conclude the interview by asking the participants how they feel about the project now and if there are any questions?

(Note. Throughout the interview time was allowed for questions to be answered and not rushed if time is short the moderator would prioritise the questions as well as even change questions as a way to provoke a more detailed response to a pre-existing question)

Conducting technique:

As mentioned previously a total of 2 interviews were conducted, the first and second interviews taking place with members of the telemarketing teams in two charities, Barnardos Ireland and Concern Worldwide. From Barnardos a member of the telemarketing team was able to take part in the interview. From Concern worldwide the participants consisted of both a member of the telemarketing team as well as the line manager of the telemarketing team. Prior to all interviews the list of questions as well as a breakdown to how the interview will take place was sent to the participants excluding the mock-ups which will be discussed on the day.

First Interview:

The first interview as stated previously was with a member of the telemarketing team from Barnardos. Contact was initially made via email to said persons line manager and then said email was forwarded to the participant who was more than happy to take part in the interview as the line manager was unable to take part. The charity was kind enough to organise a room where the interview would take place. The duration of the interview was 45 minutes allowing ample time for discussion and giving the moderator enough time to cover the questions prepared in detail without compromising on the quality of the interview. The date of the interview was set for Tuesday the 18th of February at 12pm.

The interview started with a brief introduction and informing the participant the purpose of the interview which was to gather information on the individuals work as well as showcase a new platform which was to be built in order to allow members of the public as well as corporations to easily donate to any charity they wish to donate to easily and efficiently. Next the moderator informed the participant that all relevant information will be noted however any personal information will be anonymised in the final document and the participant will be referred to by their role in the company.

After the introduction, the interviewer started asking the predesignated questions allowing the participant to speak freely avoiding the interruption unless clarification or more details were needed.

The following is a summary of the main points discussed throughout the interview based on each question.

1. **What is your position in the company?**

   The participants position in the company was telemarketer. Their job is to answer phone calls made by donors, as well as following up with existing donors.

2. **What does an average day look like, what are some of the main things you deal with on a day-to-day basis?**

   A typical day would consist of making and answering phone calls to donors, contacting donors about tax return forms and or guiding them through the process of filling out the form, inputting information and processing donations of new donors that contact the charity and finally meeting or discussing with line manager on number of calls made and reporting any issues experienced throughout their day on their reporting system ThankQ.

3. **What is the most challenging aspect of your job and how often do you come across it?**

   The participant stated that there isn't really a challenging aspect of the job however one of the most time-consuming aspects of the job was the time spent contacting existing donors that had made recurring donations and enquiring if they were interested in increasing their donation alongside with contacting donors and enquiring if they had received their tax return form sent by the company which allowed the donor to give a percentage of their returns to the charity. Whilst he was speaking the interviewer asked a follow up question on what they thought a solution for contacting returning donors which would be less time consuming as well as allow more time for answering calls of new donors, the response given was a way for donors to be notified after a set period of time they gave an example of 6 months of recurring donations if they wished to increase their donation and outlining a project the charity is involved with that can benefit from their donation.

4. **What is the process for someone if they wish to donate to your charity? Do you think this works perfectly or could changes be made to it?**

   The response given was that there are multiple way in which someone can donate to the charity one of the major ways people tend to donate is via the street fundraising team that are posted around the city and talk to bystanders on a daily basis in order to receive donations, the participant also mentioned the website which had a donate button on it where people viewing their website could donate however much they wished to and even differentiate between a once off payment or a recurring payment. When asked if the process was perfect the participant said no and explained that the street fundraising team was constantly changing with people leaving after just a few days of being hired which made recruitment and training to be very time consuming and the return to be very low. When asked about the website the participant said the website was a great way to receive donations as it is easy to access and doesn't take much time to complete the donation, He mentioned that moving forward the charity should focus more on promoting their website when receiving donations and the only thing that the participant would change was the way payments are received, he felt that the website was limited in how people could pay for their donation.

5. **How they feel about the project that is underway to develop a system to receive and monitor donations for different charities around the world?**

   The participant was intrigued he had heard of other companies implementing systems that did something similar and felt like it was the right way to progress, however he asked how this system would be different than what had already existed? The moderator spoke about some of the differences that would be in this system and how it would include more charities than other systems by incentivising them to join, showcasing the benefits of the system such as being on the same platform as other charities and having the same chance of being viewed as some of the more well-known charities.

6. **After showing them different charity websites or websites where people can donate online allow them time to discuss what they saw that was nice and would be a feature that is useful on the platform being designed, with an emphasis on things that they see or even don't see that they feel will make their job more hassle free and increasing donations made to their respective charity.**

    There was a total of 3 websites shown to the participant the first being CAF, the second being the UNICEF website and finally the idonate website. After viewing all the websites, the interviewer asked what the participant liked and disliked about each website. When speaking about the CAF website the participant mentioned that he found it to be very feature rich with different methods of paying including PayPal as a method when donating something he mentioned was lacking in the Barnardos website, Something he disliked was a lack of information on their different charity pages and felt like having more information on the charity was something that was missing as people are more likely to donate if there is a more personal touch to each charity page. He mentioned that one of the most important things of his job as well as the street teams job was to build a relationship with the person on the other end, something that doesn't translate to an online system well and having just a page with a brief description didn't do the cause any justice. The second website was the UNICEF website, He mentioned that he loved all the different sections on the website describing what services they provide and the different projects they take part in. He also mentioned that the feature on the donation page where it asked, "Where would your donation to go" (Donate to Help Children - UNICEF Ireland, 2020) *was a nice addition. The final website was idonate, The participant spoke about how he thought that the upcoming events tab on the homepage which lead to a database of different fundraising events and charity events across Ireland was a great way with keeping people informed as well as having the option to not just register your own cause or charity but to even register a fundraiser was a great feature for the website to have. He also mentioned that idonate took it a step forward from CAF having not only the main payment methods but adding Google Pay, Apple Pay and PayPal, something he said is more and more important nowadays as it is easier to register the payment and makes the process of recurring payments even more efficient.*

7. **Show each participant the current mock-ups and allow them to discuss what they like and do not like about said mock-ups or even what they feel is missing from them**.

