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1.Scenario

1.1 In lack of time for physical gathering

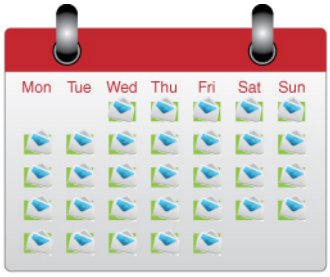
It is very common that we would join a family issue such as wedding ceremony, birthday party or a business trip, but there would be a follow up issue is to exchanging the photo album and business document after we have this gathering. It is more and more hard to ask people to go out physically to pick that files again. If there is no technology to help these people, maybe the memorable photo albums and important business document cannot be get until we go to paradise!

1.2 Busy

As you know, people is very busy nowadays, each person take different roles in their life, for example a mother is actually: a mother, a business person, a chef, a tutor of her children and a daughter of her elder parent. It is no doubt that her schedule is fulled everyday, but how does everyone of us keep connected with our family members, co-workers and our friends and youth time schoolmates? The answer is we get used to rely on technical benefit to have messages exchanging by the great invention of internet.

1.3 Email checking habit

It is a common known that checking email is part of our life, one would check his/her email (private/ public account) at least once per day. So “email” become a very useful and common tool for people to communicate.



“Email MUST”

1.4 Cell phone email alert

Since technology goes very fast today, our cell phone is capable to access internet during the small pieces of time to check email during our traveling in public vehicles, waiting for a lift, standing by for next task to fix in office and so on … It is very usual that cell phones has email alert ware installed, so you or me will be get contacted by alerted by an email instead of answering a yelling call from others.

1.5 Time utilization

Even if we are not as busy as it is described above, in this technological world, people do want to schedule his/her time in a very persional way, so it is more and more difficult for people to physically gather together or even having a family conference call. As it needs a group of people to schedule a specific time to host these events. It seems more and more hard for us to do so, as

every people do rather want to get relaxed if they have nothing to do instead of having an energy consuming gathering or time consuming conference call, so how can we connected together separately at different time when we are available?

schedule A

schedule B

schedule C

1.6 Conclusion

ELF(Email Large File) is a product to solve a bit the problem for nowadays technological guys. It allows people to upload or download a huge size file by using our common email system. That means we can still keep family, co-workers and friends updated of our life separately at different time. It seems totally tackle the issues which described above, even we are in the same time frame, we can get others' updates at the time that we are available:

- email large size file which a normal email system can't be done usually (it is common that normal email account can only support no more then 10MB file transferring, and it also has a time-out problem when a huge size file is being transferred.
- Even we are taking different roles in our daily life, we would normally not forget to check our email everyday, so just check email to see if our family members, co-workers and friends if they send us a large size of photos album, videos, music, project proposal or your friends' new born babies photo collection when you are available to check email everyday.
- Since cell phone already have a smart wise to alert us "we've got mail", just check mail out when there is an alert during your travalling in a public vehicle or some small pieces of time.
- This product can also cater your very personal living schedule too, when you email out your photos album to others. The files will be stayed in our server forever (once our system is active). So, everyone of us can keep our very personal schedule and keep connected with other in a very respective way without affecting each individual's daily schedule. That totally connected together separately at different time, different schedule, different lifestyle.

2. Product Features

2.1 No compulsory registration for using the email portal for free

When an user firstly reach ELF, he/she can use the email portal placing in front page **(1.0 Home)** for free. But the free service provided is very limited. The limitation is listed below:

1.Max 100MB for each upload

2.Can send to only 1 recipient at one time

3.File expired after 5 days

4.Total upload traffic not more than 100MB

5.Total download traffic not more then 100MB

6.Need a way to remember the sender (not sure how yet, e.g. email address can be recognized, but an user can registrate more and more free email address to use our free service)

(The above features of free service of ELF is provided by Yuanna)

2.2 Email a large file via ELF

During the process of email a large file via ELF, there would include 2 roles, which are:

1.Sender (Sender can be any person, but it can be the same person of recipient)

2.Recipient(s) (Recipient can be any person, but it can be the same person of sender)

It has above 2 roles because a sender can send out a file via ELF on behalf of a person to recipient, but they can be actually the same person, depend of how the user access it. Recipient(s) can be more then one, just in case user are using the “paid” plan (excluding Non-registration ELF Free user and Registrated ELF Free user)

2.3 Email content for recipient

1.Standard message from ELF: “Sender’s email address has sent out the following items to you via ELF”

2.Email address of sender (it can be any person’s email address)

3.Email address of recipient (it can be any person’s email address)

4.Subject (Title of the sent out email if the sender has input to it)

5.Message (The message from sender to recipient)

6.Uploaded item (Uploaded item would be in a file name with extension format e.g. an orange image in jpeg format will be appeared as orange.jpg etc)

7.Uploaded item’s size (Uploaded item will have file size with the unit of KB, MB and GB)

8.Upload time (The time would be the time the file emailed out in a format of: year month date (weekday) international hour in US pacific time with hour:minute:second. For example: 2010 Jun

16th (wed) PT 18:07:37)

9.Expiry (The format of it would be the same as the upload time)

10.Download link (It would be dynamically generated by system, it functions as hosting the uploaded item on ELF server and allow recipient to download from it)

Text in green is dynamic item. ELF in blue is linkable to ELF main page

2.4 Email content for sender

When sender send out a file. Sender do get an email, there would have the following fields inside the email:

1.Standard message from ELF: “You have sent out the following item(s) via ELF”

2.Email address of sender (it can be any person’s email address)

3.Email address of recipient (it can be any person’s email address)

4.Subject (Title of the sent out email if the sender has input to it)

5.Message (The message to receiver if sender has input to it)

6.Uploaded item (Uploaded item would be in a file name with extension format e.g. an orange image in jpeg format will be appeared as orange.jpg etc)

