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Coaching / Healer CMS

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1 Coaching / Healer CMS

The Coaching / Healer CMS is based on our own CMS **Rapila** [1]

1.1 Tailored Solution

What are the benefits of our Coaching / Healer CMS over Wordpress and its counterparts?

While you are limited to the available features and plugins in a mainstream CMS like Wordpress, our CMS provides tailored features especially for coaches, holistic practitioners or any kind of experts. We are developing the CMS together with these people and as part of us are working in these fields ourselves we know the needs straight from the horse's mouth.

1.2 Confidentiality & Security

In Europe there is a much bigger reluctance than in the U.S. to use Facebook and Google for business interaction. Our laws are different, e.g. you must inform your users right on the home page when you're using Google Analytics as the visitor's information is stored outside the content provider's country and all data will be used by Google for any purpose they want. People do leave your website when they become aware of this. For this reason we use **Piwik** [2], an open source analytics tool to measure web traffic, conversion rate and sales. All data is stored locally.

Also, in Europe people do not want to have their conversations, e.g. on a forum, stored in a social network like Facebook, as Facebook's policies are even worse than Google's in a user's confidentiality perspective. That's why we are tying-in **PHPBB** [3], an open source forum, where all data is stored on our servers only.

Same holds for forms like subscription forms or surveys, we do not use Google Docs.

However, we make use of **Dropbox** as it is very secure [4]. We have developed a feature to integrate a Dropbox folder on your website, so it is very convenient to provide files directly from your computer without even using a web browser.

E-mail addresses are encrypted by a spam bot secure mechanism.

We believe that our CMS providing these measurements is not only interesting for European clients as the awareness about confidentiality is growing in the U.S. too.