   There was a total of 6 mock-ups prepared for the interview these were the mock-ups designed as a result of the Brainstorming session. The participant looked at each mock-up and mentioned that he liked the individual charity page, he liked that there would be a video on the page that could add a personal aspect to the page as well as a description of what the charity was and their mission statement. He mentioned that it would be nice to have statistics from previous years on where money was being used as it would allow a transparency between the charity and the donor. He also mentioned that it would be nice to have a feature on the donation page which would allow the donor to customize his or hers donation by choosing whether they want to donate for a specific fundraiser/country or just a general donation. He asked about how the payment page would look and recommended we use multiple sources of payment just like idonate as it is more convenient for the donor.

8. **Conclude the interview by asking the participants how they feel about the project now and if there are any questions?**

   The participant said that the platform was interesting and was excited to see further mock-ups and different features being added to the system. There were no further questions from the participant.

<u>Second Interview:</u>

The second interview was with two members from the telemarketing team in Concern Worldwide. Initial contact was made by the interviewer through phone call as the interviewer had a friend working as part of the telemarketing team and discussed with him and his manager about coming in to do an interview on a brand-new donation system that was being developed, Both agreed to take part and further contact was made to organize a venue, a day and the where the interview would take place. The manager of the telemarketing team set aside a slot in one of the meeting rooms in the charities main office on the 25th of February at 2pm. The time slot booked was for 45 minutes.

Similar to the first interview which took place, this interview started with a brief introduction and an explanation for why everyone was present. With the introduction complete the interviewer started asking the same questions that were asked in the first interview. Here is a summary of the key points discussed throughout the interview.

1. **What is your position in the company?**

    The first participant mentioned that he was a part of the telemarketing team as an agent he was the person that would make and answer calls. The second participant stated that he was also part of the telemarketing team however his job was to monitor calls for quality as well as make sure that each agent is not falling behind on their calls or deal with any issues an agent might have experienced during a call.

2. **What is the most challenging aspect of your job and how often do you come across it?**

    Similar to what was said in the first interview the agent mentioned having to deal with tax return forms was one of the most time-consuming aspects of their job and took time away which could have been spent with dealing with new customers.

3. **How they feel about the project that is underway to develop a system to receive and monitor donations for different charities around the world?**

    The manager was sceptical about how this system could help improve the donation process in the charity and mentioned that they already had an online donation page on their website, He asked, Why would a charity use the proposed system rather than the system they already have in place on their own website? The interviewer responded that the system being designed hopes to not only accept donations but also allow donors to monitor where they donate how much they've donated in a specific time frame. The interviewer also mentioned a feature which was discussed in previous interviews that will notify a recurring donor after a specific amount of time whether they wished to increase their donation or not? The participants agreed with this and the interview continued.

4. **After showing them different charity websites or websites where people can donate online allow them time to discuss what they saw that was nice and would be a feature that is useful on the platform being designed, with an emphasis on things that they see or even don't see that they feel will make their job more hassle free and increasing donations made to their respective charity.**

    Just like in the previous interview the participants saw the same websites. Both participants agreed that the best of the three websites was the UNICEF website because of how it put forward the cause of UNICEF perfectly describing who they are and what they have achieved over the *years. One of the participants mentioned that although sites like CAF and idonate do have a more feature rich website than UNICEF, they felt that idonate was very limited in the amount of charities or fundraisers that were found and was worried that Donate Worldwide would be similar and not be able to attract charities to the platform as well as being something new in the industry there would be a long time before donors found out about the system or trusted it. They recommended that there needed to be something to intrigue not only charities to want to use the platform but also the public to want to make donations on it. "We at Concern have random raffles throughout the year in order to thank our loyal donors and hopefully attract new donors" the manager said. Throughout this conversation the second participant mentioned receiving badges after reaching a certain milestone for example being a donor for 12 months. that could be exchanged for small prizes like wrist bands, badges or pens from the charity they donate to. Another thing that was mentioned by the participants is the ability to customize when your recurring donations are made as some people might be more comfortable with donating every two months or every few weeks.*

5. **Show each participant the current mock-ups and allow them to discuss what they like and do not like about said mock-ups or even what they feel is missing from them.**
   Each mock-up was shown to the participants, one of the first things that was mentioned was that it would be nice in the database of charities if when you hover over a charity a brief description appears before even clicking into it. They liked the login and registration page and liked that there were more ways of logging in or registering. They mentioned that with there being a vast database of charities that the search bar was a nice addition and stressed that the system can't feel slow whilst navigating through so having simplistic but practical design to the app or website is important. They then asked what type of platform will it be? And mentioned that if it was going to be accessible across multiple platforms that making it responsive so that it integrates well across multiple platforms is also very important.

6. **Conclude the interview by asking the participants how they feel about the project now and if there are any questions?**

   The interview concluded with one last question being asked by one of the participants, "How do you plan on promoting this application? How will you showcase the benefits of this software to not only charities so that they sign up but also to the public so that they use the application?", The response given was that many charities will be *contacted directly meetings will be set up similar to the interview where the business analyst and project manager would meet with other charities and collaborate on the application together so when the system is done there are already charities invested in what donate worldwide is and how it works which will make the decision to join the app easier. As for the public that's where advertisements and most importantly individual charities initially come in see the app is like an extension of the company which will be advertised and promoted initially and once people start using the app and tell friends and family about it, that is when the application starts benefiting the charities and donors.*

Results of technique:

Throughout the interviews a few key requirements were apparent and came up multiple times as well as some features that could make the app more appealing these are the following:

1. *To the issue involving recurring donations a solution was given by having the doner set a reminder time after a specific amount of time if whether they wish to increase their donation or not as well as giving an overview of what fundraisers could benefit from their donation.*
2. *Allow for all major payment methods to be used when donating examples given were, Apple Pay, Google Pay, Paypal as well as all different card methods like visa, master card and American express.*
3. *Allowing for personalisation on each individual charity page, including major projects being worked on and a background of what the charity is about.*
4. *Allowing donors to decide between general or specific project donations when donating.*
5. *Having an upcoming events page highlighting important events/fundraisers that week.*
6. *Allowing the public to create their own fundraiser through an application page.*
7. *Showcasing statistics of previous years of fundraising and where that money was used.*
8. *System must be responsive with the ability of being used on both laptops/desktops as well as phones/tablets.*
9. *Each page should feel minimalistic as to avoid long load times. The app should feel snappy with smooth transitions.*

Acceptance and evaluation of criteria:

Purpose:

The Acceptance and evaluation technique put in place significant measures which are used by the business analyst in order to test whether a design or solution meets fundamental needs of the business or end user. (BABOK,2015) The Acceptance and evaluation of criteria is split up into two sections. The first part, 'Acceptance of criteria' looks at what the minimum set of requirements are that need to be met in order for the project to be considered successful, the result of which is usually expressed in a pass or fail method. The Evaluation of criteria aspect of this technique setting of measurements or criteria which "allow for ranking of solutions and alternative designs according to their value for stakeholders" (Babok,2015).

