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| v.1.0 | **Scope of Work: Wink App** |

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**Table of Notifications**

This Table represents the contacts in both companies as assigned currently.

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| **Project** | **Name** | **Company** |
| Wink App | Israel Krasnianski |  |
| Client Interface (Business) | Rob Lapointe | Software Developers Inc. |
| Client Interface (Technology) | Sachin Nayak | Software Developers Inc. |

**Aim**

* To build a social connection-making app that allows people to initiate communication anonymously with other nearby users at both personal and professional levels, as well as allowing businesses and brands to promote themselves to users.
* Social and Dating apps boast the highest user activity and user engagement statistics of all app categories. Therefore we anticipate a potential community growth of 1,000,000 users within the first 6 months after release, with 30,000 business partners signing up for promotional services within the first 6 months.

**Development Principles**

The development principles of this turnkey solution will be:

* Mobile app development for iOS and Android.
* Simple to use, beautiful UI designs.
* Smart Navigation Tabs for easy and fast access to all the functions.
* Language of Development – English
* Language of Data Entry – English
* Localization languages: (English Character Languages Only)

**Coding Standards**

* Industry standard SDK’s (iOS and Android) will be used to create the code and user interface design for the mobile app.

**FEATURES & FUNCTIONS:**

1. **Sign Up**:
   1. Sign in with Email
   2. Cost: Free for first 12 months. 99 cents thereafter annually.
      1. Sharing Promotion: Give a few free months to users who send out Facebook or email invites to other people to sign up (user must send invites, friends actually signing up not required).TBD: number of free months per share.
2. **Personal Profile**
   1. **Details**: Created at time of signup. Can be edited later.
      1. User ID
         1. Users will be given a random ID to serve as an identifier.
         2. Once you have connected with someone, you will have the ability to set their “Nickname”which will replace this ID wherever it would appear for you.
      2. Age
      3. Sex
      4. Hair Color
      5. Glasses Yes/No
      6. Ethnicity
      7. Interests
      8. Languages
      9. Photos - Upload photos. Set each photo’s privacy settings: choose from “Only Visible to Connections” or “Visible to All”
   2. **Daily Details** (all optional):
      1. Daily push notifications remind you to input today’s details (with a “Don’t show me this message again” option).
         1. If you don’t update these details after a certain period (several days), send a message reminder “Update your details or people won’t be able to find you!”
      2. **Status Updates**: Users can put a short message to appear only to connections
      3. **Clothing**: (using dropdowns to choose from preset options, combining garments and colors)
      4. **Profile Picture**:
         1. This is meant to be updated very regularly (ideally once a day)
         2. Set to public or Private. If public, your profile picture will display to users when they search, making it easy for other users to pick you from the search list (this is the recommended setting). If private it will only appear to your connections and those you wink.
3. **Search/Wink**!
   1. Use a slider to limit search distance. Defaults to standard distance (e.g. 50 yards)
   2. Search based on details such as sex, hair color, clothing, or check-ins (see Places section below)
   3. Based on search criteria, you’ll get a list of Usernames whose details that match your search, if they have a public Profile Picture, you’ll also see that.
      1. On this list of results, when you think you’ve found the person you are looking for you can send a “Wink” with just one tap.
4. **Receiving a Wink**: When receiving a Wink, or your Wink is accepted, a noticeable pop-up will briefly appear (You’ve been winked” and “Wink accepted”), and then slide up to a notification bubble. Tapping the notification icon will open a list of app notifications. If you are outside of the app when you receive a notification, send the notification to the OS notification center. Receiving a wink prompts one of three actions:
   1. Wink Back: Respond to a wink by sending a wink back. This automatically sets those users as a “Connection”
   2. Ignore: Dismisses notification
   3. Block: Dismisses notification and ignores all future Winks and communications from this user.
5. **Connections**: Each connection is associated with a conversation, using the connection’s name as a title. Connections are sorted by recent activity.
   1. Search: input a search term to find a specific connection or conversation
   2. Opening a conversation produces a text message thread.
      * 1. location sharing
      1. If your connection sends a message in another language, you should have the option to translate the message into your prefered language. SDI will integrate Google Translation API to achieve.
      2. Within a thread you can send a “Call Request,” if both parties accept, then they can initiate VoIP calls through the conversation screen,
