

MICHIGAN STATE
UNIVERSITY

Project Plan

Refer A Friend Website and Mobile App

The Capstone Experience

Team MSUFCU

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*From Students...
...to Professionals*

Project Overview

- Website that allows current members to refer new members
- Works well for both desktop and mobile browsers
- Give incentive to both members after account creation
- Integrate with Facebook and Twitter



Functional Specifications

- Incentivize current users to encourage creation of new accounts
- Give new users clear instructions to create their new account
- Provide easy methods for sharing the incentive
- Adaptive layout for both web and mobile




Design Specifications

- Referrer's POV
 - Login & profile page
 - Facebook, Twitter, email sharing options
- Recipient's POV
 - Promotional code redemption
 - Creating new account




Screen Mockup: Referrer POV



You earn \$50. Your friend earns \$50.

Refer a friend to create an account at MSUFCU. For any friend that creates an account after being referred, both you and your friend earn \$50.

[Continue](#)




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[Continue](#)



Screen Mockup: Referrer's POV




Sign Out

You earn \$50. Your friend earns \$50.

Refer a friend to create an account at MSUFCU. For any friend that creates an account after being referred, both you and your friend earn \$50.

<u>Referrals Completed</u>	<u>Amount Earned</u>
3	\$150

Share with one of these options:





You earn \$50. Your friend earns \$50.

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PreviewSend Emails



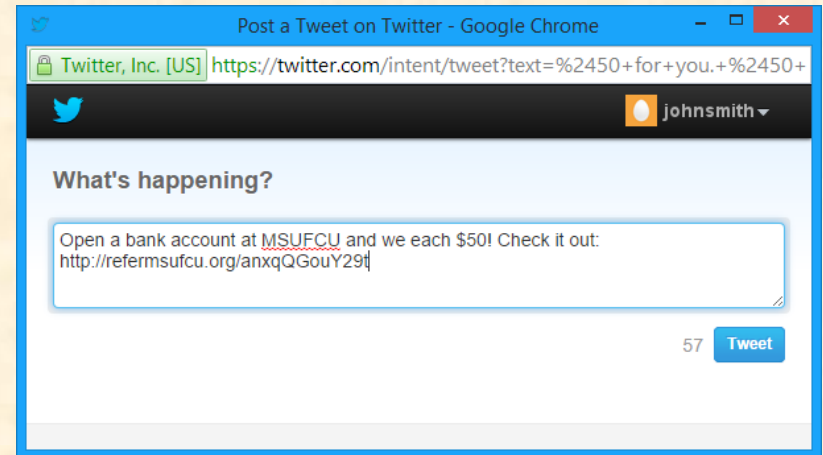
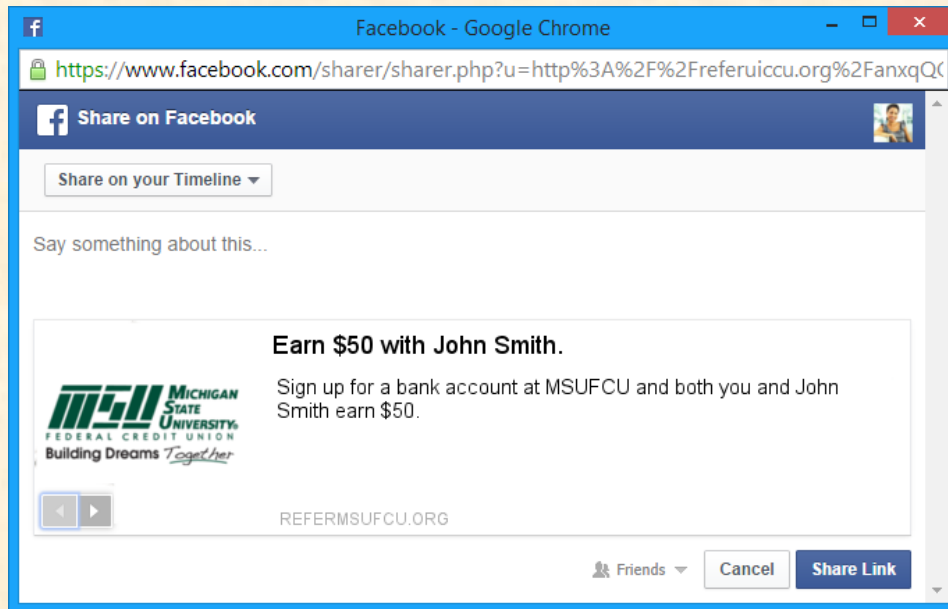
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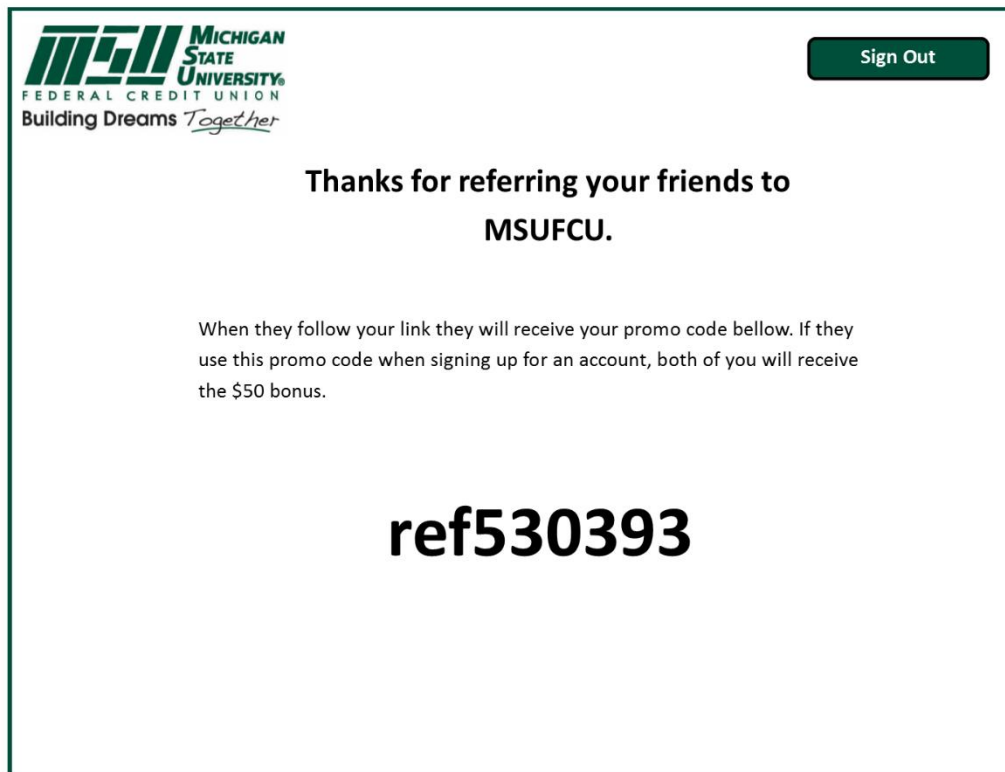
PreviewSend Emails




