

Master of Science Capstone

Pushing to Greatness – Web-Magazine Project

Larry J. McCall

Southern New Hampshire University

Dr. Raymond J. Curts, PHD

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Problem Statement

There are many sources in the media to recognize people and their accomplishments. These forums don't actually take into consideration what the general public believes are noteworthy. This will be a paradigm shift from the traditional methods in which the public will vote. In the United States, all too often, you must know someone to get the simplest things done. Know a gap can be filled in a new area.

This effort has two main benefits to the public. First the general public can nominate a candidate. There exist no panels or politics involved to get in the door. The candidate is placed in the category which they choose. Second, the selection is made by the voting public. Anyone can cast a vote.

The primary stakeholder is an individual who went from personal medical and person challenges to complete a graduate degree and become an executive level position with the Federal government. He earned his MEd from William and Mary College in the late 1990's.

Overview of Solution

An Interactive Website

The website and blog will serve as the collection source for the candidates.

Recommended candidates are entered through a form and displayed on the website based upon a category selected by the entrant. Votes for each candidate are also collected through the website. Each vote cost \$1.00. The voting public can only cast one vote at a time. Registered members can cast multiple votes up to a predetermined amount.

A Magazine

A link on the website connects to an online magazine. The magazine focuses on full length stories on selected candidates. The full blown story of several candidates are the regular featured stories. Other features are:

- Education opportunities
- Selected trends
- Health and fitness
- Politics

Corporate Sponsorship and Advertisements

Sponsorship is critical for this type of initiative. This module of the effort will occur after the initial launch of the project's website and a published hard copy. The sponsorship is a two-part effort.

1. A commitment to offer monetary or non-monetary award to the nominee.
2. A contractual commitment to run advertisement on the website and within the e-magazine.

Methodology

The Pushingtogreatness.com has not been launched. The proposed website will not replace any current technology for this organization. There exist over 500 supporters whose names are in a database and most have prepaid for a four-month subscription. This database will be integrated into the new website.

The website development will initially be designed using WordPress 4.6.1. The hosting selection is a local host using MAMP PRO software and FileZilla will also be implemented to transfer to an actual online hosting. The coding of the site is written in Html, CSS, JavaScript, PHP, and several WordPress plugin interfaces. The Google Analytics will be installed to the back end for tracking and search engine standing. MySQL is the product used to control the database for later linking to the site for its membership.

The Waterfall Methodology concepts are deployed for this project. A time frame of ten weeks is the length of the project. The team is made up of the following:

- Editor in chief
- Social media developer
- Project Leader
- Website Developer

The initial project has been sketched in a wireframe utilizing Adobe Muse. This portion is only temporary and is not presented in this narrative. It's only purpose was to assure that adequate menus and pages were considered. Additionally, the project leader is using a modified tracking in Microsoft Project to assure the deadline are being reached since this is a short project period.

Tools

Several tools are in use for this project. The WordPress platform is the website design instrument. The site hosting is a private server of the designer and has advance security design. Security breaches are a minor issue as no critical damaging data is stored on the server. The site and its data are backed up to an iCloud storage. Microsoft Project is the central control for assuring that deadlines are met or adjusted made as necessary. Any adjustments cannot compromise the launch date. Cost control is also monitored through Microsoft Project.

Requirements

The functionality of this project has the following components.

- An interactive website controlling access to the elements of the project
- Site has provisions for Sponsors and Advertisers
- Continuous posting of proposed candidates for the quarterly greatness award
- A membership joining point for new members
- Members vote for the candidates of their choice at a cost of \$1.00 per vote
- Collection of fees and processing handled by a PayPal plugin portal
- Highest vote count gets the award – in the event of any ties a runoff is activated
- Magazine features the greatness award of the last competition
- Magazine has other feature stories and articles for achievement including:

Task Name

Cover Page

Defying Gravity

Tech Ninja

Brain Central

Library Column

Fashion Executive Presence

Food and Travel

Food Recipes

Holiday Zone

PTG top Ten Facts List

Celebrity Central

Inspirational Column

Stats Page of various stats

Humor and Satire

Health and Awareness

Exposure Shocking Facts

In the eyes -Junior Writers

Education

- A minimum award of \$500 is paid to the winner plus any sponsor gifts
- Links to Facebook and Twitter cover the social media needs

Compliance

Compliance considerations have yielded no special requirements for this Limited Liability Corporation. Local government and federal income reporting requirements are met. This organization is and will not be listed as a non-profit organization. Copyright and trade mark privacy statements are now under review by a legal authority. This effort will be confined to the United States. Consideration is given to the possible benefits of becoming a 501C-3 Non-Profit Organization.

Project Design

The Challenge to be Addressed

There are many sources in the media to recognize people and their accomplishments. These forums don't actually take into consideration what the general public believes are noteworthy. This will be a paradigm shift from the traditional methods in which the public will vote. Each vote cost one dollar.

