Motivation:
Currently, service availability is conveyed through WebPages or email. Web pages have two major flaws:
1. Availability information is only accessible when the webpage is accessible.
2. The users need to continually refresh the webpage to check for updates.
Email also has weakness:
1. Difficult to only make the effected users to receive the notices.
2. Notices get ignored because users often receive many irrelevant ones.
3. It is not possible to update already sent emails.

Solution:
Develop software with the following characteristics:
- A standard way of describing outages
- Standard ways of delivering service notifications (RSS, email, Instant Messaging)
- Facility to store and filter notifications
- A way to update notices already sent out
- Scalability
- Accessible to many people as possible
- Encryption/Authentication

Goals:
1. Improve service Dependability for end-users
2. Allow more efficient use services