7.Uploaded item’s size (Uploaded item will have file size with the unit of KB, MB and GB)

8.Upload time (The time would be the time the file emailed out in a format of: year month date (weekday) international hour in US pacific time with hour:minute:second. For example: 2010 Jun 16th (wed) PT 18:07:37)

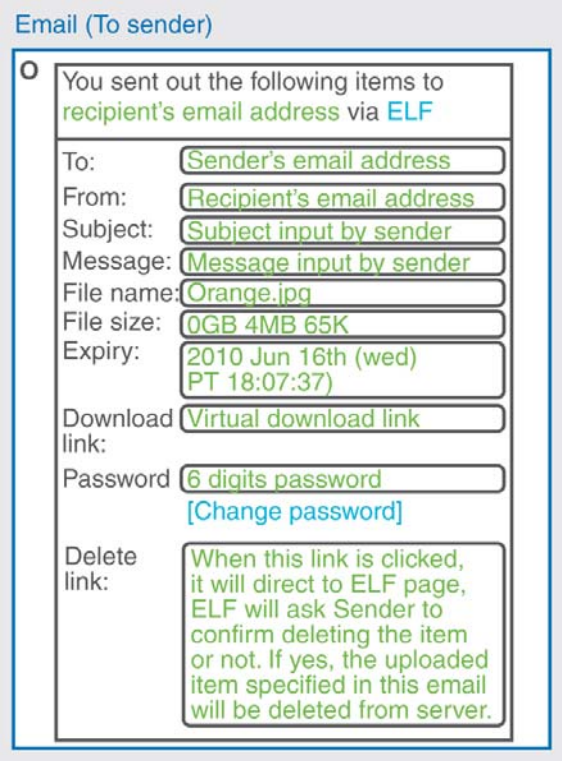
9.Expiry (The format of it would be the same as the upload time)

10.Download link (It would be dynamically generated by system, it function as hosting the uploaded item on ELF server and allow recipient to download from it. For security purpose, the

download link is virtual)

11.Delete link (If the sender applied a paid plan, he can delete the file via email, while he cannot do this for free account, as for free account, whatever the total upload traffic, download traffic and storaging space would be counted with limit of 100MB)

12.Password (Password would be appeared in 6-digits including capital letter and lower case). And there would be a [change password] link next to the password. If sender click that link, he will be directed to password changing page of his account, he needs to log in before his changing the password.



3. Service plans

There would have 6 service plans, which are:

3.1 Free service (Non-registration)

Visitor can use ELF service on front page **(1.0 Home)** without requiring registration. The features is listed below:

1.Allow 100MB upload traffic

2.Allow 100MB download traffic

3.100MB maximum file size per each delivery

4.No storage volume

5.No customized expiry. File would be expired after 5 days

6.No concurrent file upload service

(The above features of free service of ELF is provided by Yuanna)

3.2 ELF Free (Registrated)

When visitor use ELF free service to email a file, ELF will promt them to create an accout for free. As visitor already provide an email of (sender), he/she just need to enter a 6-digits password to create an account. The feature of ELF Free (registrated) is the same as ELF Free (non-registration) The features is listed below:

1.Allow 100MB upload traffic

2.Allow 100MB download traffic

3.100MB maximum file size per each delivery

4.No storage volume

5.No customized expiry. File would be expired after 5 days

6.No concurrent file upload service

7.Free user account allow multiple recipients

(The above features of free service of ELF is provided by Yuanna)

The only difference of ELF Free (registrated) and ELF Free (non-registration) is ELF with account one allows user to see the history of their file deliveries in their account's My Files page and allow multiple recipients. And user has to access upload and emailing file INSIDE his account.

3.3 ELF Basic (Registrated)

*All free and paid plan can be applied during the prompt for user after using the free service and in the pricing page of ELF

ELF Basic is US9.9/mth. The features is listed below:

1.Unlimited upload traffic

2.4000MB download traffic

3.2000MB maximum file size per each delivery

4.2000MB storage volume

5.Customized expiry date

6.Delete file

7.Password protecting download link

7.5 concurrent files uploading

3.4 ELF Advance (Registrated)

ELF Advance is US19.9/mth, the features is listed below:

1.Unlimited upload traffic

2.6000MB download traffic

3.4000MB maximum file size per each delivery

4.4000MB storage volume

5.Customised expiry

6.Password protecting download link

7.Delete file

8.Tracking recipient

9.Secure file delivery

10.8 concurrent files uploading

3.5 ELF Corporate (Registrated)

ELF Corporate is US59.9/mth, the features is listed below:

1.Unlimited upload traffic

2.8000MB download traffic

3.6000MB maximum file size per each delivery

4.6000MB storage volume

5.Customized expiry date

6.Password protecting download link

7.Tracking recipient(s)

8.Secure file delivery

9. Drop cube service (A place hosting in ELF allow people to send sender item (500MB))

10.10 concurrent file uploading

3.6 ELF Vintage (Registrated)

ELF Corporate is US89.9/mth, the features is listed below:

2.12000MB download traffic

3.10000MB maximum file size per each delivery

4.10000MB storage volume

5.Customized expiry date

6.Password protecting download link

7.Tracking recipient(s)