The Specifics of the Problem

This effort has two main benefits to the public. First the general public can nominate a candidate. There exist no panels or politics involved to get in the door. The candidate is placed in the category which they choose. Second, the selection is made by the voting public. Anyone can cast a vote.

Plausibility

The question is what will it take to get this innovation off the ground and will this project receive favor from the general public. The initial response has yielded over 500 subscribers who have paid an initial fee of \$100. This is favorable since this is pre-launch.

Project Implementation

Again, the question is what will it take to get this innovation off the ground and will this project receive favor from the general public. The center of focus for success is the website. A magazine published at a minimum of four times per year is the secondary tool. The initial launch will include an e-magazine.

Adoption Plan

Proposed is an adoption plan that supports the successful implementation of the technological solution within current processes, architecture, and environment.

This project will utilize the “waterfall” methodology. Ben Seigel (06/09/2011) with this methodology suggest “specify absolutely everything, down to the point size of the type, the line length of page headers and exactly how a simple photo gallery will work.” Specifically, the following must be addressed.

- | | |
|----------------------------|------------------------------|
| 1. Planning | 5. SEO Considerations |
| 2. Needs Assessment | 6. Wireframes - placeholders |
| 3. Determine the Content | 7. Navigation |
| 4. Determine the Structure | 8. Beta Testing and Launch |

Project Test Plans and Results

Testing Plans

The prototype is functioning. The testing results are noted in the next section. The areas for testing are:

- Site navigation
- Link operations
- User Log-in – Maintenance Screen
- Member Log-in
- Membership sign-up
- Member sign-up payment process
- Membership Billing
- Contact Page

Project Testing

Site Navigation

The site navigation testing is complete. The menu links loaded the correct pages in a timely manner. The initial prototype has six menu options plus the log in/out options. The footer has one social media option which properly functioned.

Link Operations

Links are associated with some images and videos. Links are also utilized with emails and the social media mentioned above. All the links have been tested and are properly functioning.

Member Log-in

The member login controls are functioning. Attempts to login for non-members refers the visitor to an action page to sign-up. Controls to limit access to the magazine remain untested as the magazine module has not been completed. This control will only activate the link to the magazine if the user is a paid magazine level user.

Membership sign-up

The membership sign-up initial page initiated properly. Once a selection was made, the page linked to the billing page to complete the transaction. No discrepancies were found in the process.

Member sign-up payment process

The member sign-up initiates if the visitor is a non-member. The page will display the member account level and status if the visitor is a user. This page initiates when the menu selection [My Account/Subscribe] is selected. This operation properly tested.

Membership Level Screen

This screen initiates when a member selects [My Account/Subscribe]. This screen is properly functioning in the prototype.

Membership Billing

This page collects the billing and credit card information. This process tested properly using standard testing card data. The process correctly functioned in the prototype.

Contact Page

The contact page tested properly. The minimum required fields worked properly showing error messages when compliance was not complete. The email contact was validated for a valid email format. The submitted data was properly submitted to the site email account.

Testing Summary

The testing is completed and satisfactory. The link to the magazine is functioning and the client signup process works effectively. The site is set for the addition of Google Analytics to secure a presence in the search engine rankings. The analytics will be implemented in the background and presents no disruption to the site. A final audit included randomly selected users testing the site using the instructions in the email. The developers and the stakeholders are satisfied and gave the go ahead to launch the site.

Implementation

A mass email was sent to the thousands of supporters. The email contained a temporary user name and password. The email has the full signup instructions are outlined in the appendix and below. The 500 prepaid members were uploaded to the site's logs. The website was launched with all the basic features functioning.

The Initial Email



Info@Pushingtogreatness.com
Friday, October 5, 2016 at
9:41 AM

Hi Larry,

The Pushingtogreatness.com site is now running. We thank you again for your support. Please click this link below and follow the instruction to login and view your magazine.

User Name: Larry.mccall1234

Password: Mccall234\$

1. Click the log-in tab and then enter your user name and password.
2. On the Membership Account page if **your account is paid:**
If your account is paid, your all set. Change the password and return to Home.
Select the magazine or brose the site. Enjoy.
3. On the Membership Account page if **your account is not paid:**
Select **Change Cancel.**
On the Membership Level page select **Your Level:**
Complete the Membership page and select **Update:**
Select the Home tab after the confirmation and brose the site or select the magazine icon. Enjoy.
4. Any problem or issues, complete the contact form or call us at 866.555.5555.

Got this email in error? We are sorry.

[Unsubscribe](#)

Recommendations for Future Enhancements

The entire project which included a e-magazine and a website is up and running. The objective of the project is promoting people who achieved greatness. The final determination is made by the registered subscribers voting. This process is done by voting through email. The original plan was to tabulate votes through an online screen. Later, it was decided to utilize email as a final method and later enhance the site with the option of the voting page.

