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WINDOWS PHONE 7



# Build Together

“Help us build a better world”

# INTRODUCTION



## PROBLEM TO SOLVE

For generations, millions of people aspire to a decent housing, a warm and comfortable place to live. There are a lot of associations created to help them, but the number of people in the need doesn't stop to increase. At the beginning of the year 2005, it was more than a hundred millions of people who were living without home according to Inter Press Service.

Obviously, the number of humans on earth grows up every day. The quantity of structures to house, entertain, heal or employ people must follow this increment. Unfortunately, the lack of money makes it impossible. One solution to solve this problem, especially used by Emmaüs – French association - is to collect donations from people in order to invest them into humanitarian projects.

Although this solution is a good one, the only role of the donors is to give money. Couldn't we find another way to help people in the need? A more attractive and a more humanitarian one? We can, by federating people to a known cause.



## EXAMPLE

A charity organization fighting against cancer decide to organize a public paying meal. People can go and eat a good meal knowing that the benefits of the lunch will be given to the people affected by this terrible disease. This way to think is, in our opinion, a better one to see the solidarity. It gives money to poor people and offers a good time to donors.

We truly think that people are more likely to participate to this kind of events that to make a donation.

# DESCRIPTION



## BRIEF DESCRIPTION

With Build Together for Windows Phone 7 devices, we can give everybody the best of the solidarity.

- ✓ Charity organizations can plan events
- ✓ They can post pictures and videos during or after the event
- ✓ They can offer donors a good moment while collecting money to the people who need it
- ✓ Users can see a list of the events next to their geographical position or wherever in the world
- ✓ Users can subscribe to events
- ✓ Users can make donations
- ✓ And a lot more



## WHAT IS BUILD TOGETHER?

Presented as a Windows Phone 7 application, Build Together is first of all a platform gathering a lot of humanitarian projects and events in order to defend the toughest causes. It allows users to find all the events around them which benefits to associations helping people in the need.

In a fraction of seconds, users can find an event that fits their needs knowing that your money will help others people. From a meal to an afternoon of karting, users will have a great time. They can say goodbye to endless boring moments while making a great action.

Build Together allows users to access all the information about organizations and their projects. This way, users can see what charity organizations did with the benefits and the next events that they organize. Furthermore, users can meet new friends during the events and be more aware of the reality of diseases in our world.



## WHO IS BUILD TOGETHER FOR?

Moral or physic person, rich or poor, French or stranger, Build Together is open to everybody. Whether you live in wealthy place, whether you are the executive officer of a local company or you are part of a family, Build Together is waiting for you. Our success is based on massive people's collaboration, that's why our solution seeks out for every person ready to invest itself into humanitarian projects, whether they are local or on another continent.

In order to work, Build Together needs two actors. On one side, associations, as every identified organism, can post their projects and organize their events on Build Together. In doing so, they engage themselves to use the money raised only for their projects. Thereafter, they can publish information about past events, like pictures and videos, and saying what they did with the benefits.

On the other side, there are users. They have the opportunity to invest into projects. This investment could be participation to events, a donation or a communication about the events using a social network. They can also use Build Together to keep track on the different projects they invested in.



## A BUSINESS MODEL BASED ON INTERESTS

In order to live, Build Together had to make money. For some obvious reasons, we will never take any money from donations or events subscriptions. Our capital will be based on interests. Indeed, money is not directly returned to associations. It is deposited on a bank account for a few days so that they can make interests. Then, organizations can benefit from a hundred percent of the money collected via Build Together.

We give them the opportunity to attract people to their events for free!

## APPLICATION FEATURES

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### A COMMON PLACE FOR MULTIPLE PROJECTS

If many humanitarian projects exist, no one provides the capacity to gather them. With Build Together, you can see a lot of projects, as diverse and varied, in few clicks. By default, you will see projects next to your position. It means the events organized in your city and its surroundings. If you want to focus on a specific location on earth, you just need to indicate it and save it as default location. In this case, you will see in priority all the events in this area.

On Build Together, the events are accessible from anywhere, anytime and for anyone !



### THE POWER OF BING MAPS

Thanks to Windows Phone 7 features, Build Together can use great third party application. Indeed, we use Bing Maps to dynamically indicate to users the route to take in order to go to the events they subscribe. Plus, we use Bing Maps to show every event on a map. That way, the final user can use the multitouch capabilities on his Windows Phone 7 device to virtually travel the globe and find a project he wants to be invested in.



### USE YOUR CAMERA!

Every Windows Phone 7 device has a built-in camera which allows to take some great pictures and record amazing movies. Build Together lets events organizers use it. Once taken, the photos and videos are uploaded to Build Together servers so that everyone can see, share and comment them. In that way, organizers can, in just a few seconds and in real time, share the moment with all our users.



## **SOCIAL NETWORKS**

During the past years, social networks became more and more important. Several of them have millions of users; we think that it could be judicious to use them. Build Together supports some online services, from Facebook to Twitter via Foursquare, with the goal to touch the largest possible public. Whether with a tweet or a Facebook status, the projects in which you invest or the event in which you participate will be shared with all your contacts.