Screen Mockup: Referrer's POV



Screen Mockup: Referrer's POV



Screen Mockup: Recipient's POV




**John Smith has referred you to create
an account at MSUFCU**

When you go to sign up for a bank account at MSUFCU, use the promo code
bellow so you can earn a \$50 bonus.

ref530393

[Print Code](#) [Create Account](#)



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ref530393

[Sign Up Now](#)

[Print](#)



Screen Mockup: Recipient's POV



**John Smith has referred you to create
an account at MSUFCU**


When you go to sign up for a bank account at MSUFCU, use the promo code
bellow so you can earn a \$50 bonus.

Your email address

Choose a password

Confirm your password

Sign up Now



**John Smith has referred
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When you go to sign up for a bank account at
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Your email address

Choose a password

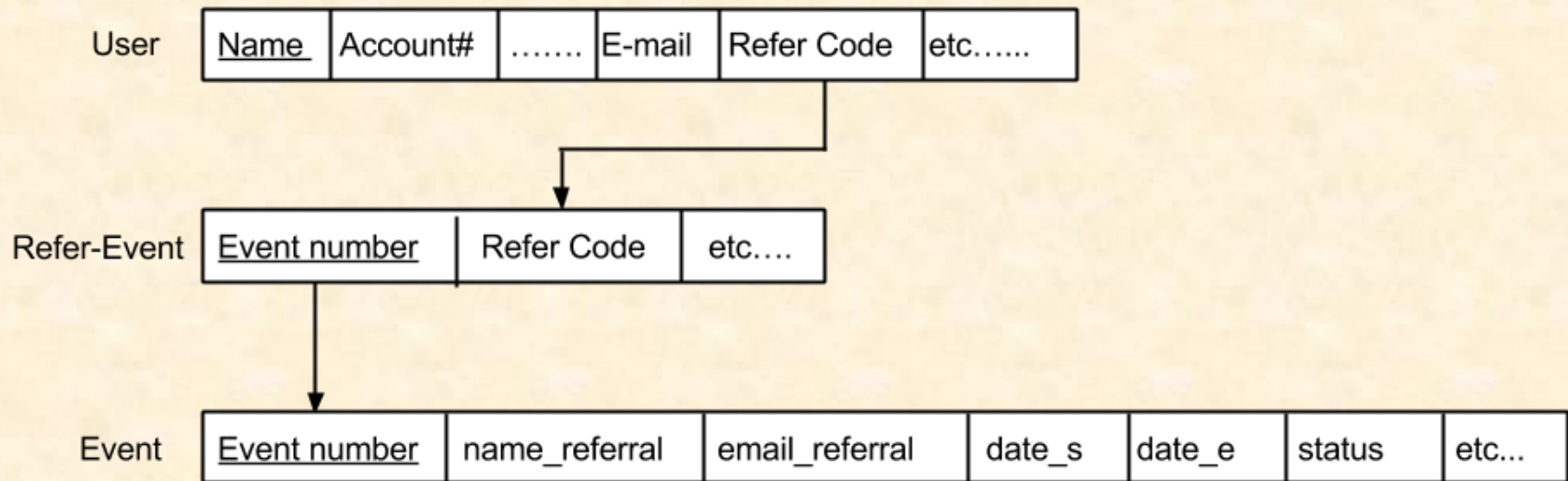
Confirm your password

Create Account



Technical Specifications

- User Referral Database (MySQL 5.5)

