



GOCITIZEN

SPECIFICATION REPORT

SUMMARY OF REQUIREMENTS

After extensive and varied research into the concept of new media and citizenship, there are some key requirements that are essential for the success of GoCitizen.

Looking at other attempts of meeting the needs of the citizen such as the 'Involve' website it was clear that in order to engage the audience a creative approach should be taken. Whilst looking at this example it was important to note the most successful elements and thus the reasons behind the success. The research found that the website covered nearly every potential citizenship related topic or source possible which meant that the usefulness of the website was substantial, although the delivery was less impressive. The key between relating the useful sources whilst still engaging the audience is the idea of engagement through media which is a requirement that GoCitizen will need in order to succeed. Furthermore, implementing new media deliverables such as media players and social media input will greatly improve the delivery of information and allow GoCitizen to become more of an active and widely used website which will in return allow the concept to develop and become a much bigger and influential project.



REQUIREMENTS

NON RESTRICTED USER

The website needs to be accessible by anyone and not require a user to be from a certain place or have a certain background.

ORGANISATION INVOLVEMENT

It is key for the success and development of the concept as the ultimate goal is for it to become a tool for cosmopolitan citizenship

VISUAL APPEAL

One of the key requirements that was lacking in the case studies was the need for a visually appealing site that would attract potential users and also please current.



TRUST

Trust was one of the most important requirements noted in the case study analysis. GoCitizen intends to implement this through the use of a login system that will allow users to create personal spaces that will allow them to build up a gallery of their citizenship contributions.

- login
- home
- about
- citizen zone
- upload
- contact

STRONG BRAND IDENTITY

A further key requirement picked up from analysing the case studies is the need for brand identity. The colour scheme of orange, white, red and blue will be used throughout to give the audience a sense of reassurance and brand identity.

COMMUNICATION

Communication was noted in the research as one of the most important features as it was clear that with both case studies the basis of their success was the ability for user communication and contact with administrators.

GET INVOLVED, UPLOAD & SHARE & BECOME AN ACTIVE CITIZEN

USER RISKS	LIKELIHOOD	IMPACT	TYPE	ACTION	DETAILS
1. Users may not feel confident using new media and struggle with the GoCitizen concept.	5	5	Reduction	Go Citizen should offer alternative forms of getting involved to ensure no user feels overwhelmed by new media input.	Users should be able to add letters and images or simply discover information on the website as to how they can get involved.
2. Users may not be interested in getting involved with any of the GoCitizen projects or activities.	0	10	Contingency	Having a broad range of potential ways that users can get involved will help to prevent this from happening.	Varied ways of getting involved will encourage a range of people to get involved and prevent any user from feeling neglected.
3. Users may not feel that an online solution is the most effective in terms of improving citizenship.	0	5	Reduction	Explaining the purpose of the website clearly and providing evidence of why it works.	This will be reduced through the use of user contributions that will double as the evidence for the success of the website and encourage new users to do the same.
4. Users will find it difficult to upload content or to gather content in the first place.	0	0	Prevention	GoCitizen will ensure that ample instructions are placed clearly on the website and will offer ideas as to what content is ideal.	Users will also be able to ask any questions that they may have regarding this risk which will prevent users not engaging with GoCitizen.

RESEARCH RISKS	LIKELIHOOD	IMPACT	TYPE	ACTION	DETAILS
9. It may be difficult to get an accurate achievement prediction set due to unknown terrain of the website.	0	5	Prevention	By ensuring that all avenues of research are investigated and carried out this will help to prevent the likelihood of the site being unsuccessful.	Market and competitor research will be the methods that will be implemented to ensure prevention of this risk.
10. Some people may be intimidated by new media influences and be reluctant to participate.	0	5	Reduction	Ensuring that thorough target market research is carried out will help to reduce this by ensuring the product is tailored to the needs of the audience.	Asking potential users and offering examples will help to reduce this impact severely.
11. It may be hard to find people who potentially fit the target market of the site.	5	0	Reduction	Thorough research into who would benefit from or enjoy the site will help to reduce this issue.	Making sure research is carried out on both definite users and also people who may not use the site is essential in order to improve the site and broaden the target market.

PLANNING RISKS	LIKELIHOOD	IMPACT	TYPE	ACTION	DETAILS
5. The production of the concept may take longer than expected	5	5	Reduction	Using time planning techniques and programs such as gantt charts will help to control this and reduce project over running.	Users may not be confident using new media and struggle with GoCitizen concept.
6. Users may not be confident using new media and struggle with GoCitizen concept.	10	10	Contingency	Users may not be confident using new media and struggle with GoCitizen concept.	Users may not be confident using new media and struggle with GoCitizen concept.
7. Planning the project may have unrealistic goals due to new type of project and unknown timespan.	5	5	Reduction	A high level of organisation and time planning will help to reduce this and keep the project on track.	Organising each section of the project and ensuring that individually these targets are met will significantly reduce this problem.
8. Issues may occur that get in the way of the planned creation plan.	10	5	Contingency	This is likely to happen although ensuring that the previous planning risks are acknowledged will allow time to be left free incase of this issue.	Time management is essential in ensuring that there is enough time if anything goes wrong.

DESIGN RISKS	LIKELIHOOD	IMPACT	TYPE	ACTION	DETAILS
12. Due to the broad audience the design may not appeal to all.	5	5	Reduction	This should be research and kept to a design upon which is unintimidating and easy to the eye.	Researching other types of sites with similar audiences will help to reduce the impact of this and ensure the design is suitable for the audience.
13. The designs could be lost or files could be damaged.	0	10	Prevention	Having several backups of the work and constantly saving will help to prevent the work from being lost or damaged.	Organisation is key for this risk and backups should be made online and offline to prevent loss or damage.
14. The design may not be suitable for all browsers and devices	5	5	Prevention	During the design process, constant testing of the site on different browsers will ensure compatibility across all.	It is vital to keep testing this along the way as it will take alot of time to change this after production.