## **MAKE A DONATION**

Even if we think that events are a better way to collect money, Build Together still permits to make simple donations. Via a charity organization profile page, any user can give the amount of money he wants to give to this organization. He can make a direct donation or choose to staggered it over months. Doing that, the user will be notified every month to confirm the transaction.

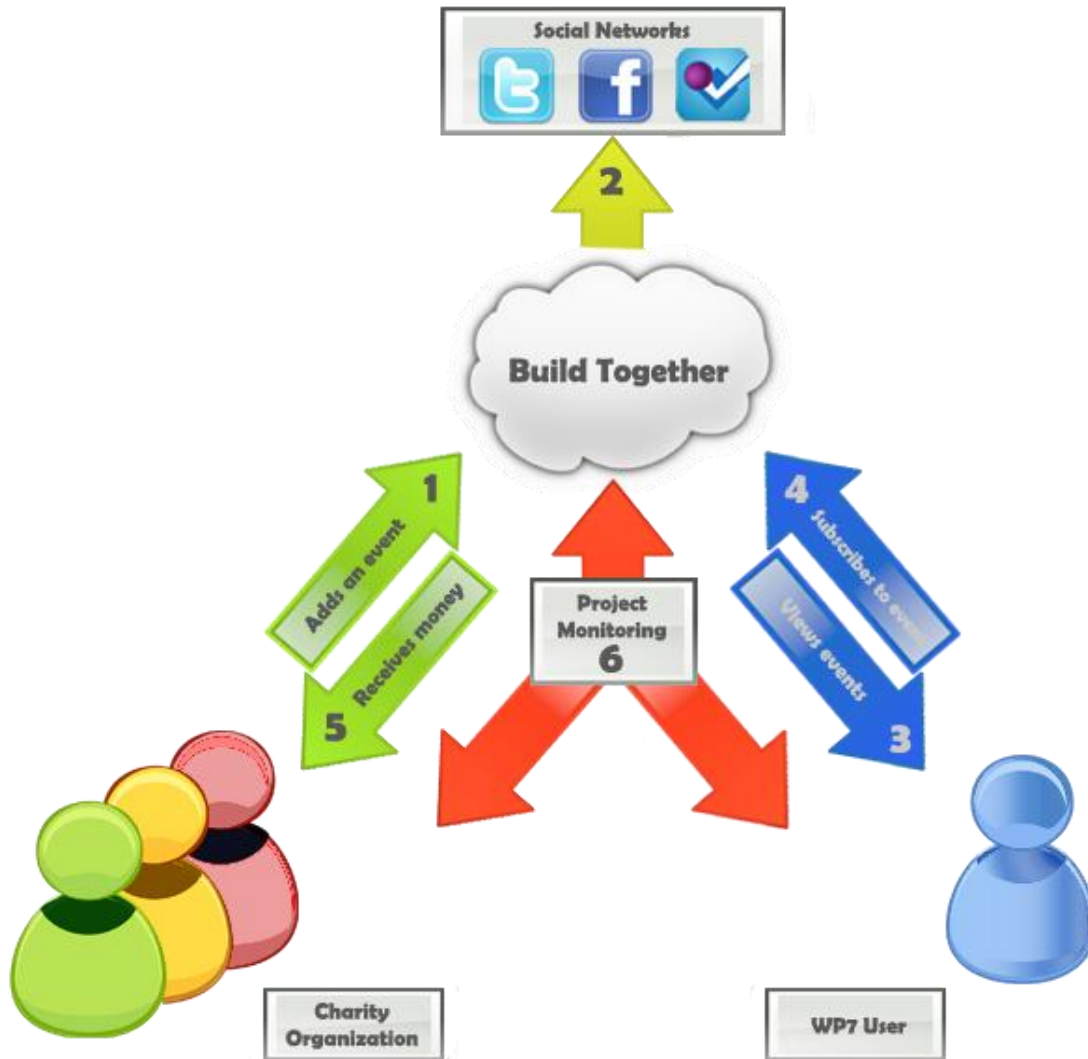
Build Together will never takes any money from a donation.



## **PUSH NOTIFICATIONS**

When something happens, the user wants to be informed. That's why Build Together uses push notifications. With this, we can alert the final user as soon as a new information has been posted on our application. For example, if someone wants to focus on association events, he can subscribe to this association in order to receive a push notification as soon as the association organize a new event.

The user can also receive push notifications for the new events based on a city, a country or on the events type.



## FUNCTIONAL DIAGRAM

Below are the main steps describing how Build Together works.