8.Secure file delivery

9. Drop cube service (A place hosting in ELF allow people to send sender item (500MB))

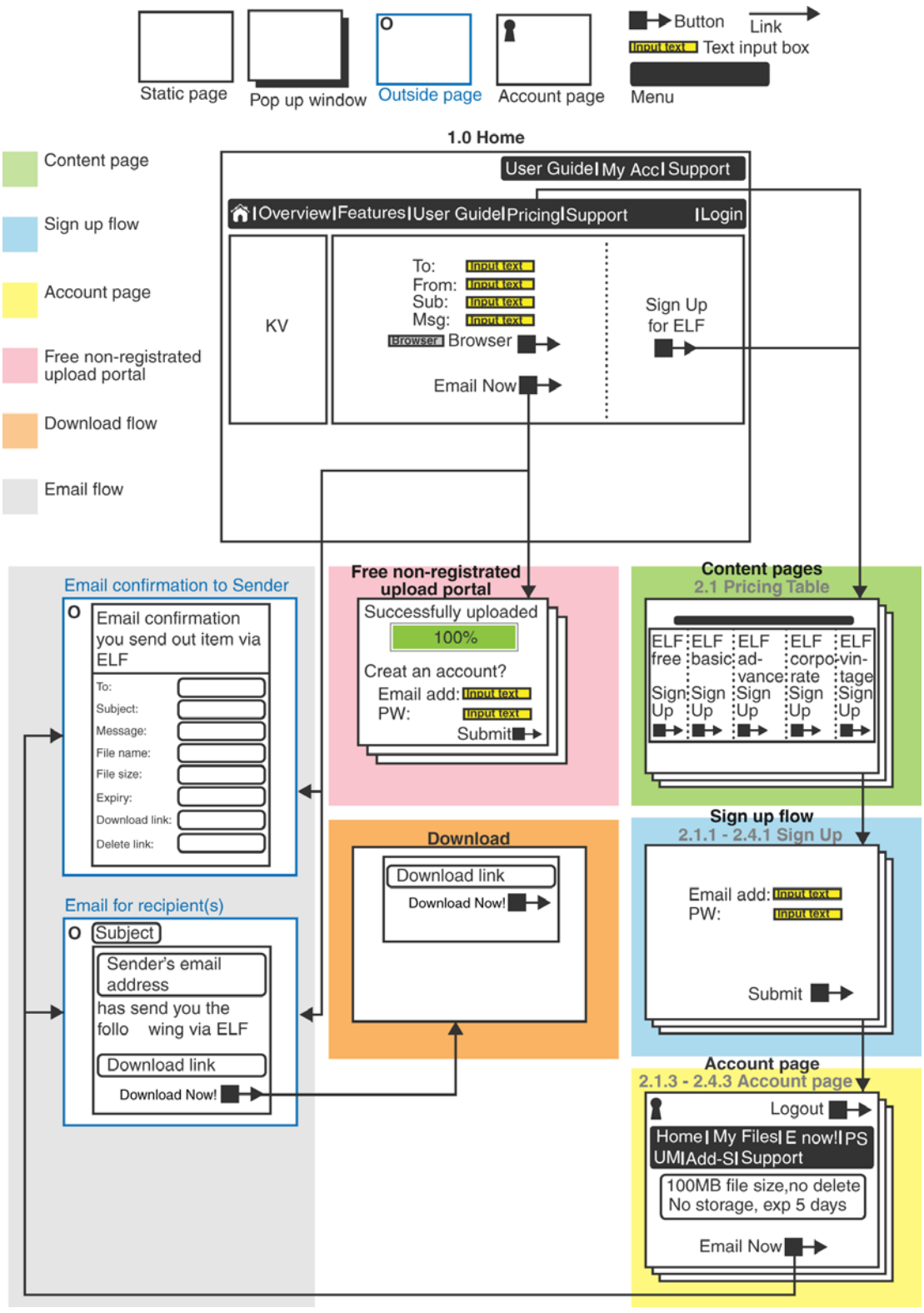
10.12 concurrent file uploading

3.7 Pricing Table

	ELF Free (Non-registration)	ELF Free	ELF Basic	ELF Advance	ELF Corporate	ELF Vintage
Monthly Fee	—	—	$9.9/mth	$19.9/mth	$59.9/mth	$89.9/mth
Upload traffic	100MB	100MB	Unlimited	Unlimited	Unlimited	Unlimited
Download traffic	100MB	100MB	4000MB	6000MB	8000MB	12000MB
Maximum File Size (per each delivery)	100MB	100MB	2000MB	4000MB	6000MB	10000MB
Storage Volume	—	—	2000MB	4000MB	6000MB	10000MB
Resume Sending/ Downloading Capability	✓	✓	✓	✓	✓	✓
Customised Expiry *For free user, the file will be expired after 5 days, he needs to pay to specify the expiry date.	—	—	✓	✓	✓	✓
Password Protecting Download Link	—	—	✓	✓	✓	✓
Tracking Recipient(s)	—	—	—	✓	✓	✓
Secure File Delivery Technique *It is a technique to protect information from disclosure during delivery. It is suitable for delivering important business document.	—	—	—	—	✓	✓
Multiple files uploading *Beside ELF free, all plans allow up to 5 concurrent files uploading	—	—	✓ 5	✓ 8	✓ 10	✓ 12
Allow multiple recipients	—	✓	✓	✓	✓	✓

4. Web Flow

4.1 Overview



The overview of ELF can be divided into 6 parts:

1.Content pages (Green area. Most of them are static pages handled by Gina)

2.Sign up flow (Blue area)