Preparation:

As a part of the preparation for this technique, The business analyst met once again with some of the stakeholders identified in the previous techniques as to go over what was learned from each technique so far and to discuss, verify and amend anything that would have been discussed in previous meetings. The first thing that was done was a final email was sent out with updated prototypes and a link to an online platform which the business analyst used to hold the final meetings with each of the stakeholders. Before the meetings took place, The Business analyst identified 5 key value attributes which the criteria will be evaluated against during the meeting with the stakeholders in order to deduce if the application would be considered a success. The four value attributes identified by the business analyst were; Performance, availability, Functionality and Usability.

At said meetings the business analyst went over the key pieces of information from their previous meetings and what parts of the discussion were implemented into the project and the way in which they were implemented in order to provide clarity to the stakeholders as well as testing the accuracy of what requirements were being introduced into the project. A list was made with both functional and non-functional requirements was made and can be found in the conclusion section of this document.

Conducting technique:

During the meeting many criteria were brought up as being valuable, however for the purpose of this analysis only the ones that were mentioned most often were chosen as criteria to be evaluated and given either a pass or fail grade. The criteria are as follows;

1. Login should allow use of different types of accounts (email, gmail, facebook etc)
2. A search bar should be present so that users can locate individual pages quicker.
3. Application should be responsive and have the ability to be used on different devices.
4. Users of the application should be able opt-in for a reminder after a chosen time period if they wish to increase their donation or not.

5. Allow for all major payment methods to be used when donating examples given were, Apple Pay, Google Pay, Paypal as well as all different card methods like visa, master card and American express.
6. Each page should feel minimalistic as to avoid long load times. The app should feel snappy with smooth transitions.

Acceptance of Criteria:

1. **<u>Login</u>**
   User story: The login/registration page should allow users to either input individual information or link the app with their facebook, gmail, twitter or even other email accounts.

- There are a 3 ways to register as a doner you can either register by email,phone number or link your social media account such as facebook to the app.
- The login is streamlined as once you have logged in once you are able to save your details and not re-enter them every time.

2. **<u>Search Bar</u>**

   User story: The search bar should be visible on the homepage of the app. Any user of the app should be able to see it and be able to use it no matter what device you are using.

- The search bar is located on both the homepage and on the charity page.
- The search bar is compatible on both android and ios as well as it is responsive on pc.
- Typing in either the name of the charity or a piece of information from the charities page such as description will help the user find their specific charity.

3. **<u>Responsiveness</u>**
   User story: The donate worldwide app should work similarly if not exactly on all different types of platforms and should have the ability to be used on pc as well.

- Every page on donate worldwide is made responsive so that changing the ratio of the screen size won't hurt its aesthetic design or functionality.
- The software will be available on both android and ios devices, it will also consist on a desktop website that will have the same functionality as the application.

4. **<u>Notifications</u>**
   User story: When donating the user should be able to choose whether they wish to be notified in the future about said donation as well as how frequently they wish to be notified.

- Once a user enters the donation page and completes their donation they will be prompted with a notice asking them if they wish to receive notifications on their donation.
- If yes is clicked then they will be prompted to select the frequency of how they wish to be notified e.g. once every four months, twice a year etc.
- If a user is making a once off payment this prompt will not appear, it will only appear if the user is making a recurring payment.

5. **Payment**
   User story: Users should have options when choosing a payment method for their donation.

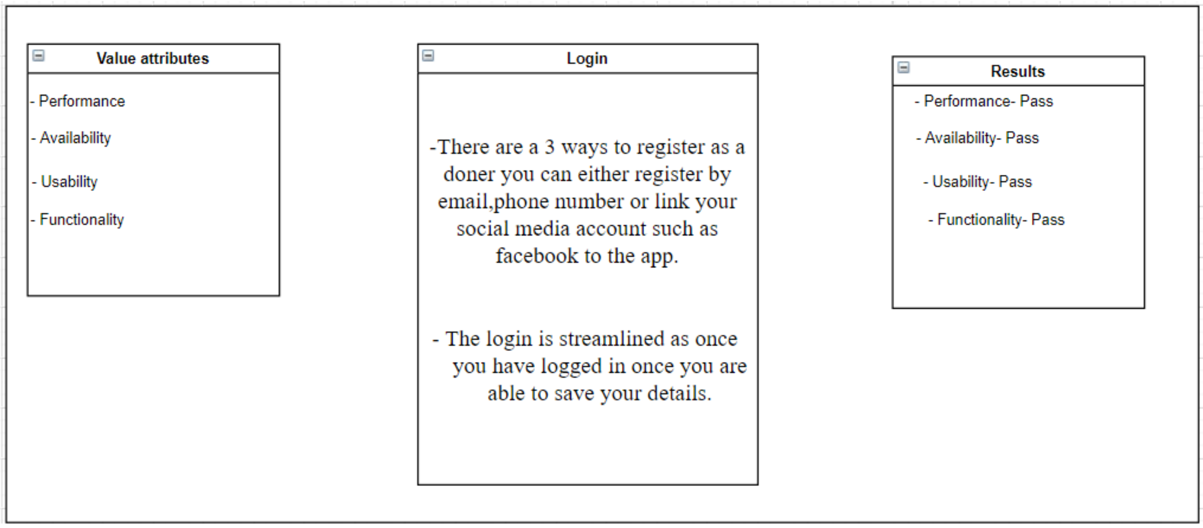
- Once a user chooses to make a donation to a specific charity they will be brought to the donation page where they choose the donation amount, frequency and type of donation (whether it is a general donation or for a specific project).
- Once they have chosen this they will be brought to the payment page which will consist of multiple payment methods ranging from visa, master and American express debit and credit cards all the way to paypal payments or even gift cards such as one4alls.

6. **Aesthetics**
   User story: The system must be both user friendly and non-complex. It must include information on the charity but not be bogged down with paragraphs on each individual charity page and finally it must be a smooth experience for the end user.

