

## **1- Theme and purpose**

I have decided to create a website to protect people information when they need or want to order something from any website by hiding their information from all business that require customer's information to send orders out to them.

These days protecting personal information is very important for our privacy and safety. In fact, sharing personal information could cause big issues and could be a high risk for us due to the bad guys out there who are using technology to steal people information to get to there assets.

Some companies as PayPal did a great job to protect our Debit and Credit cards' information even bank accounts too. My site has a similar purpose but a little different which is protecting personal information as name, email, phone number, and home or mailing addresses. When we combine our services with companies like PayPal that will give the opportunity to customer to have a full protection when they need to order anything they want from any website.

## 2- Personas



Adam Addison  
41 Years Old  
Toronto, Ontario  
University Professor

Adam has a PHD in computer security with award of excellence. He likes to develop new ways of protection by writing programs that makes technology safer to use. He cares so much about privacy and protecting people assets. He has many friends who take advises from him about privacy and security. There is no doubt that he will likes the services we provide in our website and recommend the site to his friends too.

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Sarah Wilson  
27 Years Old  
Orlando, Florida  
Retail Manager

Sarah has a double degree in business administration and in business management. She cares about her employees' privacy and her customers' satisfaction especially when they are using the online services and resources of the retailer. Protecting the information for each individual means protecting the whole organization. She deals with many individual people and businesses. She would not hesitate to take action to notify all the people she deals with to let them know about our site and services which will benefit everyone.

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Reba Jackson  
18 Years Old  
Rome, Italy  
High School Student

Reba is one of the active students at her school. She organizes new activities weekly for all the students at her school. Some of the activity she organizes is focusing on sharing knowledge and awareness. Our website will be a good choice for her to provide in her organized activity to acknowledge students on how they could protect their personal information when ever they need to order something online. Also, she often orders stuff online to use in her activity using her personal information and our website will benefit her as well.

### **3- Scenarios**

#### Case 1:

Adam Addison was searching on the web if there are already some site offer protection of personal information and to find out how they do it. While searching the web Adam has found our site easily and he start learning about our website so he can understand how it works. After he clicked on Our Services button from the top bar menu of our site, he discovered what he was looking for and he decided to give our site a try.

#### Case 2:

Adam Addison went to the home page after he learned about our services. Then he clicked on the button “get your protection code now”. A new page reveled to him and that was the page where he has to enter his information in, so our web site can generate a protection code for him. This code can be given to any site which he need to replace an order from including our company’s information then the people of the site has to put this code and our company’s information on the package they need to mail to their customers and from their they can give it to the mailing organization to have the package sent to their customers.

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### Case 3:

Sarah Wilson has heard about our site and decided to contact us to find out how our web site could benefit her organization. She called our phone number that she found on our site. One of our employees answered her call and answered all her questions. Sarah has found a huge potential that she could offers to her customers and employees and to her organization as a whole. So, she decided to be one of our most important customers by providing her with a licence agreement to use our services in her organization and at the same time she wanted to invest in our company as well, which was a great opportunity for us.

### Case 4:

Sarah Wilson want from us to integrate our services functionality into her website. She wants to keep all her customers' information in their database so she can use that for advertising but our regular system does not allow her to access her customers' information since the customers uses the code we provide to them in the first name field, our company name in the last name field, and our phone, email, and address in the rest of the fields of her retailer's site. So, she wants to use our methods in her retailer's site because she wants to protect her customers' information from being stolen from the packages while they are out of their office going to the shipping company and we all know that some times the shipping companies leave packages at the doorsteps carelessly.

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### Case 5:

Reba Jackson has become a worker at one of the post offices near her home during the summer. One day she received a package that had a weird number at the first name field and "Protection code Inc." was written in the last name field. Immediately she remembered what she has learned from her training that she has to give this package to her supervisor. Because her supervisor is registered with us and can figure out where this package has to go using our private link we email to registered member. To become a registered member with us the post office worker has to complete 5 years of employment at one of the post offices and their criminal record has to be nice and clean.

### Case 6:

Reba Jackson has completed all the requirements to become one of the registered members with us. Now we can trust her and add her under the registered member list after she calls us and asks for that so she can access the information she needs when she receives anytime one of the packages that has a protection code on it. All what she needs to do is to click on the link that we emailed to her after she has been registered with us and fill few fields and she should be all good to go to use the customer information to generate a tracking number and a barcode using her company system. Finally, now she can print the tracking number and the barcode and attach that to the package in her hand.

## **4- Further Requirements**

1- If one of our registered member forgot their password, they will need to call our customers service so we can have them verified personally then we will let them go through a system process which allow them to create a new passcode using their phone dial pad. (This functionality is out of my scope)

2- Our system will track when and where each time a registered member has used our private link to access the information behind each protection code for extra security. Also, in the future we might consider integrating a system functionality to send an email or a text message to ask our customers for verification before our system allows the registered member see their information. Currently, the plane just to save the time when the registered member has used the system to access the information behind each protection code.