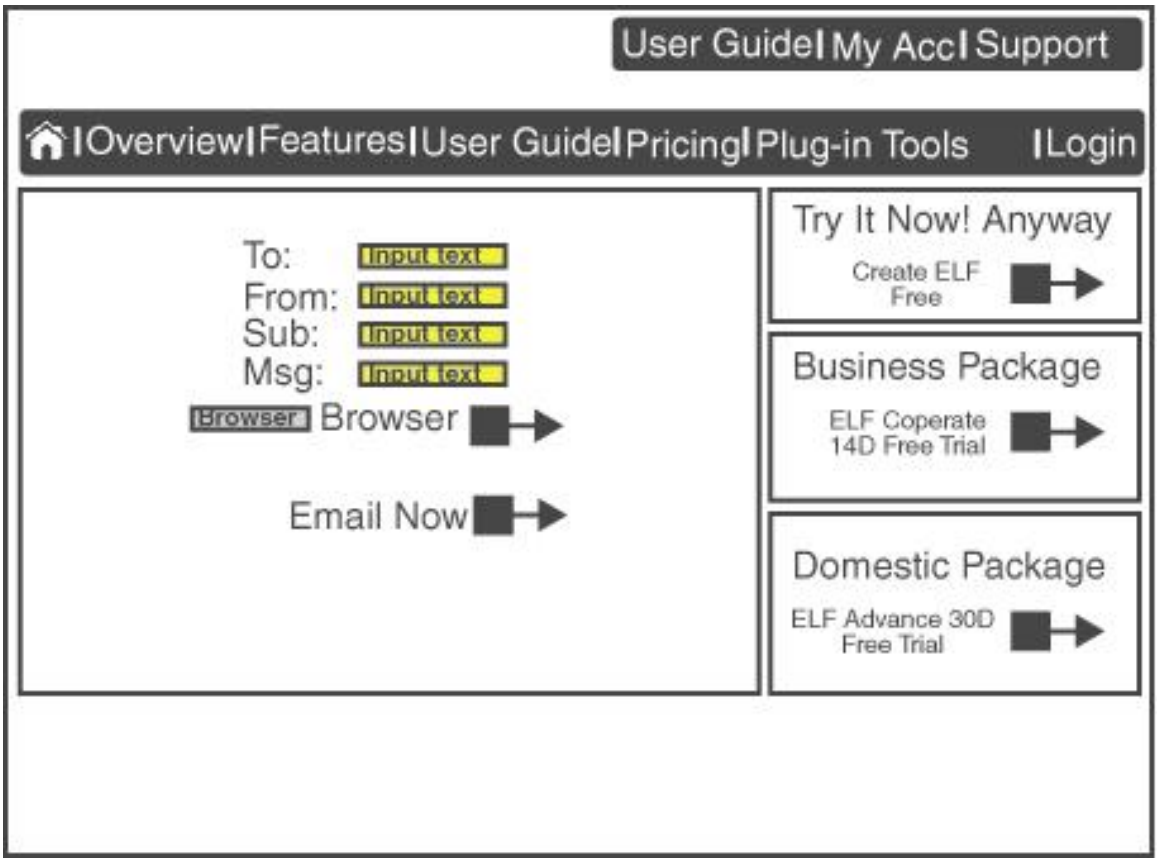
3.Account pages (Yellow area. Most of them are handled by William, Kris and Zoe)

4.Non-registration free upload portal on front page **1.0 Home** (Pink area)

5.Download flow (Orange area)

6.Email flow (Grey area)

4.2 [1.0] Home



1.0 Home include 6 parts, which are listed below:

1.Logo of ELF (Linked to **1.0 Home**), normally placed on top left corner of a page

2.User's menu on the top right corner (It function as to reach the related pages such as user guide and login to his/her account)

3.Main menu (Direct to different content page respectively)

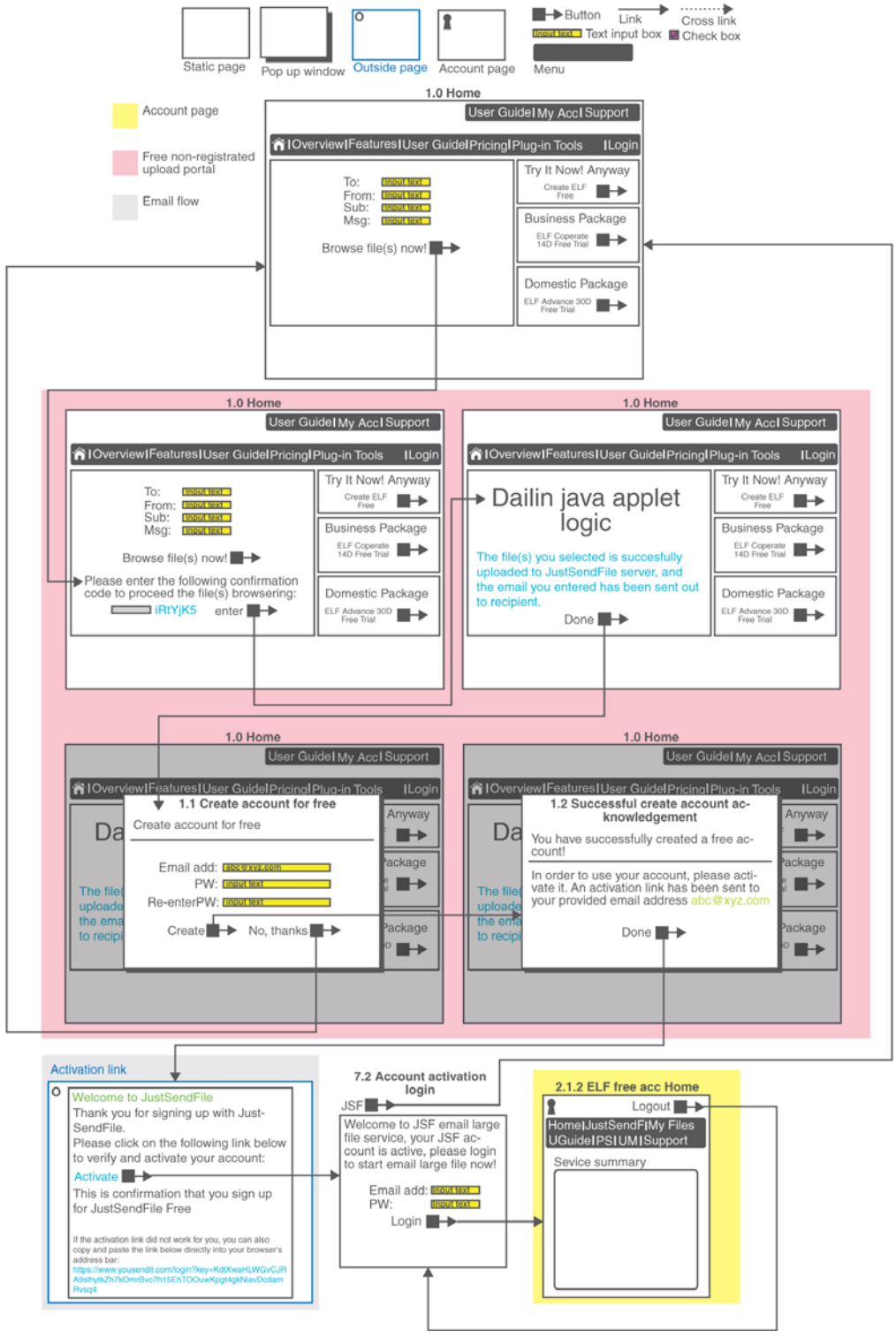
4.Recommeded parts in 3 graphic boxes which are, "Try It Now! Anyway" is for registrating ELF Free account, "Business Package" is for registrating 14-day Free Trial of ELF Coperate and "Domestic Package" is for registrating 30-day Free Trial of ELF Advance. (*Why offer loner free