The website site is not enhanced with the secure sockets layer. This enhancement is critical for the future. The collection of credit card data in today's environment will be hampered is a site does not display the "https" at the point of transacting critical data.

Considering the project was initially hacked during the development, this additional protocol is a necessity. A malware was detected by the hosting company. This company admitted later that they have upgraded their server side protection. However, my backup files were also infected. More research is necessary to prevent a repeat of this occurrence.

The final enhancement is to actually publish a hard copy of the magazine. The initial idea is to publish an annual summary of the candidates selected for the quarterly awards. The hard copy will be sent to annual membership holder and distributed to libraries and key points to gain an interest in the positive gains of the candidates.

Appendix


These are the pages tested in the prototype.

The Initial Home/landing Page



Exhibit A

Member Log-In




Search this website _

HOMEABOUTBLOGCONTACT USLOG-IN

User Name:

Password:

Submit




GET THE MAGAZINE

© Copyright 2016 Pushing to Greatness

Exhibit B

Membership Signup Page



Search this website ..

HOME

ABOUT

MEDIA

BLOG

CONTACT

MY ACCOUNT/SUBSCRIBE

Log out

Membership Account

My Memberships

LEVEL	BILLING	EXPIRATION
Subscription Members	\$19.75 every 4 Months.	---
Change Cancel		

[View all Membership Options](#)

My Account

Stephen McCall

- Username: Steve
- Email: admin@pushingtogreatness.com


[Edit Profile](#) [Change Password](#)

Past Invoices

DATE	LEVEL	AMOUNT
August 20, 2016	Subscription Members	\$19.75
August 20, 2016	Free Access	\$0.00

Exhibit C

User Signup and Payment Process



HOMEABOUTMEDIABLOGCONTACTMY ACCOUNT/SUBSCRIBE

Log out


Membership Levels

LEVEL	PRICE	
Free Access	Free	Select
Subscription Members	\$19.75 every 4 Months.	Your Level

[← Return to Your Account\(Edit\)](#)

Exhibit D

Membership Billing



[HOME](#) [ABOUT](#) [MEDIA](#) [BLOG](#) [CONTACT](#) [MY ACCOUNT/SUBSCRIBE](#)

[Log out](#)

Membership Billing

Logged in as Steve. [logout](#)

- Level: Subscription Members
- Membership Fee: \$19.75 every 4 Months.

BILLING ADDRESS

First Name

Stephen

Last Name

McCall

Address 1

6125 Boyne Dr

Address 2

(optional)

City, State Zip

Ypsilanti

MI

48197

Phone

7572929329

E-mail Address

info@pushingtogreatness

Confirm E-mail

admin@pushingtogreatn

CREDIT CARD INFORMATION

WE ACCEPT VISA, MASTERCARD,
AMERICAN EXPRESS AND
DISCOVER

Card Number

Expiration Date

02

2020

CVV

(what's this?)

UPDATE

CANCEL

Exhibit E

Contact Form

Pushing to
Greatness

Search this website ..

HOME ABOUT MEDIA BLOG **CONTACT** MY ACCOUNT/SUBSCRIBE

Log out

SEND

Your name:

Your name

Your e-mail:

Your email

Your phone number:

Your phone

Your Message:

SEND

Exhibit F

Initial Email



Hi Larry,

The Pushingtogreatness.com site is now running. We thank you again for your support. Please click this link below and follow the instruction to login and view your magazine.

User Name: Larry.mccall1234

Password: Mccall234\$

1. Click the log-in tab and then enter your user name and password.
2. On the Membership Account page if **your account is paid:**
If your account is paid, your all set. Change the password and return to Home.
Select the magazine or brose the site. Enjoy.
3. On the Membership Account page if **your account is not paid:**
Select **Change Cancel.**
On the Membership Level page select **Your Level:**
Complete the Membership page and select **Update:**
Select the Home tab after the confirmation and brose the site or select the magazine icon. Enjoy.
4. Any problem or issues, complete the contact form or call us at 866.555.5555.

Got this email in error? We are sorry.

[Unsubscribe](#)

Exhibit G

Reference:

McCall, Stephen (2016), Pushing to Greatness. Magazine. Retrieved on August 10, 2016 from: <http://pushingtogreatness.com/>

Seigel, Ben (June 9, 2011). A Comprehensive Website Planning Guide. Smashing Magazine. Retrieved on August 19, 2016 from: <https://www.smashingmagazine.com/2011/06/a-comprehensive-website-planning-guide/>

The Agile Movement (10/23/2008) AgileMethododology.org. Retrieved on (08/26/2016) from: <http://agilemethodology.org/>