3- When the package is being delivered to the customer, the delivery person can find out the address of destination using the tracking number on the package which was created earlier by one of the trusted worker from the same company. If something happened to the tracking number and the barcode the delivery person could not figure out where it should go, he/she has to return the package to his/her office and pass it to a supervisor to deal with it.



## 5- Mock-up

### Part 1: Customer site

Page 1 (Home page):



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Page 2:

[Home](#) > [Who We Are](#) > [Our Services](#) > [Contact Us](#)

**Personal Information**  
First Name:   
Last Name:   
Phone Number:   
Email:

**Home/Mailing Address**  
Street number:   
Street name:   
APT / UNIT:   
Country:   
Province:   
City:   
Postal Code:

**Please Note:**  
Your information will be shared with trusted people in the post services only.

[Back](#) [Next](#)

Page 3:

[Home](#) > [Who We Are](#) > [Our Services](#) > [Contact Us](#)

**"Please make sure your information is correct"**

**Personal Information**  
First Name:   
Last Name:   
Phone Number:   
Email:

**Home/Mailing Address**  
Street number:   
Street name:   
APT / UNIT:   
Country:   
Province:   
City:   
Postal Code:

[Back](#) [Confirm](#)

Page 4:

# Congratulations

Your Protection Code is:

0000-0000-0000-0000

Home Page

## Part2: Authorized member site

Page 1 (Home page):

**"Welcome to the private page for Protection Code Inc."**

Postal Service Provider:

Authorized Member's Email:

Password:

Login

If you forgot your password  
you have to call us at:  
+1(800)000-0000

Page 2:

**"Please enter the customer's Protection Code here:"**

Get Info

If you have any issues  
please call us at:  
+1(800)000-0000

Log out

Page 3:

**"Customer's Information related to Protection Code:"**

0000-0000-0000-0000

**Personal Information**

First Name:

Last Name:

Phone Number:

Email:

**Home/Mailing Address**

Street number:

Street name:

APT / UNIT:

Country:

Province:

City:

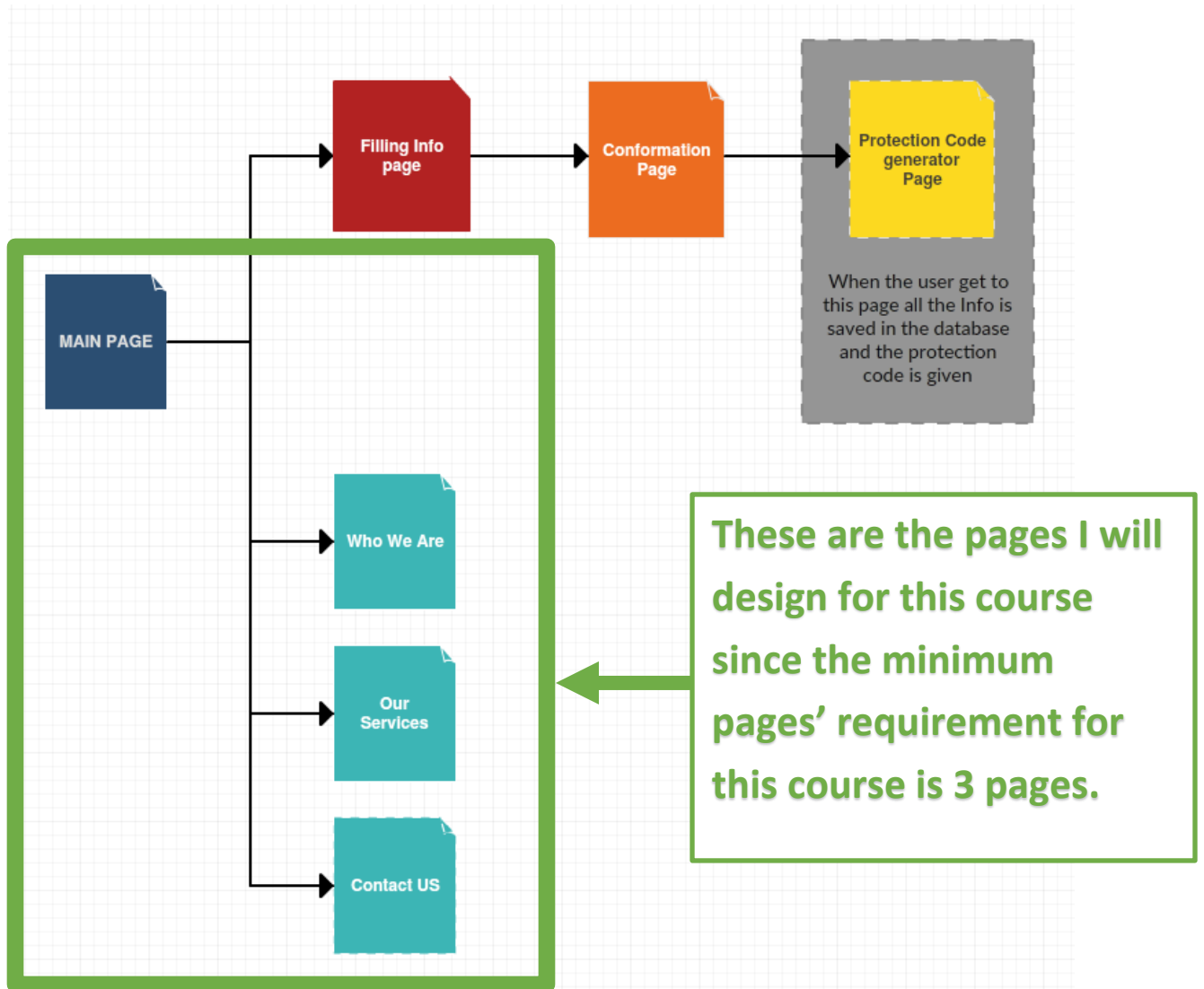
Postal Code:

