



Planning Pages: Drink Calculator Functional Specification v1.1 REVISED

Date	Version	Section Changes	Page
11/21/2005	v1.1	Functionality/Interface	2, 3

Planning Pages: Drink Calculator Functional Specification v1.0

I. Goals

- a. Provide useful party planning tools for users
- b. Encourage repeat visits and more page views
- c. Improve SEO for Party Planning to increase traffic to the site and acquire new users
- d. Come up in searches for party planning tips and tools – more content = higher ranking
- e. Encourage other sites to link to our tools – more linkbacks = higher ranking
- f. Convert Party Planning visits to invitations creates

II. Project Scope

- a. This is a section within the Planning Pages

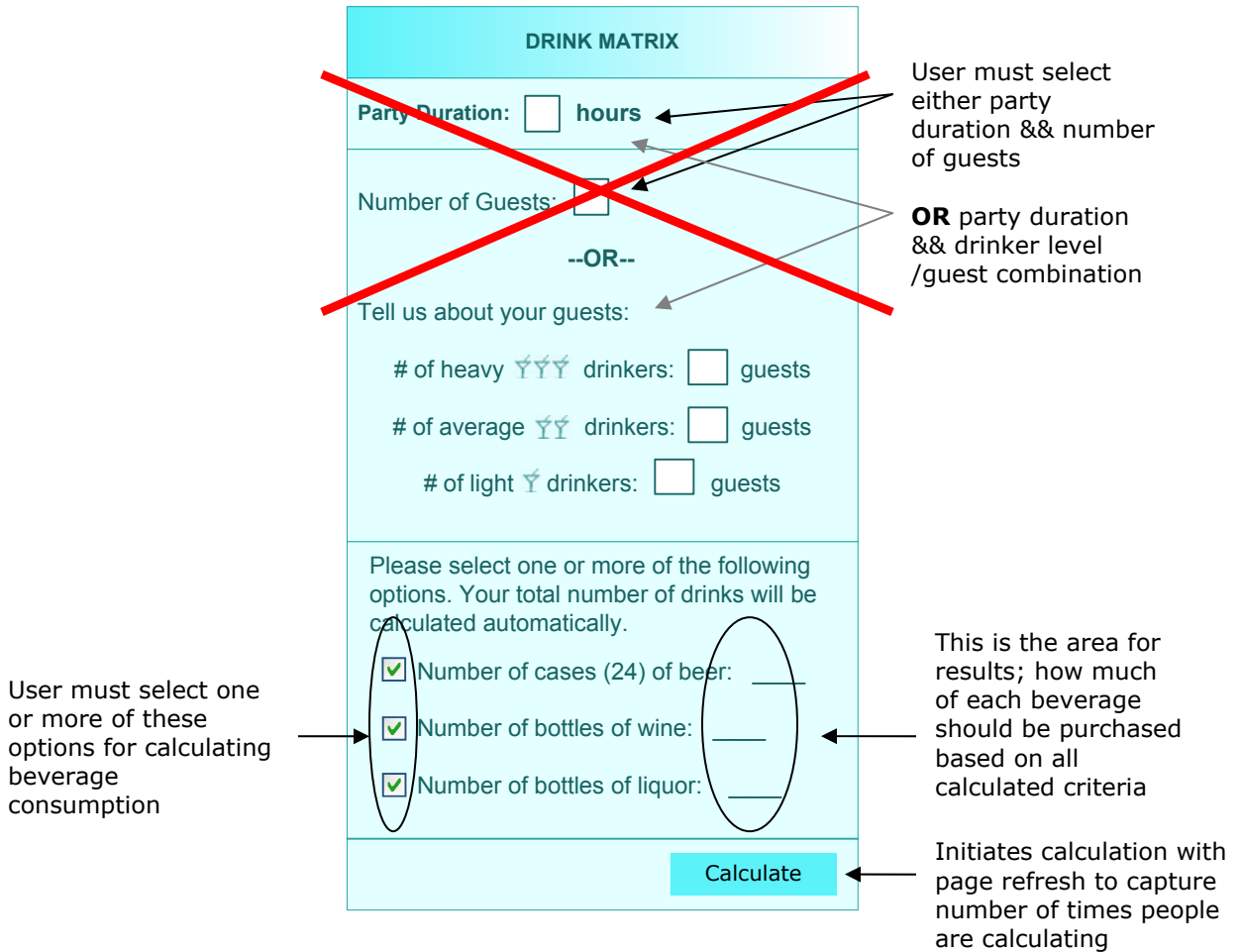
III. Conditions

- a. Users do not have to log in to use this tool

IV. Proposed Functionality

- a. Total calculation of beverages to be purchased based on party duration, number of guests and type of beverage; all of these elements are required for calculation
 - i. ~~There are two different ways to calculate: 1. purely on number of guests, 2. by level of beverage consumption – heavy vs. average and light drinker~~
 - ii. The user can choose a combination of beverages: beer, wine, or liquor