trial for domestic user, it is because, domestic may want to take longer time to experience the product. As the beat of business people is relatively treating thing faster in workplace, so they would take shorter time to decide to buy the product or not, please comment for this?)

5.ELF Free non-registration upload portal

7.footer (direct to different pages respectively and indicate the copy right and company name etc)

4.3 [1.1] Free upload flow (non-registrated)



4.3.1 Non-registration free upload portal mainly have 2 parts and 2 steps

1.1 Non-registration free upload portal mainly have 2 steps and 2 parts

Part 1

1.Step 1, visitor just need to input the email address of sender and recipient and click on the button of “Browse File(s) Now!”, after clicking on the button of “Browse File(s) Now!”, it will prompt a human eyes confirmation code entry for the user to enter to prove that there is a real person to send a file out. (This requirement is suggested by ben, he said it is to avoid people writting a script to utilize the portal to spam email 20100929)

2.Step 2, if the confirmation is correctly entered, a java applet logic will be appear for the user to browse file(s) or folder(s) to upload to JSF server and send email out. (*right below the applet, there is a sentence warning people not close the window otherwise the uploading and email sending will be failied. When the progress is success, there will be a sentence show below the applet saying the file(s) selected is successfully uploaded and email entered is sent to recipient.

Part 2

4.3.2 Create Account for FREE (ELF FREE)

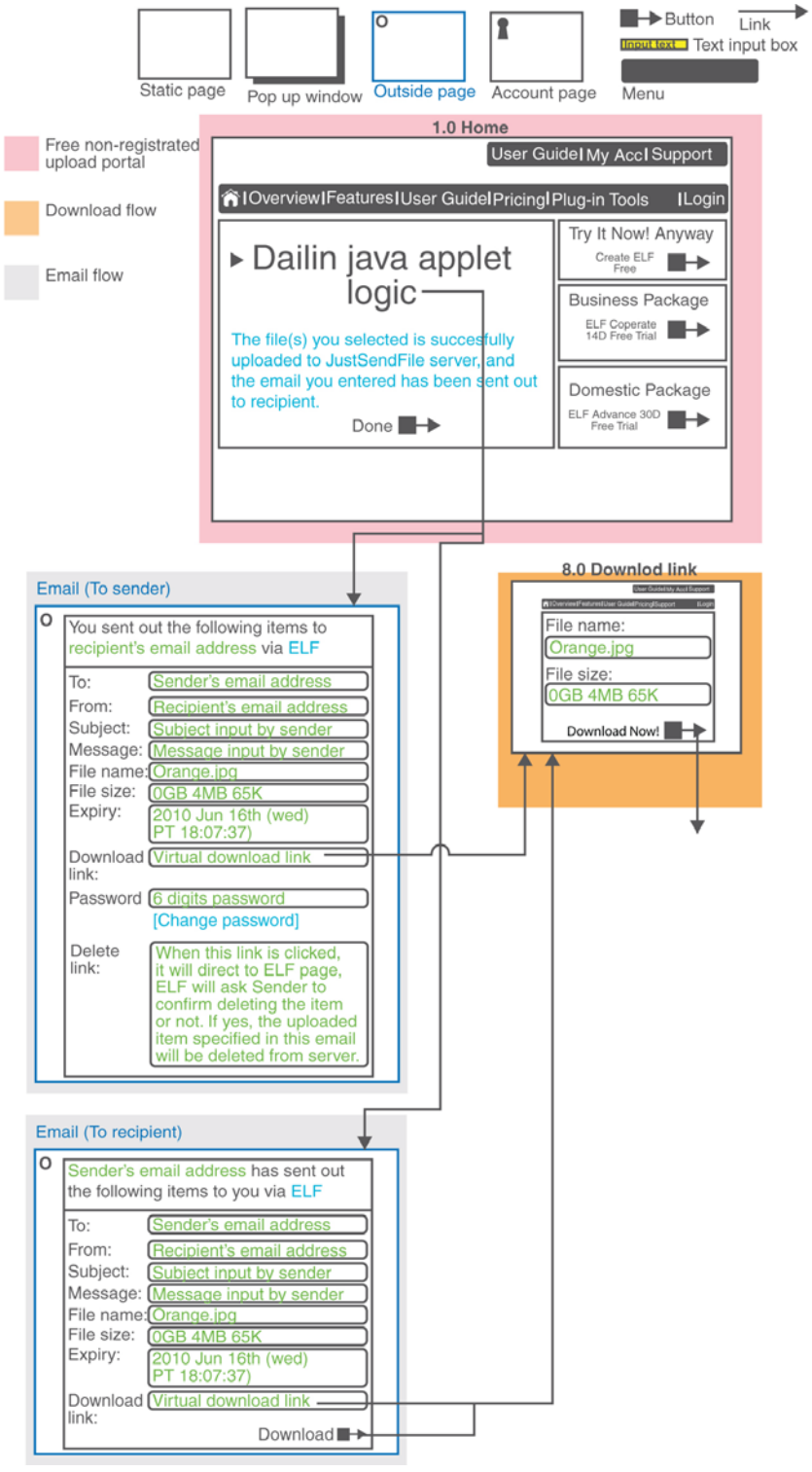
1.For part 2 of **1.1 Create Account for free**, there will be a java pop-up window asking the user to create an account for free, as the user already entered sender’s email address in the sender’s input text field in **[1.0] Home**. The user only need to enter a 6-digits password including number and English letter to create an account. (*This pop-up java window would be appeared each time after using the free upload portal until the user create an account, and the account the user created is actually ELF FREE. ELF FREE is one of ELF plan but free in charge, value $5.95, with 100MB upload and download traffic.)

