

SwiftAid.org
Page Content Abstracts
(Production Draft)

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Note: These abstracts were written during development and have not been edited post-web site construction. For final itemization of individual page content, please refer to the “Analysis and Specification Document” in the “Site Content” section.

Home page

On the home page the logo will be placed in the top, left of the main window. This page will contain a left navigation menu that features hyperlinks to the main pages of the information architecture: “About Us”, “Request Aid”, “Provide Aid”, “Donate”, “Emergency News”, and “Administration”. The page will contain an introduction to SwiftAid.org, so that the visitor can immediately know what the organization does and what the Web site is about.

About Us

The About Us page will contain the top banner, top navigation, and left navigation panels. It will feature an introduction to the mission of SwiftAid.org and how the organization goes about accomplishing its mission, in broad terms. The page will make an appeal for visitors to the site to get involved and partner with SwiftAid.org for more effective disaster response efforts. It will describe both aid available for victims and partnership opportunities. Embedded in this introductory text will be hyperlinks to the different pages of the site that are referenced here, so the aim will be to mention all aspects of SwiftAid.org’s operations that are reflected in the site.

Beliefs/Values

This page will present an overview of SwiftAid.org’s guiding philosophy and operational values. It will delineate the organization’s premium value of efficient and effective distribution of aid to victims of federally declared disasters, whether natural or man-made. SwiftAid.org’s philosophy about validating need, verifying victims, and screening aid providers will be presented. A look at the organization’s belief in just-in-time material donations, rather than warehoused supplies, and in meals-ready-to-eat, rather than perishable or inaccessible canned goods will be introduced. This page will also provide hyperlinks to the applicable pages that pertain to SwiftAid.org’s beliefs and values.

FAQ

The FAQ page will provide visitors with information about SwiftAid.org in a question-and-answer format. The questions will be structured to feature the organization’s mission and operations and provide guidance to those who visit to seek aid as well as those who visit as potential aid providers. This page will disclose governing structures and accountability standards of SwiftAid.org.

Contact Us

This page will provide basic contact information. It will provide a link to the Emergency News section for contact information relating to specific emergencies but feature headquarters and regional office contact information, showing phone, mailing address, fax, and e-mail means of contact.

Request Aid

The Request Aid page will describe in detail the types of aid that SwiftAid.org offers to victims, to whom it offers this aid, the process of verification that it undergoes to screen aid applicants, and the process of application itself. At the end of the explanation will be a hyperlink to begin the registration process and a hyperlink, alternately, to return to the home page.

Victim Registration

The Victim Registration will present a simple form for entering registration data that identify the victim. This form will have input textboxes for SSN, first name, middle initial, last name, gender, race, date of birth, status (alive, injured, dead, missing), and head of household. The page will contain a button to submit the form. After clicking the button the page will redirect to the Victim Phone page. Confirmation of data will await the confirmation page at the end of the application process.

Victim Phone

This page will have a single textbox for the victim to enter his or her phone number. It will have a submit button that stores the phone number to the Victim Phone table and redirects to the Aid Request page.

Aid Request

This page will contain the form for applying for aid. It will contain input boxes for type of aid requested, quantity of aid type requested, and date by which aid is needed. When submitted, the aid request will receive an ID number and record the Aid Request table. Also, when this form is submitted, the system will return a page that confirms the submission and shows the ID number for the victim's records.

Provide Aid

This page will describe the program in terms of how aid provider organizations and individuals partner with SwiftAid.org to offer material aid in the forms of food and shelter to victims of federally declared disasters. It will explain that SwiftAid.org distributes MREs and only other non-perishable food items that can be easily prepared in the field. Canned foods will be accepted only if they do not require added water and can be opened without an opener or are accompanied by an opener. Explanations will be given here about the nature of the M*A*S*H* units in which the provider organizations will distribute food or from which they will victims to shelter facilities. At the bottom of the explanation the page will feature a link to the Provider Information page to begin the provider registration process.

Provider Information

This page will feature a form through which the provider applicant can enter her organization's or her personal profile information. Input boxes for name, address, and public or private designation will be shown. A submit button will save the data to the Relief Organization table and redirect the applicant to the Provider Contact page.

Provider Contact

This page will contain a form into which information for a contact representative of the provider organization can be entered. It will ask for name, home office, region, and vice president. When the registrant clicks the submit button, the data will be saved to the Relief Contact table in the database and there will be a redirect to the Provider Phone page.

Provider Phone

This page will present a form into which the provider representative will enter the provider contact's phone number. When the submit button is clicked, the page will redirect to the Provider Shelter page.

Provider Shelter

The Provider Shelter page maps to the Shelter table in the SwiftAid.org database. This page will show a form through which the provider organization will indicate its shelter specifications, including whether it is short or long term, the total number of beds, and the cost per bed. When the organization representative clicks on the submit button for this form, she will be redirected to the Food page. A button will be available for skipping the Provider Shelter page and moving immediately to the Food page, if the provider does not intend to set up shelters.