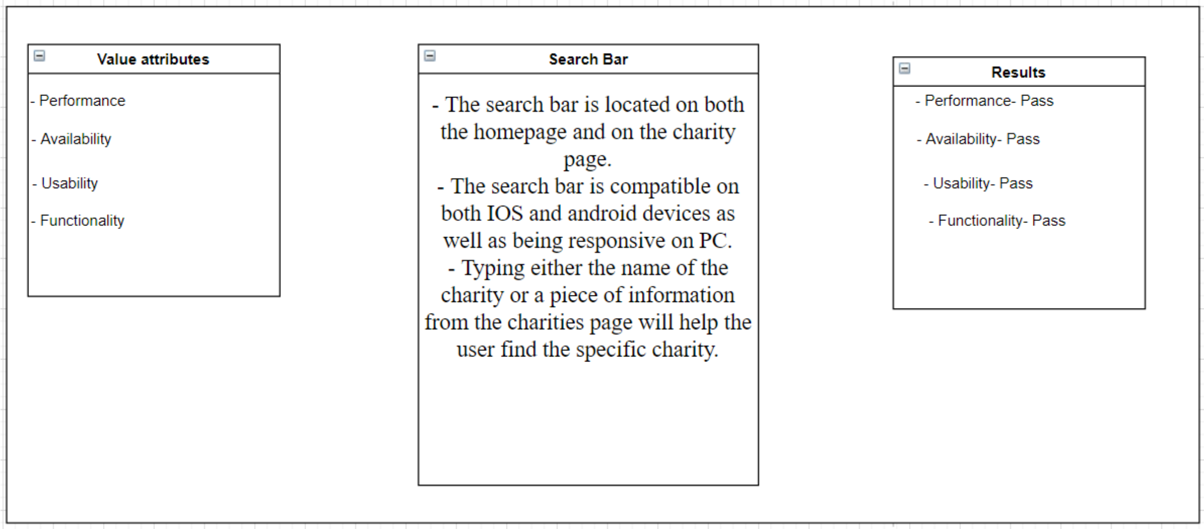
- The application/website reflects the donate worldwide logo using vibrant colours that stand out and emphasize specific aspects of the system.
- The charity pages instead of having paragraphs and paragraphs of text it has the mission statement of the charity if applicable, a brief description of what type of charity they are and a small trailer which will go into more detail on the charity with the donation button underneath.
- For users who are interested in finding out more there is a visit our website button underneath.
- By using the search bar located on both the homepage and the charity list page the user can navigate the app quickly and easily without having to go through the list to find the specific charity they want to donate to.

Results of technique:

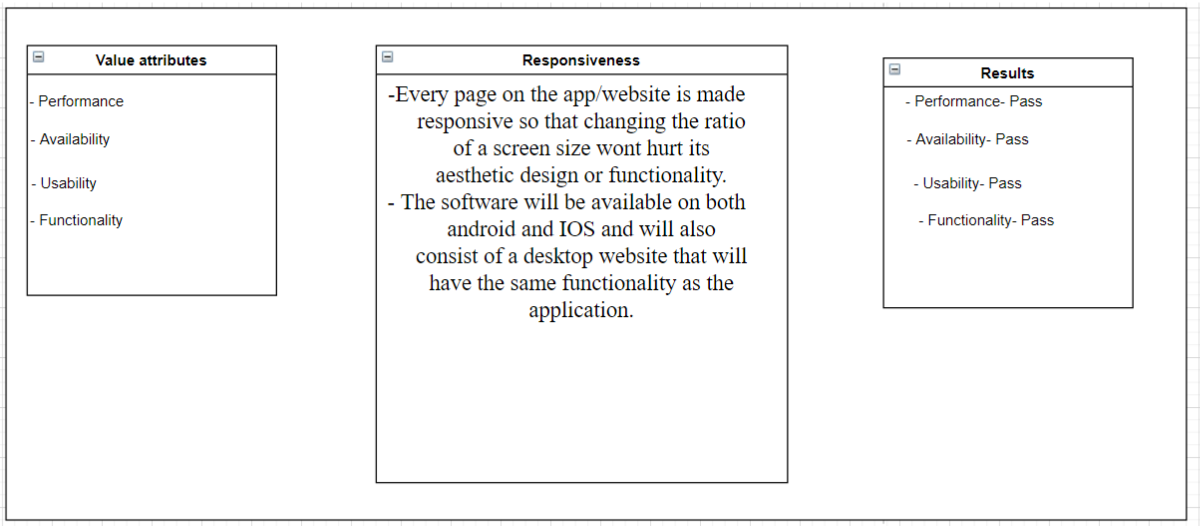
1. **Login**



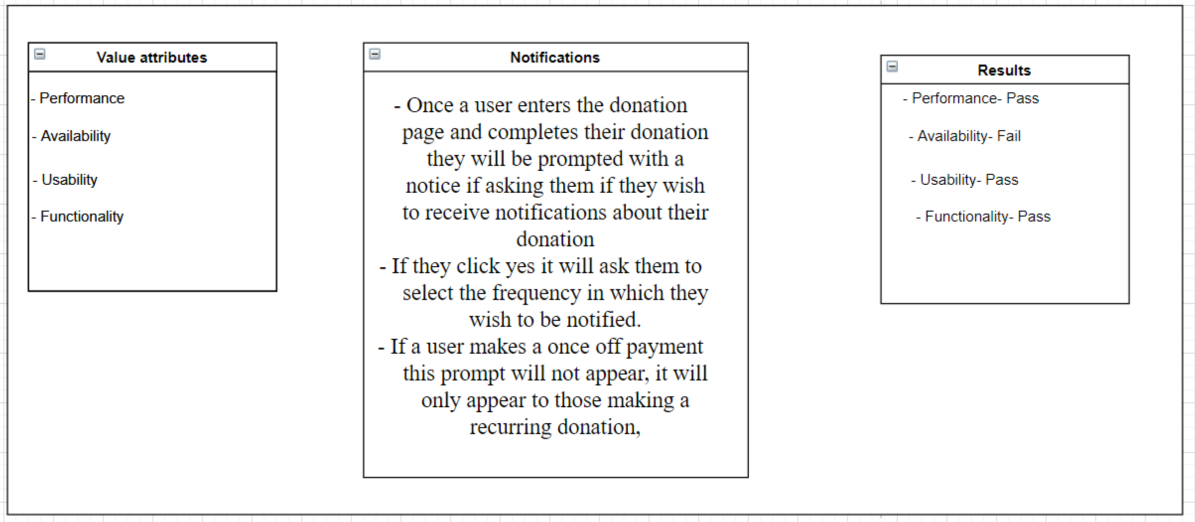
2. **Search Bar**



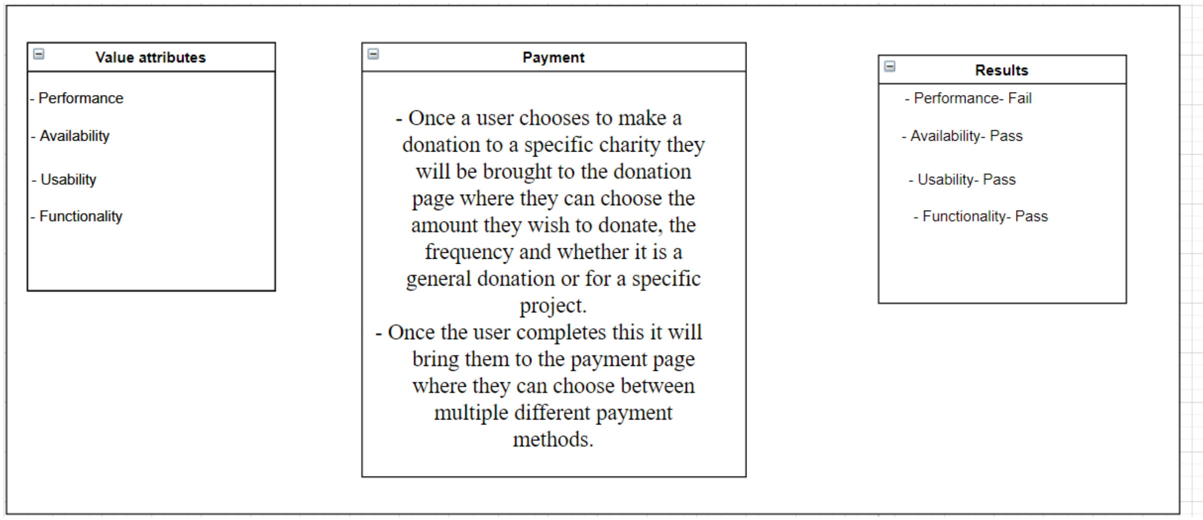
3. **Responsiveness**



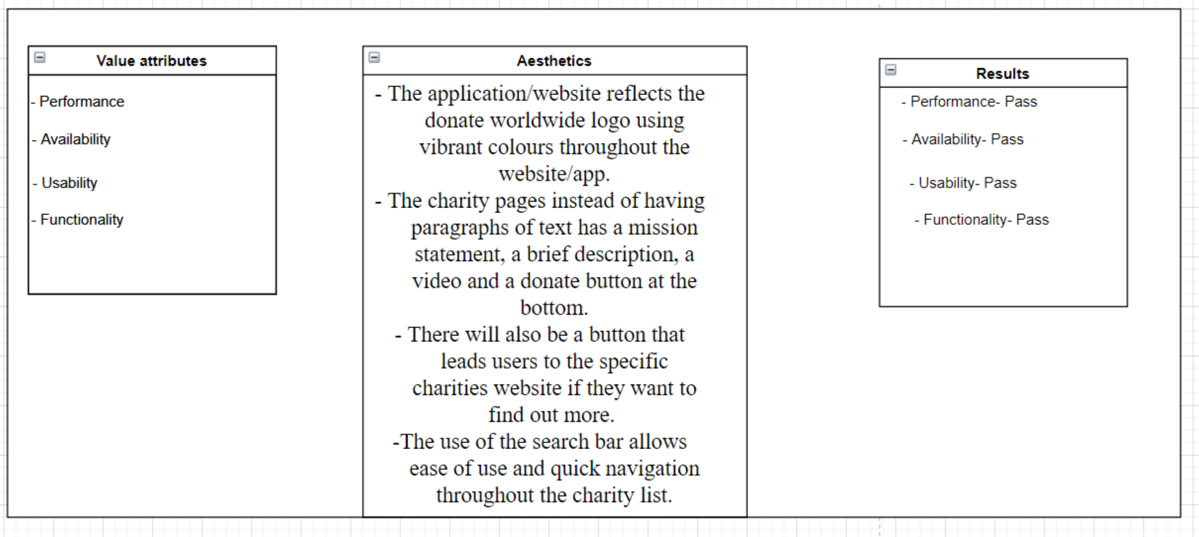
4. Notifications



5. Payment



6. Aesthetics



Final list of requirements

Functional Requirements:

1. FR1-When the user tries to register, they will be prompted to fill out the details sheet.
2. FR2-When a user tries to login to the app there will be 3 different methods. Email, mobile number or linked social media accounts.
3. FR3-The system has the ability to add individual fundraisers either short term or long-term ones.
4. FR4-The user will be able to manage their donations and view their donation history.
5. FR5-The user will be able to make either once off donations or recurring monthly or bi-monthly contributions.
6. FR6-Users profile page should include a summary of donations made that month.
7. FR7The charities dashboard should have information on donations made in previous months.
8. FR8-The system should allow users to choose between different currencies.
9. FR9- Each charity profile should include a description and a video on said charity.
10. FR10-When tapping on a charity on the application it should give a preview with the short paragraph explaining what the charity is, when it was founded etc.
11. FR11-Doners will be able to set reminders on any recurring donations they make in case they wish to increase it later on.
12. FR12-The application will allow for all major payment methods to be used when donating.
13. FR13-Doners will have the ability to choose between different types of donations either general or specific project-based donations.
14. FR14-The homepage will also have an upcoming events section.
15. FR15-The app will also allow normal users create their own fundraiser through an application page.
16. FR16-Users will also be able to see on each individual charity page statistics of previous years of fundraising and where that money was used.

Non-Functional Requirements:

1. *NF1-Each page on the application should feel minimalistic as to avoid long load times.*
2. *NF2-The app should feel snappy with smooth transitions.*
3. *NF3-The application must be accessible across multiple platforms.*
4. NF-4Application should be responsive and not have issues with depending on what device you use to open it on.
5. NF5-The app must be maintained and updated with current information on individual charities.

Appendix:

Project proposal:

Objectives

The main objective of this project is to conduct a series of requirement elicitation techniques for an application where the public can donate to any charity in their area. The aim is to gather requirements and generate a requirements elicitation document where all of the techniques will be analyzed to produce requirements which will then be given to a development team to develop the application.