2.For part 2 step 2, **1.2 Successful Create Account Acknowledgement**, this is telling user the account is successfully created, he will receive an email from JSF to activate his account.

4.3.3 Activate ELF Free Account

1.After user create ELF Free Account from the prompt, JSF will send an activation link to the registrated email address. Inside the activation email, it will provide an activation button for user to click to go to login page, and enter his registrated email address and password to login to **[2.1.2] ELF FREE Account Home**, user can start to access his account. Click top right “Log Out” button will go back to **[7.1] Login**. Click on the top left JSF logo in Log in page will go back to **[1.0] Home**.

4.4 [8.0] Download

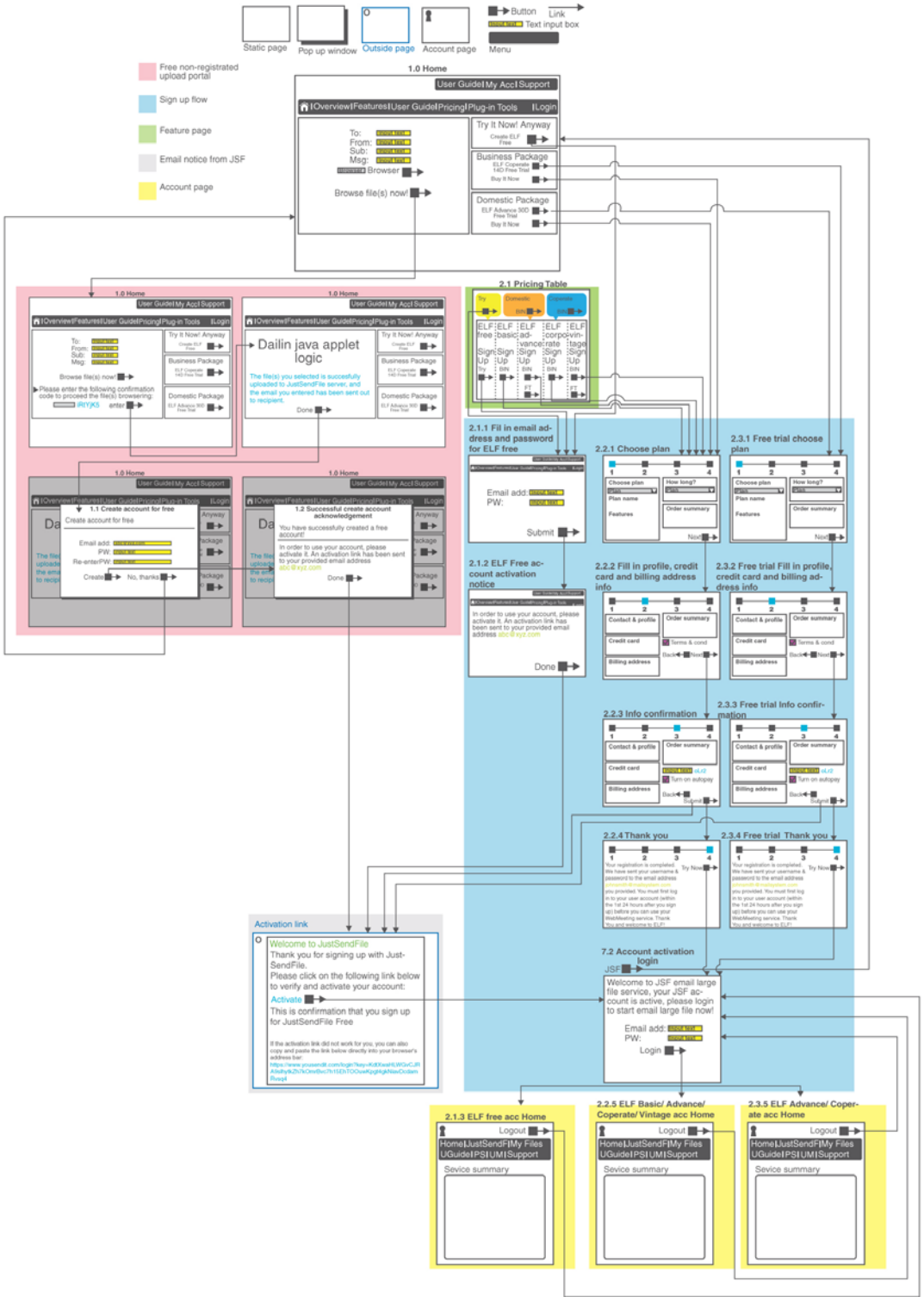


8.0 Download

1.For the java applet is a standard application, when it upload the selected file(s) or folder(s), the email user entered will be sent too.