Back

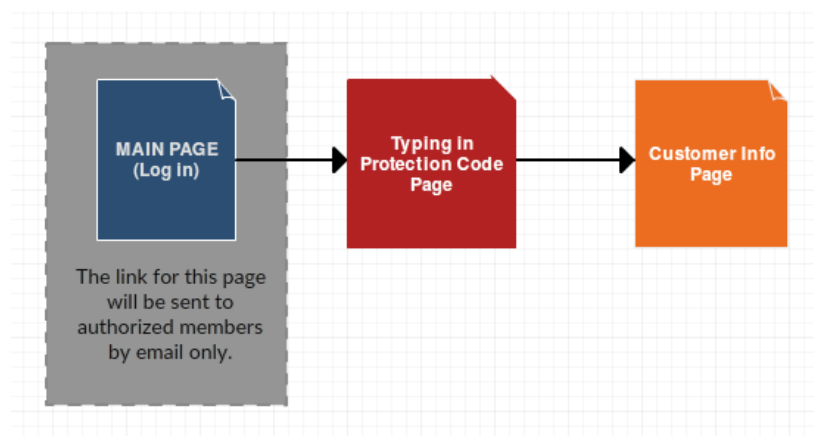
Log out

## 6- Site-Map

### Part 1: Customer site



### Part2: Authorized member site



## References:

**Link to pictures of Human Cartoon:**

[http://www.freepik.com/free-vector/casual-characters\\_774641.htm](http://www.freepik.com/free-vector/casual-characters_774641.htm)

**Link to Mock-up designing site:**

<https://moqups.com/>

**Link to Site-Map designing site:**

<https://creatly.com/>

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## Learning diary:

Since this unit is the base for the rest of the units, I took my time to think about an idea that could benefit people and at the same time I could continue to work on after completing this course. So, I have decided the purpose of the site to be protecting people information under a protection code with some functionality that could be developed in future after we give this idea a try and see how people react to it and from there we will discover if this idea is really worth investing in developing it later on or not. I have chosen three different personas and each one as two scenarios. In total, there are six scenarios that give a clear idea to anyone on how the site works.

## Learning outcomes:

### 1- Apply a structured approach to identifying needs, interests, and functionality of a website:

I mentioned and covered:

- 1- The purpose of the site.
- 2- Three different personas.
- 3- Six Scenarios cases are related somehow to each other to help with understanding the whole process of our site.
- 4- Some further requirements that explain some situations have not been mentioned earlier in the Scenarios.
- 5- A Mock-up design with rich information of how the site will be looked like and that consists of 2 parts: Customer site and Authorized member site.
- 6- Also a Site-Map for each part as well to show how the pages will be linked together.

**Please Note:** the numbers for each covered point above it refers to the same point has been numbered in the document.

### 2- Design dynamic websites that meet specified needs and interests:

The services we provide in our website will help to protect the personal information for anyone under a protection code then they use this protection code with our company's information to place orders online from any site at any time.

## Reflections:

I'm very glad that everything went very well as I have planned except recently I got few ideas that could make my site much better and safer in future. Like adding some features to allow our customers to notify us when they want to replace an order so we know when we could allow registered member to access their information or maybe adding specific period of days when their information can be accessed. Of course these kind of features will require huge modification to the site design like adding account feature to allow customers to log in and out. If I had a chance to do this site again I would add these ideas to it from the beginning.