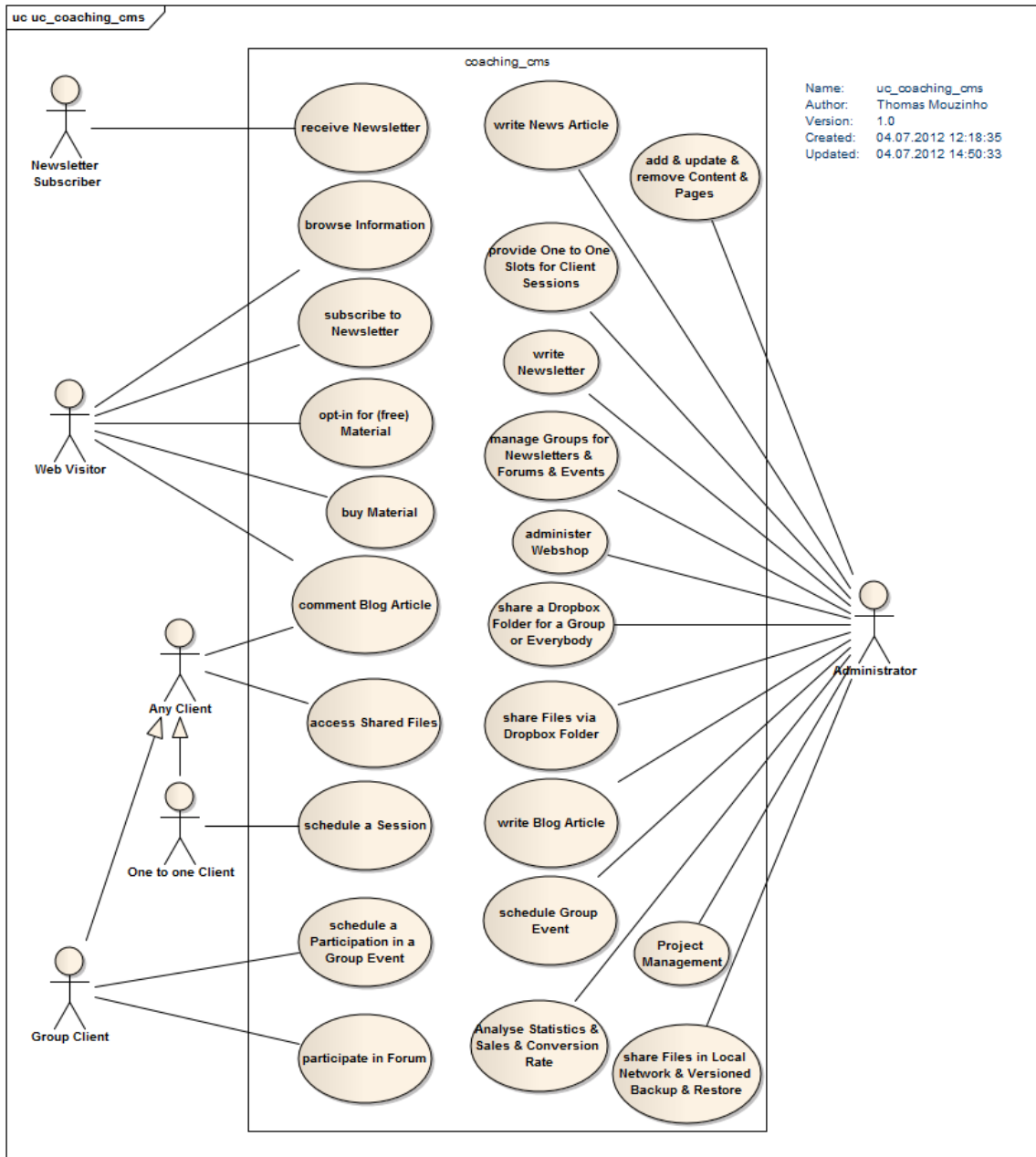
1.3 Service

It is much easier and faster for us to develop a feature when a client is requesting it using our own CMS than adding the same functionality to a mainstream CMS.

Whenever we are asked for a new feature we can improve our CMS if it is of value for other

clients as well.

2 Use Cases



use case diagram

In the above diagram you see the main use cases, i.e. the things the different actors can do with our CMS. We do not go in all details but explain the features not present in mainstream CMSes.

2.1 Multilinguality

Different from the U.S., multilinguality is crucial in the European market (remember we speak four languages in tiny Switzerland only).

The Rapila core is multilingual in a very user friendly way, you can translate any page, activate or deactivate a translated page and many more convenient features like news or blog articles for specific languages.

2.2 Newsletter

Newsletters are sent out per group. You can have groups of ordinary newsletter subscribers and other groups, e.g. participants of events or groups you created by importing addresses (e.g. from Outlook or Mac's Address Book).

Newsletter subscriptions are activated by an activation link sent out by e-mail to prevent misuse or accidental subscription with wrong e-mail address.

2.3 Free Material

When a web visitor opts in for free material she must at least provide her e-mail address and her first name. The access to the material is granted then by e-mail. The e-mail addresses are gathered in groups, of which we can have one for each purpose or asset. We can then use these groups to send out mailings.

2.4 Buy Material

For items to purchase like e-books, PDFs we have developed a shop. At the moment the payment is possible by PayPal, further options may follow.

2.5 Blog

Our blogging feature is called journal. It is possible to make the journal look different by using a separate template for it. Blog commenting can be prevented or allowed with or without moderation. Optionally you can display gravatar user icons.

2.6 File Sharing ShareBox

Our Dropbox feature ShareBox allows an administrator to share any Dropbox folder. This folder will be displayed on the website with a secure access link that can be granted to any user group.

Optional there is a way to let your clients or participants add additional files to any existing Dropbox content. However, they are not allowed to edit or delete any content. This feature is

particularly useful when you have audio recordings of a session or teleseminar and want to give the participants a way to upload transcripts, translations or pictures of the event.

2.7 Schedule a Session

One to one clients can see the available slots in an online calendar where they can book a session. Clients do not see the busy dates, only what's available.

On the administration end (backend), the coach or trainer in the role as administrator can add available slots in a convenient way, i.e. recurring for each week or single.

2.8 Schedule a Participation in a Group Event

Group events as telesummits or webinars are shown in a calendar view. You can always promote events by putting them directly on the home page or by writing a news or blog article, which is being teased in the home page.

Participants can schedule a participation and see the number of free places.

In the backend you provide the name, dates and number of participants to make events available. You can track the applicants. After having enroled them you can add them to the group of the event, which triggers sending out an e-mail to be confirmed before sending the login information for this event's group.

2.9 Forum

In the included PHPBB an administrator can create forums for each of the above mentioned group. With the single sign on mechanism, a participant can login to the website and is transparently logged in to the board where she is granted access to the forums of her groups.

2.10 Statistics

As mentioned above, we use Piwik for web visitor tracking. The tool is very powerful and provides at least as much information as Google Analytics.

You can set up rules to identify the conversion rate, sales etc.

2.11 Ordinary CMS functionality

Of course you can add pages, delete them and modify their content any time without the need of a webmaster.

3 More

As technology coaches we provide many other solutions to small businesses.

3.1 NAS & SaveBox

In addition to file sharing and backup via **Synology NAS** (network attached storage) [5], we developed a solution that saves shared data every hour and lets you travel back in time by a convenient web interface to recover any data you might have overridden or deleted. The snapshots are taken hourly. The technology is **GIT** [6] which minimalises the amount of data (only differences) being stored.

4 References

#	Description	Link
1	Rapila, open source CMS	http://rapi.la/
2	Piwik, open source website statistics	http://piwik.org/
3	PHPBB, open source bulletin board (forum)	http://www.phpbb.com/
4	Dropbox security	https://www.dropbox.com/help/27/en
5	Synology NAS, currently DS212j	http://www.synology.com/