2.Both email content for recipient and sender would have download link. User just click the download link will go to **ELF download** page. Inside download page, 2 dynamic content would be shown: 1.File name (e.g. orange.jpg) 2.File size (e.g. 0GB 4MB 65K). User click “download” button to save the item to their local hardisk. At the bottom of of download page, it provides “Try It Now!” link for the user to go to **[1.0] Home** to try the free upload portal themselves to send back the files to sender. (Actually, JSF gonna have a inbox function for recipient(s) to send back file to sender, the inbox is just a location in JSF server to host the stuff recipient(s) send back file to sender, but it gonna not include this feature for version 1.0. Probably in future release, suggested by Ben 20101119)

4.5 [2.1] Pricing Table and sign up flow



4.5.1 ELF Free, Try It Now, Anyway!

Actually, sign up flow can be mainly have 3 parts, which are Sign Up For ELF Free, Free Trial and normal purchase of JSF plans

1. For sign up for ELF Free, there are 3 entry points to sign up for ELF, 1st) Create Account For Free when the prompt appear right after user send out file(s) by using the free upload portal on **[1.0] Home**. 2nd) On [1.0]Home, there are 3 graphic promotions, the first one is to ask people to create an account for free anyway and experience the service, on click the button of “Try It Now, Anyway”, it will go to **[2.1.1] Fill in email address and password**, user just enter a valid email address and 6-digits password to create an ELF Free account. User need to receive a **Activation Link Email** to activate his account. 3rd)User can also registrate ELF Free account from **[2.1]Pricing Table**, inside this page, there is a table listing all plan JSF offers including ELF Free, and moreover, there is a recommended section above the pricing table promoting “Try It Now, Anyway!”, “Domestic Package” and “Coperate Package”, user can also registrate ELF Free from the promopting “Try It Now, Anyway!” box and ELF Free in the pricing table. On clicking the “Try It Now!” button, it will go to **[2.1.1] Fill in email address and password**, user enter a valid email and password as usual. JSF will send **Activation Link Email** to the registrated email address to receive the activation link to activate his account.

4.5.2 Domestic Package and Coperate Package Free Trial

1.JSF mainly would have 2 target audiences, which are domestic user (family) and cooperate user (business people, small and medium enterprise). In order to let these 2 group of target audience to experience JSF service, JSF gonna provide them Free Trial for them, 30-day Free Trial will be offered to domestic users, while 14-day Free Trial will be offered to cooperate users. BUT actually, the so-called Domestic 30-day Free Trial is offering 30-day ELF Advance for them, while Coperate Free Trial is actually 14-day ELF Coperate for them. On clicking the button of “Domestic Free Trial” and “Coperate Free Trial” on [1.0] Home front, promoting section above pricing table and “Free Trial” button in pricing table. It will go to **[2.3.1] Free Trial Choose Plan** page, in this page, there are only 2 options for the choose plan drop box menu, one is “Domestic Package Free Trial – ELF Advance) and “Coperate Package Free Trial – ELF Coperate” for user to choose, if user has clicked the “Domestic Package 30-day Free Trial” before, the “Domestic Package Free Trial” it would be pre-selected in Free Trial Choose plan page. If user has clicked the “Coperate Package 14-day Free Trial” before, it would pre-selected “Coperate Free Trial” in Free Trial plan page. Of cause! User can change his mind to choose another plan. For the Order summary in Free Trial Choose Plan page, the price would also show $59.95/mth as usual, but the special offer section is 100% off, so the total should be $0, this is to let the user know that JSF is offering a benefit to them. On clicking the “Next” button, it will go to **[2.3.2] Free Trial Fill in profile, credit card and billing address info,** user still need to submit the credit card information, profile and billing address, even JSF receive this information, JSF gonna NOT to charge them within the 30 or 14 days trial period, but it will notify the user by email 3 days before the expiry of the trial, and inform then JSF gonna