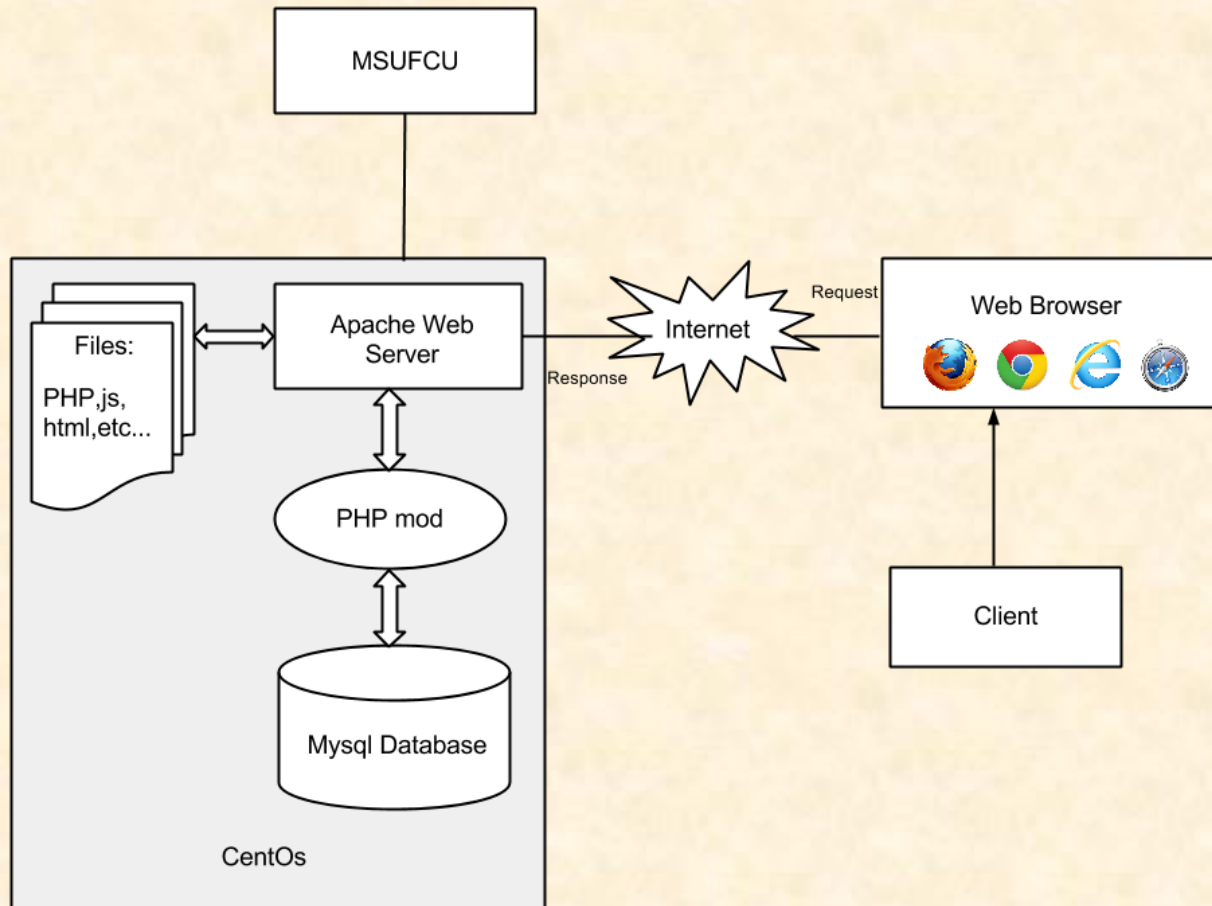


Technical Specifications

- Referral Website
 - Apache web server
 - CentOS
 - PHP 5.3
- Facebook & Twitter
 - Facebook's SDK for Javascript
 - Twitter Javascript/PHP library



System Architecture



System Components

- Hardware Platforms
 - Desktop computers
 - Android devices
 - iPhone devices
- Software Platforms / Technologies
 - CentOS 6.5
 - Apache Server
 - MySQL 5.5
 - PHP 5.3



Testing

- Make sure site runs correctly on all web browsers
- Test on as many different devices as possible
- Use PHPUnit for unit testing
- Ensure it is secure from malicious input

Risks

- Generating and managing unique IDs
 - Need to manage unique ID's for each member.
 - Mitigation: Research and integrate early so it doesn't present problems later.
- Social Media sharing
 - Unfamiliar with Facebook/Twitter integration
 - Mitigation: Explore and study available information
- Web Development
 - Most of the team has little experience with we development
 - Mitigation: Rapid prototyping and frequent testing, incremental building