The application is a mobile app which will include different charities from Ireland and the UK as well as other large charities from all around the world. Users will use the app interface to navigate to the charity of their choice and donate the amount of their choosing. The project will be conducted with using Business Analysis Book of Knowledge (BABOK) as a guideline and many of the elicitation techniques will be taken from this book. The document will be an in-detail report of what features and requirements stakeholders have for this project and will include a list of requirements in the final document which will be handed to a developer to produce the finished product using the document as a reference and guideline.

Background

Whilst on my work placement for Concern worldwide I had noticed first hand how much work was done fundraising be it door to door or on the street/communicating with current doners and trying to get new doners over the phone. I'm sure we all have seen someone in our life wearing a unicef or a charities logo on their top and asking you for just 5 minutes of your time for them to explain how important your five euro donation can be to help poverty stricken countries such as sudan, Zambia and Haiti just to name a few. Sure this is a great cause and people do feel inclined to help the less fortunate. More and more we see adds on tv about crises happneing and nattural disasters increasing in african and asian countries with people loosing their lives either from poverty or just from natural disasters, From wildifres, earthquakes, heatwaves and the recent cyclone that hit the southern part of Africa earlier on this year.

The project is aimed towards any and everyone. Even those that might not donate for multiple different reasons this application will aim to try and raise more awareness for these charities and non profit organizations as well as receiving funding for all the amazing projects that they take part in.

With studies done all across the world of how much people are donating there is no wonder why charities have started adopting a more modern approach to fundraising. In 2018 in France alone there were an estimated over four million people donated to cancer research alone being the largest donation category for that year in France followed by *'the underprivelaged' (Statista, 2019)* As part of the project Document analysis will be conducted where the analysis where a comparisson will be made with how charities have implemented technology as part of there donations and how through the introduction of online systems donations have been increased. An article by Nonprofitsourcce they state that "*54% of donors worldwide prefer to give online with a credit or debit card*." *(Nonprofits Source, 2019).*

Technical Approach and useful resources :

As part of the project one of the first key steps to the project will be identifying key stakeholders and performing a stakholder analysis. As part of the stakeholder analysis a Power influence matrix and communication approach will be made as to plan out how to communicate with as many stakeholders as possible.

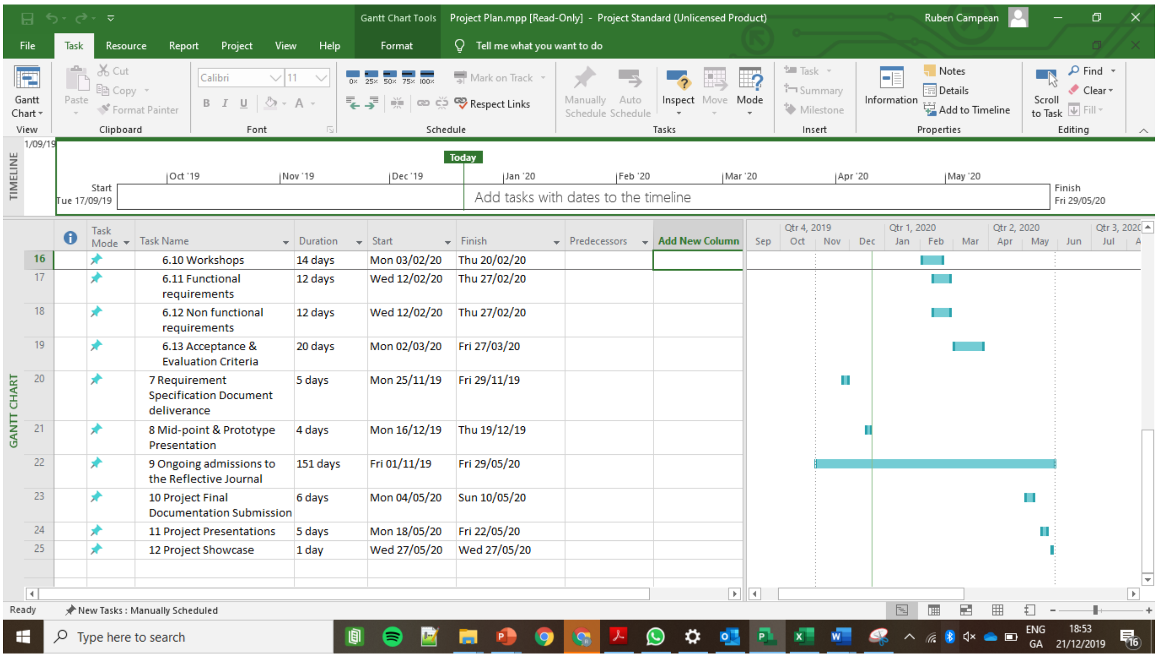
The next part will include using both Scopas which a library database system and the world wide web to conduct some research of the topic and analyze the project idea to what already exists in order to find similarities and most importantly differences and improvements.

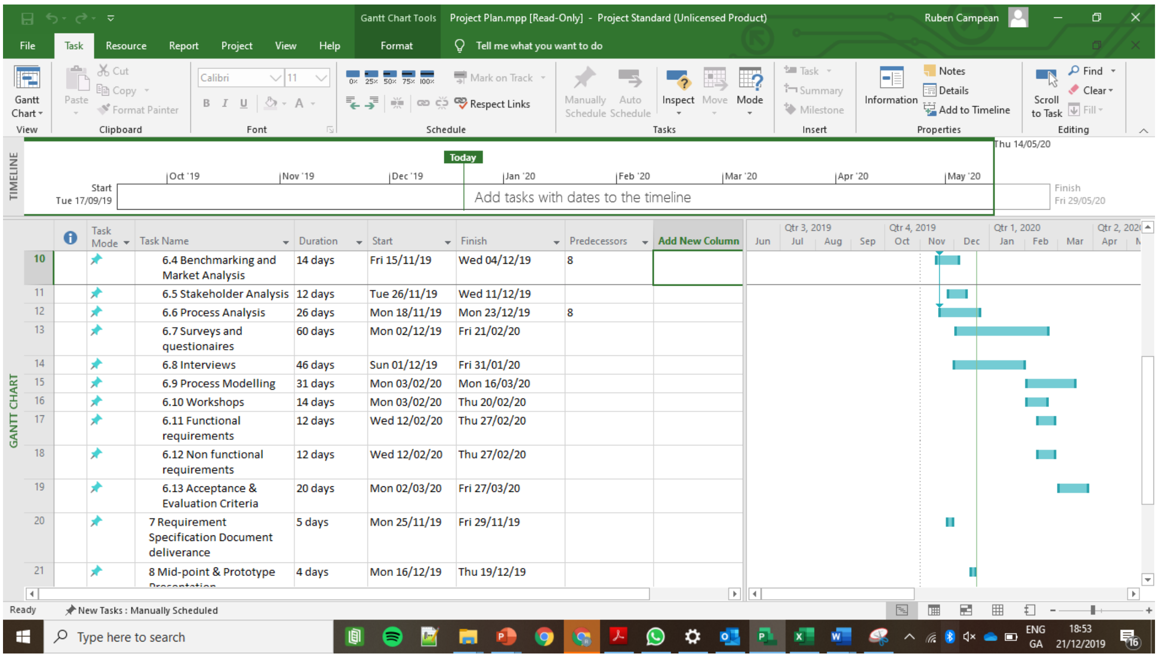
After some background research is complete the next step is to start organizing my elicitaton techniques. BABOK as stated before will be the source of most of my techniques but if there are any that should be required research of said techniques must be completed also. During this technologies such as MS project to create a project plan or Balsamiq to create mock ups will be used.

