

Mark A. Peck -- September 2008 -- Advisor: Marci Cohen -- Capstone Proposal

The CellRev Dot Com Project
Bringing Mobile Rights Awareness to America

For approximately the past 5 years I have been very interested in the field of wireless technology and consumer rights in personal telecommunications. This has led me to observe and learn a lot about the technical and social effects of wireless communication on people and societies around the world: To summarize, communication is power, and the advent of the mobile phone - now connecting over 4 billion people, half the world's population, to each other - has transformed once isolated or powerless individuals, communities, and countries into significant world powers.

From my own research and observations, as well as Information I have gathered in reading respected industry publications and journals, it is clear to me that the quality of personal telecommunications services in the United States is extremely poor compared to the vast majority of the rest of the world. In addition, the vast majority of American mobile phone users are completely oblivious to the fact that they are living in a country with one of the most locked down, anticompetitive wireless industries in the world, and accept paying many times more for drastically inferior wireless services, when compared to those available in other countries. The ignorance of American wireless consumers, their oppression from information and rights by wireless operators, and the laughable quality and price of wireless services in America is greatly disturbing to me.

For my capstone I will build, launch, and promote a community based website called CellRev, an abbreviation for Cellular Revolution, located and hosted by me at

cellrev.com. The mission of CellRev will be to educate and encourage discussion between American wireless consumers on how to make the most of the wireless services available in our country and how to pressure mobile operators to join the rest of the world in there quality and nature of service.

The website will have 2 main divisions, each based on a different content management system: a WordPress based blog and a BBpress based forum. The blog will serve as the homepage and core of CellRev.com, featuring referenced news stories on developments in the wireless industry, as well as weekly progress reports on the development of the site (which will serve as my capstone journal). The blog will also host general information about the site, such as its mission statement and links to other non-commercial wireless industry websites (such as the GSM Association). All posts on the blog will be open to comments and user response in the forum.

The second part of CellRev.com will be the forum, which will allow users to share ideas and advise by creating and participating in discussion topics. I will start off the forum by creating its layout and design, as well as a base of general discussion categories and a few broad topics to encourage user registration. Ultimately, the success of the forum will be up to how many users register and become active readers and contributors to the site.

Once I have fully launched CellRev I will need to promote it heavily in order to gain exposure to an audience of interested individuals, ideally resulting in the development of a regular readership. I will do this in many ways, including strategic submission of the website to popular social bookmarking websites like Digg and

Delicious, search engine optimization of content, and possibly negotiating link sharing agreements with other popular blogs or podcasts.

In conclusion, I feel that the development and launch of CellRev.com would be an ideal capstone project for me, as it would allow me to combine my skills in web development, knowledge of the wireless industry, and my passion for mobile rights to create a useful and informative website to benefit the greater good.