TECHNICAL RISKS	LIKELIHOOD	IMPACT	TYPE	ACTION	DETAILS
15. The website may not function on all devices.	0	10	Prevention	Constant device testing throughout will help to prevent this risk by reassuring that the site will work on all devices.	The site should be tested on all possible devices from ipads to desktops.
16. The website might not work and the user will be unable to use some of the intended functions.	0	10	Reduction	Testing and sticking to the time plan will help to prevent this from happening.	Again, for this risk testing is essential in preventing any faults with the website.
17. The website may break.	5	10	Contingency	Ensuring that the code is as secure and thorough as possible will help to prevent this if it were to happen. Backup may be needed in extreme cases.	With the testing and checking this should not be a problem although a contingency plan should be created just in case.

GOCITIZEN RISK ASSESSMENT





GOCITIZEN DESIGNS

GOCITIZEN will not only offer users pathways to becoming active citizens or learning about how they can become a better citizen but will illustrate users efforts through several media platforms. The examples below are potential designs for a video player that the user would be able to use to flick through the different video examples of how people using the website have used their skills and applied them in the real world.

This page is to represent the media players that will be used to display peoples accomplishments and contributions to society. The user will be able to use the arrows to click through the different videos and also view a short description of who published the media and for what cause. This will hopefully encourage others to either copy this display of citizenship or feel inspired enough to go out in to their community and do something similar or even think of their own way to be an active citizen. Within this element of the platform the user will have the ability to share the videos via social networking platforms such as twitter and facebook which will in turn bring more people to the GOCITIZEN website. There will also be a sound control and screen enlarger incuded on the menu that holds the play button.

HTTPS://WWW.FLICKR.COM/PHOTOS/HOWARDLAKE/4995038829/

Ruby Tomlinson
CHARITY COLLECTION - 2014 - CHESHIRE

HTTPS://WWW.FLICKR.COM/PHOTOS/LABDOG2010/8925820829

Julie and Andrew Creathorn
CHARITY JUNK SALE - 2013 - BRENTWOOD

Ruby Tomlinson
CHARITY COLLECTION - 2014 - CHESHIRE

Julie and Andrew Creathorn
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THE WEBSITE

User uploaded images, videos and other forms of media will be on rotation on the homepage to immediately highlight the community category of citizenship that the website aims to improve. This will also generate interest and encourage the user to explore the sight further. There will be a range of ages, races and type of people visible in the forms of media so no one feels discriminated or uninvolved. As the website progresses and develops, more and more user generated content will be developed.

This simple tag line is one of the biggest features on the homepage as it highlights the action the user needs to take in order to become an active citizen. It is kept short and simple to ensure users aren't intimidated and more intrigued to discover more about the concept.

The GoCitizen logo will be clearly present on each page but especially the home as the users need to be informed of the purpose and goal of the website.

The design mockup features a central photograph of a diverse group of people at a festival during sunset. Overlaid on the image is the GoCitizen logo, which consists of a blue speech bubble containing the letters 'GC' in orange, with the word 'GOCITIZEN' in blue below it. To the right is a dark orange navigation bar with the following menu items: 'login', 'home', 'about', 'citizen zone', 'upload', and 'contact'. At the bottom of the mockup is a white banner with the tagline 'GET INVOLVED, UPLOAD & SHARE & BECOME AN ACTIVE CITIZEN' in blue, bold, uppercase letters. A small 'GC' logo is positioned above the word 'GOCITIZEN' in the bottom right corner of the overall design.

DESIGN PAGE 2

The navigation bar is kept very simple but allows regular users to log back in and add to their GoCitizen account, new users to learn more about the concept, visit the citizen zone - with other user contributions. There is also a page to upload which will upon entering will ask the user to login or register. The user will then be able to upload their contributions to the site. And finally, the contact button will allow anyone with any concerns or quires to contact GoCitizen.

The category of community falls under this section especially as users will be able to view each others contributions to society.



GO CITIZEN

THE WEBSITE

After the research into previous attempts to target the civic and community categories of citizenship it became apparent the key requirements that needed to be addressed in an alternative system such as GoCitizen. Both case studies presented websites that aimed to get citizens to be more active although one was very bland and did not clearly state the purpose of make it clear of the target audience, whereas the other was a better designed more selective website that appealed mainly to adults. GoCitizen's website aims to overcome these issues whilst still making an influential impact on citizens and their communities.

The website will offer the users the ability to create a profile with the site which will allow them to build up a GoCitizen reputation that they can share with other users. For example, if someone had participated in many community activities and they had documented and shared evidence of this through forms of media they would have built up a higher reputation on the GoCitizen website and would be influencing other users into become better citizens.



GO CITIZEN

THE LOGO

The logo is in the shape of a speech bubble to represent the opportunity and freedom that the users have when on GoCitizen. The logo is meant to symbolise free and creative expression whilst still representing the name GoCitizen. As pointed out in the research report it is vital for the audience to feel that the website and its contents are relevant so the logo needs to reflect this further.

The colours are used to symbolise happiness and creativity as these are bold colours usually related with positive events. This will be the main colour pallet used for the logo although variations will be seen across the site to ensure the logo is always visible against bright backgrounds. This is vital for brand identity.





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