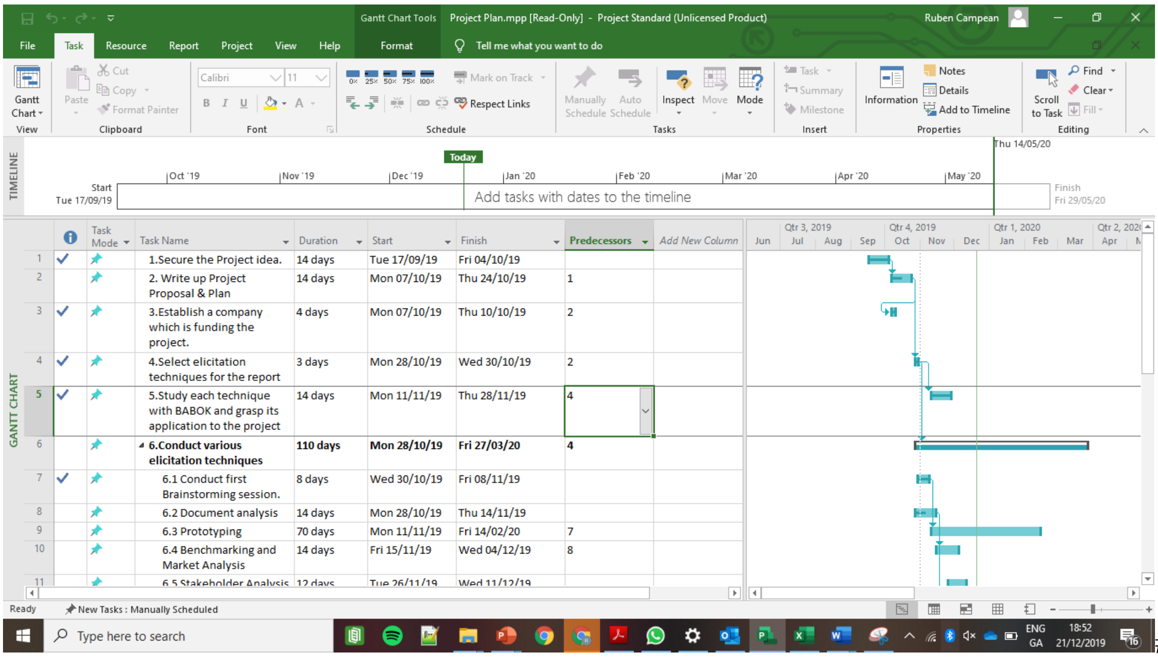
Final step will be generating a wordpress site page for the project highlighting its key features as well as the advantages it has over its competitors. It will be used as a way to visualize the project whilst presenting it .

Project Plan

The following is my projecct plan:







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Technical Details and Evaluation

As stated above this project will include wireframes which will be used for the mid point presentation as a way to visualize how the application will look. This is part of one of the techniques which will be looked at throughout the duration of the project, due to this multiple wireframes will be built requiring feedback on each of them until the project is nearing its end. Wireframes in a way will be used as a form of evaluation of the project. Another technique which wll be looked at throughout the project will be Acceptance and evaluation of criteria a rechnique which makes sure that stakeholders priorities are being met by requirements gathered and will one of the last techniques to be conducted.

Throughout the project I will also be meeting with my supervisor who will give me feedback and guide me if I have any issues or confusion about the project and its direction.

Please fill in the following sections, if you think your idea is innovative:

1. Title of Invention

Donate Worldwide

2. Inventors

Name	School/Research	Affiliation with	Address, contact	%

	Institute	Institute (i.e. department, student, staff, visitor)	phone no., e-mail	Contribution to the Invention
Ruben Campean	National College of Ireland	Student	Mayor Street Lower, IFSC, Dublin	100%

3. Contribution to the Invention

Each contributor/potential inventor should write a paragraph relating to his/her contribution and include a signature and date at the end of the paragraph.

I am the only inventor for this project. The idea is mine and I will be conducting all the work including the elicitation techniques and the reporting of the project.

Date: 20th/10/2019

Ruben Campean

4. Description of Invention

(Please highlight the novelty/patentable aspect. Attach extra sheets if necessary including diagrams where appropriate). What is novel, the 'inventive step'? For more information on patents, please look at http://www.patentsoffice.ie/en/patents.aspx

My invention is a charity donation application that will have a database of charities and non profit orgaisations worldwide. Both large and small organizations will be included in the application. The apps interface allows the public to view and donate to their favourite charities. The app will be linked to each charity so that the funds will be processed and they can enter the specific user in their databse of doners. The app will also notify the doner that his donation went through and if it's a reocurring donation the doner will receive a notification every month. If the doner wishes to remove their donation or increase the amount they can do it from the comfort of their mobile phone. A lot of charities like to hold and host events throughout the year the application will be able to notify all doners when the next event is on. Depending what else stakeholders will be looking for there could be many more features added to the application throughout the elicitation I aim to increase my own knowledge and perspective on the project. As the Business analyst of the project it is crucial I understand and communicate with stakeholders on a regular basis so that the customer receives the best product possible.

5. Why is this invention more advantageous than present technology?

What is its novel or unusual features? What problems does it solve? What are the problems associated with these technologies, products or processes? Explain how this invention overcomes these problems (*i.e.* what are its advantages).