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b. Calculations

- i. The following are the formulas for the two calculations mentioned above:

~~**NUMBER OF GUESTS OPTION**~~ **THIS SECTION HAS BEEN REMOVED**
SEE NEW INTERFACE PAGE 5

Variables

~~Number of Drinks 1st hour = x_1~~

~~Number of Drinks every subsequent hour = x_2~~

~~Guests = y~~

~~Party Duration = $t - 1$~~

Assumptions

~~1st hour: **2** drinks consumed~~

~~Every subsequent hour: **1** drink consumed~~

Formula for 'Number of Guests' Option

$$(\del{x_1})(y) + (\del{x_2})(y)(t - 1)$$

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Ex:

Party Duration = 4 hours
 Number of Guests = 10
 $2(12) + 1(12)(4-1) = 60$ drinks

Beverage	If: 100%	If: 50%	If: 33%
Beer (cases)	3	2	4
Wine (bottles)	12	6	4
Liquor (bottles)	3	2	4

***NOTE:** these values require rounding as they pertain to fixed quantities: i.e. 1 liter or 1 bottle

DRINK SERVING REFERENCE	
Beverage	Servings per container
Beer (12 oz can/ bottle)	1
Wine (750 ml/24.5 oz)	5 glasses (5 oz)
Liquor (1 liter/ 34 oz)	20 shots (1.7 oz)



This is used to calculate how much of each beverage should be purchased based on the number of drinks consumed and selection of alcohol preferences.

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HEAVY vs. AVERAGE vs. LIGHT DRINKER OPTION

DRINK MATRIX	
Party Duration:	<input type="text"/> hours
*Number of Guests:	<input type="text"/> Average $\bar{Y}\bar{Y}$ Drinkers
Number of Guests:	<input type="text"/> Heavy $\bar{Y}\bar{Y}\bar{Y}$ Drinkers
Number of Guests:	<input type="text"/> Light \bar{Y} Drinkers
*Don't know about your guests' consumption levels, use Average.	
Please select one or more of the following options. Your total number of drinks will be calculated automatically.	
<input checked="" type="checkbox"/>	Number of cases (24) of beer: _____
<input checked="" type="checkbox"/>	Number of bottles of wine (750 ml): _____
<input checked="" type="checkbox"/>	Number of bottles of liquor (1 liter): _____
<input type="button" value="Calculate"/>	

Variables

Number of Drinks 1st hour = x_1

Number of Drinks every subsequent hour = x_2

Heavy Drinkers = y_1

Average Drinkers = y_2

Light Drinkers = y_3

Party Duration = $t - 1$

Assumptions

Heavy drinkers: 3 drinks 1st hour; 1.5 drinks every subsequent hour

Average drinkers: 2 drinks 1st hour; 1 drink every subsequent hour

Light drinkers: 1 drink 1st hour; .5 drinks every subsequent hour

Formula for 'Number of Guests' Option

$(x_1)(y_1) + (x_1)(y_2) + (x_1)(y_3) =$
Number of Drinks in 1st Hour

$(x_2)(y_1)(t-1) + (x_2)(y_2)(t-1) + (x_2)(y_3)(t-1) =$
Number of Drinks for Every Subsequent Hour

Ex:

Party Duration = 4 hours

Number of Heavy Drinkers = 10

Number of Average Drinkers = 5

Number of Light Drinkers = 3

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$3(10) + 2(5) + 1(3) = 43$
Drinks in 1st Hour

$1.5(10)(4-1) + 1(5)(4-1) + .5(3)(4-1) = 64.5$
Drinks Every Subsequent Hour

$43 + 64.5 = \mathbf{107.5 \text{ TOTAL DRINKS}}$

Beverage	If: 100%	If: 50%	If: 33%
Beer (cases)	5	3	2
Wine (bottles)	22	11	8
Liquor (bottles)	6	3	3

*NOTE: these values require rounding as they pertain to fixed quantities: ie 1 liter or 1 bottle

DRINK SERVING REFERENCE	
Beverage	Servings per container
Beer (12 oz can/ bottle)	1
Wine (750 ml/24.5 oz)	5 glasses (5 oz)
Liquor (1 liter/ 34 oz)	20 shots (1.7 oz)



This is used to calculate how much of each beverage should be purchased based on the number of drinks consumed and selection of alcohol preferences.

V. Tracking

- a. Number of people using the Drink Calculator
- b. Frequency of access
 - i. how often are they making calculations
- c. Click path information
 - i. page before
 - ii. page after
- d. Number of page views per user
- e. Number of creates from this page

VI. Outstanding Issues/ Future Releases

- a. We will meet with Marketing regarding ad serving and sponsorship in this section
 - i. Legal issues:
 1. Need Terms and Conditions of use from Legal