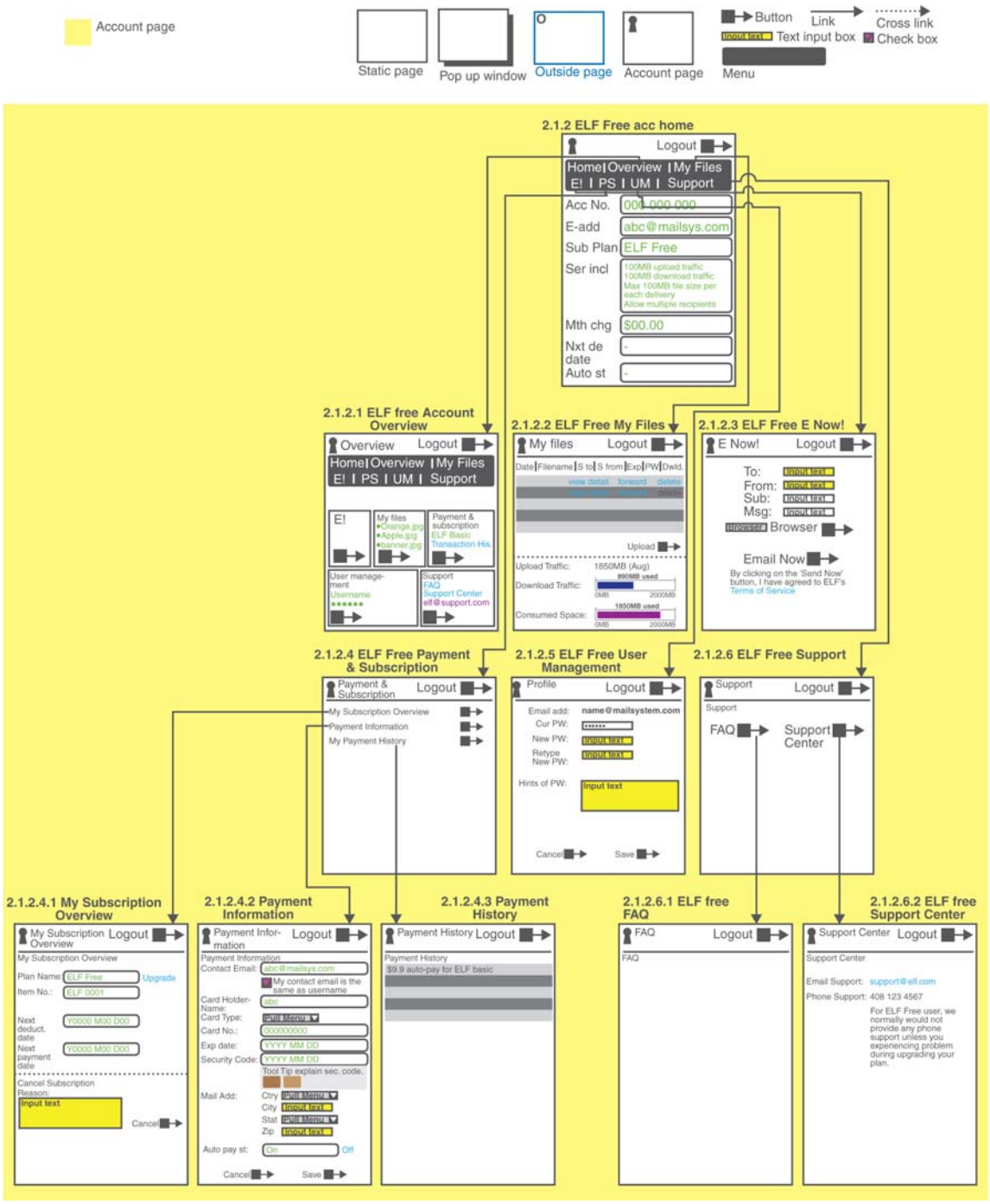
charge them after expiry, if they want to stop using it, they has to call in or email to JSF to cancel the plan. On clicking “Next” of Filling in profile, credit card and billing address info page, it will go to **[2.3.2] Free Trial Confirmation**, this plan just functions as letting user to confirm his information before he submit to create the account. On click “Submit” button in this page, it will go **[2.3.3] Free Trial Thank You**, this page informs the user is successfully created, he need to go to his registrated email address to receive the activation link to activate his account.

4.5.3 Normal purchasing of JSF plans

1.For 3rd kind of sign up is the normal purchasing JSF plan without any Free Trial and Try It Now Free account. There is 2 entry points to purchase JSF plan normally, 1st) **[1.0] Home** graphic promotion box of Domestic Package and Coperate Package, on clicking of “Buy It Now” button on Domestic and Coperate graphic box, it will go **[2.2.1] Choose plan**, of which the clicked plan would be pre-selected, of cause! User can change their mind to choose other plan in this stage by clicking the drop box plan menu. 2nd) The second entry point of normal purchasing JSF is to choose plan in **[2.1] Pricing Table**, user can click any plan he want to purchase, on clicking any plan, he will go to **[2.2.1] Choose plan**, of which the clicked plan will be pre-selected in this page, the same, and of cause! User can change his mind to choose other plan in this stage, and the rest of the registration step is totally the same as registrating for a Free Trial account mentioned above.

4.6 [2.1.2] or [2.2.3] or [2.3.3] or [2.4.3] or [2.5.3] Account page of ELF Free, Basic, Advance, Corporate and Vintage

4.6.1 [2.1.2] ELF Free Account page



[2.1.2] ELF Free Account Page

4.6.2 ELF Free have 7 main pages

1.ELF Free have 7 main pages, which are:

a. **2.1.2 ELF Free Account Home**

b. **2.1.2.1 ELF Free Account Overview**

c. **2.1.2.2 ELF Free My Files**

d. **2.1.2.3 ELF Free E Now!**

e. **2.1.2.4 ELF Free Payment & Subscription**

f. **2.1.2.5 ELF Free User Management**

g. **2.1.2.6 ELF Free Support**

4.6.3 ELF Free Account Home

2.1.2 ELF Free Account Home is a summary of the plan which would have account number of ELF, the registrated email address which is equal to username, the name of the subscribed plan, monthly charge, next deduction date and next payment date. Text in green is dynamic content.

4.6.4 ELF Free Account Overview

2.1.2.1 ELF Free Account Overview is just a quick link to the 7 parts of account page, and showing the latest 5 updates at each catergory. For example, it would show 5 latest sent items from “My Files”

4.6.5 ELF Free My Files

2.1.2.2 ELF Free My Files is file sending history. It would have 7 columns showing the detail of a file, list as follow:

a.Date (2010 Jun 16th (wed) PT 18:07:37)

b.Filename (orange.jpg)

c.Send From

d.Send To

e.Expiry Date (2010 Jun 16th (wed) PT 18:07:37)

f.Password (6 digits)

g.Download

For each roll of file detail, there are 3 functions provided for user to “View Detail”, “Forward” and “Deleted” the file

If a file is expired, that means the file is deleted from ELF server and can no longer be downloaded from recipient(s). And the roll of file detail would be greyed out and incapable to be clicked anymore.

If user delete a file (even it is expired or not), it mesns the file is deleted from ELF server too, recipients can no longer download it. And the roll of file would also be greyed out and incapable to be clicked anymore.

We gonna not to provide delete history, as user can view his monthly file history in “My Files”

4.6.6 ELF Free E Now!

2.1.2.3 ELF Free E Now! is just the email portal inside an account