From my first hand experience working for a charity in 2019 as part of my internship, I noticed a lot of time being spent by the telemarketing team doing jobs that could easily be done by a mobile phone application. Also having a mobile application increases the chance of charities to receive donations as it is more convenient for the public. Traditional methods of fundraising worked really well however in an evergrowing technological world it is important for charities to stay ahead of the curve.

6. What is the current stage of development / testing of the invention?

The current stage of this project is requirements gathering stage which includes identifying elicitation techniques. The next stage is conducting the elicitation tecniques

7. List the names of companies which you think would be interested in using, developing or marketing this invention

Unicef Conern Worldwide Barnardos SVP Pieta house Samaritans ISPCA Cancer research Dogs trust GOAL Oxfam And many more.

8. Funding Partner(s)

Government Agency & Department	N/A
% Support	
Contract/Grant No.	
Contact Name	
Phone No.	
Address	

Industry or other Sponsor	Itexus
% Support	100%
Contract/Grant No.	3569

Contact Name	Michael Rose
Phone No.	N/A
Address	N/A

9. Where was the research carried out?

Nonprofits Source. (2019). *2018 Online Giving Statistics, Trends & Data: The Ultimate List of Giving Stats*. [online] Available at: https://nonprofitssource.com/online-giving-statistics/ [Accessed 12 Oct. 2019].

Statista. (2019). *Donations to charities by type of charity in France 2018 | Statista*. [online] Available at: https://www.statista.com/statistics/442614/donations-to-charities-in-france-by-type-of-charity/ [Accessed 12 Oct. 2019].

10. What is the potential commercial application of this invention?

The company that has hired me to conduct the requirements analysis wish to develop the application to charities worldwide on an annual subscription basis. Depending on the size of the charity the app will cost either less or more. The charity will then be able to have their name on the databse of charities and retain 100% of donations.

11. Was there transfer of any materials/information to or from other institutions regarding this invention?

If so please give details and provide signed agreements where relevant.

N/A

12. Have any third parties any rights to this invention?

If yes, give names and addresses and a brief explanation of involvement.

N/A

13. Are there any existing or planned disclosures regarding this invention?

Please give details.

N/A

14. Has any patent application been made? Yes/No

If yes, give date: ________________ Application No.: ________________

Name of patent agent: ____

Please supply copy of specification.

15. Is a model or prototype available? Has the invention been demonstrated practically?

N/A

I/we acknowledge that I/we have read, understood and agree with this form and the Institute's *Intellectual Property and Procedures* and that all the information provided in this disclosure is complete and correct.

I/we shall take all reasonable precautions to protect the integrity and confidentiality of the IP in question.

Signature of student:

Ruben Campean

Date: 20/10/2019

Consent forms for Brainstorming and Interviews:

Donate worldwide

I, An****a M****m… voluntarily agree to participate in this research study.

I understand that even if I agree to participate now, I can withdraw at any time or refuse to answer any question without any consequences of any kind.

I understand that I can withdraw permission to use data from my interview within two weeks after the interview, in which case the material will be deleted.

I have had the purpose and nature of the study explained to me in writing and I have had the opportunity to ask questions about the study.

I understand that participation involves answering questions to create a better understanding of the study as well as asking questions.

I understand that I will not benefit directly from participating in this research.

I understand that all information I provide for this study will be treated confidentially and names will be encrypted or not released.

I understand that in any report on the results of this research my identity will remain anonymous. This will be done by changing my name and disguising any details of my interview which may reveal my identity or the identity of people I speak about.

I understand that signed consent forms and original audio recordings will be retained in [an encrypted drive with only the researcher having access to until August 2020.

I understand that a transcript of my interview in which all identifying information has been removed will be retained until August 2020.

I understand that under freedom of information legalisation I am entitled to access the information I have provided at any time while it is in storage as specified above.

I understand that I am free to contact any of the people involved in the research to seek further clarification and information. Names, degrees, affiliations and contact

Student number: x194***64
Signature of participant: AM
Date: 01-11-2020

Signature of researcher: Ruben Campean
Date: 01/11/2020

I, F***dy M***ov voluntarily agree to participate in this research study.

I understand that even if I agree to participate now, I can withdraw at any time or refuse to answer any question without any consequences of any kind.

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Student Number: x193***73
Signature of participant: FM
Date: 01/11/2019

Signature of researcher Ruben Campean
Date: 01/11/2019

I, M***a H**t voluntarily agree to participate in this research study.

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Student number: x184***72
Signature of participant: MH
Date:01/11/2019

Signature of researcher RubenCampean
Date: 01/11/2019

I, V*****n F*******r voluntarily agree to participate in this research study.

I understand that even if I agree to participate now, I can withdraw at any time or refuse to answer any question without any consequences of any kind.

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Student number:
Signature of participant: VH
Date:01/11/2019

Signature of researcher RubenCampean

Date: 01/11/2019

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Student number: x193***86
Signature of participant: AA
Date:01/11/2019

Signature of researcher Ruben Campean
Date: 01/11/2019

Permission from companies to use information from website:

Website Information

BR Barnardos Research <research@barnardos.ie>
To Ruben Campean

Reply | Reply All | Forward | ...

Mon 23/12/2019 14:10

You replied to this message on 23/12/2019 14:25.

Dear Ruben,

Thank you for your email query.

Feel free to use the information available on our website for your final year project, once it is referenced.

Wishing you all the best with your project!

References

1. Cafonline.org. 2021. *Charities Aid Foundation (CAF) - We Make Giving Count*. [online] Available at: https://www.cafonline.org/
2. Online Charity & Non Profit Fundraising Services. 2021. *iDonate | Charity Fundraising Ireland | Donations | Fundraising*. [online] Available at: https://www.idonate.ie/
3. Nonprofits Source. 2021. *2018 Online Giving Statistics, Trends & Data: The Ultimate List of Giving Stats*. [online] Available at: https://nonprofitssource.com/online-giving-statistics/
4. 2015. *BABOK*. [Toronto]: International Institute of Business Analysis.
5. UNICEF Ireland. 2021. *Terms of Use*. [online] Available at: https://www.unicef.ie/about/terms-of-use/
6. Concern Worldwide. 2021. *Concern Worldwide | International humanitarian & development organisation*. [online] Available at: https://www.concern.net/
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8. Concern Worldwide. 2021. *What we do*. [online] Available at: https://www.concern.net/what-we-do
9. Barnardos. 2021. *Make a donation to Barnardos*. [online] Available at: https://www.barnardos.ie/how-you-can-help/fundraising/donate/make-a-donation