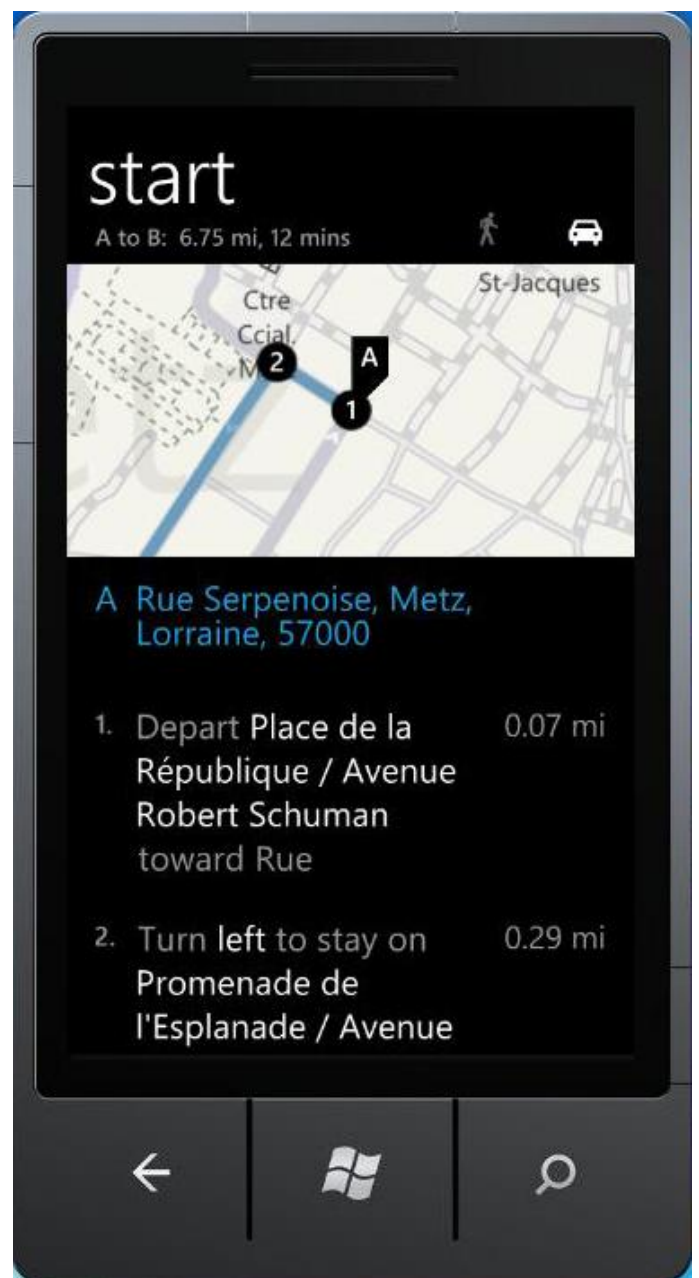
- 1 - Charity organizations add their events (title, description, price to pay to participate, etc.) on the Build Together WP7 application.
- 2 - Build Together automatically puts the events online and publishes it on social networks like Facebook, Twitter and so on.
- 3 - Users consult Build Together so as to find the events that are geographically close to them.
- 4 - Users subscribe to events and pay the participation.
- 5 - Organizations get the money from users via Build Together.
- 6 - To honor their contracts, organizations have to put information about the event online with the Build Together WP7 application.

# USER INTERFACE PROTOTYPE



## PROTOTYPES

Below you will find several prototypes of the Build Together Windows Phone 7 application. They do not reflect the final user interface. The only purpose of these prototypes is to quickly show the way the application will work.





## USER INTERFACE / USER EXPERIENCE

The first prototype, the one on the left, shows a list of every project geographically close to the user. They are ordered by date ascending so that the user can directly see the ones which are about to begin. Thanks to the Silverlight Pivot control, the user can quickly sort the events by types (All, Meal, Sporting events, etc.).

The second prototype shows an itinerary, generated by Bing Maps, from the actual user position to the event position.

The third prototype, the one below, shows a description page of a selected event. This page permits the user to consult information about the event : description, photos, videos, etc.



# TEAM PRESENTATION

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## WHO ARE WE?

Behind Build Together are two French SUPINFO International University students. We are both passionate about Microsoft Technologies and particularly of the .NET Development Platform. We wanted to take part in Imagine Cup 2011 because we truly believe that technologies can solve a lot of things. Thanks to Windows Phone 7, the latest mobile OS from Microsoft, we can now make some amazing mobile applications in order to achieve our goal, help whoever needs help. With our project, Build Together, we hope to be in the good way.

The team is composed of:

- Rebours Loïc – [His Blog](#)
- Favais Frédéric – [His Blog](#)

We both are in Master 1, at the SUPINFO Metz Campus.



## SUPINFO INTERNATIONAL UNIVERSITY

SUPINFO is an international university with an institute of information technology and computer science. SUPINFO forms more than 7000 students around the world who all working for a Master Degree in five years. Despite we're all French, SUPINFO is implanted all around the world with more than thirty campuses, in China, Canada, Morocco, Italy or United States for instance.

For years, SUPINFO has a strong partnership with Microsoft. We want to honor it.