Food

This page will ask the provider organization whether it will donate MRE-type food. If the answer is no, the provider will be immediately redirected to the Transportation page. If the answer is yes, for those who have filled out the Shelter page a control will appear to ask whether the provider wishes to distribute the food at the shelter or to donate it at a donation site. If the provider selects the donation site option, she will be redirected to a page that lists donation sites.

If the provider representative selects the option to distribute food at the provider's own shelter, she will receive a confirmation of the intent to provide food aid and then be asked whether the provider organization wishes to provide transportation. If not, she will be redirected to a dynamically created confirmation page that itemizes the provider information and the aid information that has been entered. If so, she will be redirected to the Transportation page.

Donation Sites

The Donation Sites page will list permanent donation locations based on the provider's location and temporary donation sites on location in a disaster area. For those

who have come to this page during the registration process, a hyperlink will be provided on the page to continue with registration. This link will redirect to the Transportation page.

Transportation

This page will first ask whether the provider wishes to assist with transportation needs. If so, she will be asked what method of transportation will be made available in terms of vehicle type, and whether transport will be of supplies or victims, or both. After the provider representative has clicked the submit button, she will be redirected to a dynamically generated confirmation page that will display the provider information and the aid information that has been entered.

Donate

The Donate page will provide more specific information about the donation process and make an appeal to the Web site visitor to donate. It will state that all financial donations are tax-deductible. This page will have images designed to elicit sympathy and will seek to persuade the visitor to act. Hyperlinks will be imbedded in the text to redirect the visitor to the Current Emergencies and Current Needs pages, which, in turn, will prominently display links back to the Donate page. This page will display three prominent links to this section's sub-pages, PayPal, Credit Card, and By Mail.

PayPal

This page will offer an option to make a cash donation through PayPal. A PayPal plug-in will be embedded in the site page. The page will briefly describe the PayPal process and offer the option to establish a PayPal account. After a PayPal donation has been made, the donator will receive a confirmation e-mail and be redirected to a confirmation page that has an option to be redirected to SwiftAid.org's home page. The confirmation page will display the customary top and left navigation hyperlinks.

Credit Card

This page will offer donation-by-credit-card functionality. It will feature the same confirmation and redirection functions as the PayPal page.

By Mail

The By Mail page will explain how to make a donation by mail, using a check or money order. It will display the SwiftAid mailing address to make such a donation.

Emergency News

This page will highlight a prominent news story of a currently occurring emergency. [Are we going to create dynamic content for this that comes from an expanded Disaster table, or are we only going to mock up some static pages for this?] It will prominently display links to all of the sub-pages in this section.

Current Emergencies

This page will contain information about current federally declared emergencies throughout the United States. This will be a feature page that highlights the most prominent emergency situations but also shows a list of hyperlinks to information about all current federal emergencies. The featured emergencies will be those to which SwiftAid.org is responding and the page will inform the reader about SwiftAid.org's efforts. It will contain a search-by-state function, which will also be on the Search by State page. It will prominently display hyperlinks to the other pages in the Emergency News section.

Emergencies This Year

On this page will be a list of links to further information about emergencies that have occurred in the current calendar year. Each link will redirect to a standard template that displays information for that particular disaster or emergency.

Current Needs

The specific needs for food, shelter, and financial help relating to the current federal disasters will be featured on this page. This page will be designed to appeal to the sympathies of the Web site visitor to make a donation and will prominently display a link to the Donate page. It will contain photos taken of events and conditions surrounding specific ongoing emergencies.

Search by State

This page will present a simple search control for retrieving information about current disasters in given states. The search will render a dynamic results page that will list links to the standard disaster information template.

Archives

This page will display a list of hyperlinks that correspond to previous calendar years. When a given link is clicked, a results page will display a list of disasters that occurred during that year. Sort and filter functions will be available on the results page. Also on the Archives page will be search control that allows the reader to filter by state, year, and disaster type.

Administration

The Administration page will display a login control. After login the page will return hyperlinks to all sub-pages within the administration section. Since this is section will not be accessible to the public, the design team will not spend a lot of time on its development for the purposes of this course, but the form functionality will be implemented sufficiently to allow the system as a whole to function.

Disaster Tracking

This page will feature input controls for each disaster, to fill the Disaster table with a disaster name, the start date, and the end date.

Employee Information

This page will contain the form to enter data for SwiftAid.org employees and maps to the SwiftAid Employee table. It will contain input fields for the employees name and when submitted will generate an employee ID.

Victim Tracking

This page will map to the set of tables relating to the Victim: Victim, Victim History, Victim Tracking, Victim Phone, Victim Grant, and Need Request.

Provider Approval

This page will display the provider information from the Relief Organization table and provide a control to approve the provider. In the real world it should also have links to other data relating to the provider from the Shelter, Relief Contact, Relief Phone, Offered Service, Need Request, SwiftAid.org Employee, and Relief Service tables, but we will not develop such an elaborate provider relationship GUI for the purposes of this course.

Grant Disbursement

This page will allow administration staff to search for a victim by name or ID number. The returned result page will display input boxes to enter the amount of the victim's financial grant and the date of its distribution. The default date will be the date of entry unless otherwise specified.