      3. You can also Block connections, which removes them from your connections and blocks their future activity.
   3. View profile: Open the connection’s profile. You can see their profile.
      1. You can also see who they have connected with, and what businesses they have winked.
6. **Places**: Tapping this brings up a list of events and locations in a radius of your location (default radius ~1 mile). Two tabs at top to swap between Personal and Business screen. Personal events and Business events are kept separate, but locations are shared between both.
   1. See if any of your connections have checked in. (“2 connections are attending!”)
   2. If the event/place was created by a business on the web portal, you can “Wink” them to receive notifications about any deals they post and view their profile.
   3. “Check In.” Check-ins are included in Search/Wink criteria.
      1. You can also “Check Out” of places you are checked in to.
         1. Going a certain distance from the event/location will automatically check you out
         2. If all users are checked out from an event, it will be removed
   4. **Add Event**: If a user doesn’t see the event they want, they can hit Add Event.
      1. Name the event
      2. Input description of the event
      3. Uses current location GPS/PIN, or type in a street address.
      4. Automatically checks you in if you create the event
7. **Professional Profile**: Separate information from personal profile. Created at time of signup. Can be edited later.
   1. Real Name
   2. Title
   3. Company
   4. Interests
   5. Notes
   6. Languages
   7. Photo - Optional (recommended), always public
8. **Swapping** between Personal and Professional
   1. From the personal interface, hit a button at the top right to “flip” the screen around, this changes everything to professional. Tapping again flips back to personal.
9. **Link**: (essentially a business wink). Business search mirrors personal search in functionality, but uses entirely separate profiles, connections, events, etc.
10. **Business Connections**: Mirrors personal connection interface in functionality. Note: a personal connection is not a business connection, and vice versa.
11. **Local Deals**: User can adjust radius of where local deals are coming in from (deals within 1 mile, deals within 5 miles, etc.)
    1. User sees lists of Deals with short description
       1. Tapping a deal brings up the full details of the promotion (custom designed image)
       2. At the bottom, says number of people who have redeemed
       3. Redeem button. If you are within a minimum distance, this button becomes tappable. Tapping this pops up a “Enjoy Your Wink Promotion”
       4. Just show the redeemed screen to the vendor to get the discount
    2. At the top of the list are “Coupons You’ve Used” which are any you’ve tapped Redeem for
    3. App admin can create location-based campaigns on the backend; inputs the location for notification
    4. Companies pay fixed price to host deals
    5. Users can search deals. Businesses will add keyword tags when creating their deal.
       1. Results show the promotion as well as the distance.
12. **Analytics**: App owner can view reports on app usage based on these factors:
    1. Geography
    2. Time
    3. Local Deals
    4. User profile details
    5. Device
13. **Website/Business Promotions Administrator Access**
    1. Dynamic website to serve as online face of the application, including advertising opportunities for businesses and set up a business page.
       1. Profile: Includes name, description, location, and picture.
          1. Create status updates, (essentially tweets)
       2. Location: Businesses can set a location for their business, which will appear in users event list for check in.
          1. Businesses can also set deals to appear only to those who are checked in to their location.
    2. Local Deals: Submit “Local Deals” partnerships. There will be a secure portal/login for businesses to submit “local deal” materials (promotion details, image).
       1. Set start/stop date
       2. Set redemption limit: deal ends after allocated number of redemptions
       3. Edit deal: Change promotion details, upload new image.
       4. Analytics for deal redemption statistics

**Phase Two Functions (Not included in phase one development)**

1. Conversations can include attachments
   1. images
   2. videos
   3. audio
2. Video calling capabilities between connections

**Marketing & User Acquisition Services**

SDI will allocate marketing and business development resources to drive awareness, user acquisition and business advertising partnerships in the first 6 months after launch.

**Web & Search Engine Optimization**

SDI will build a promotional website for the app, introducing the functions and branding of the product. We will utilize SEO standards to ensure the website can be found by organic searches.

**Social Media Marketing**

We will create and manage social media pages on Facebook, Twitter, and LinkedIn for the app in order to engage a wide user community and utilize social sharing to increase exposure.

**Business Development**

Our business development and sales team will identify and pursue local businesses to appear in the “Local Deals” section of the app.

**Application Platforms and Smartphone Units**

SDI will build apps for the following platforms.

* Smart Phones
  + iOS - iPhone 6, iPhone 6 Plus, iPhone 5s/5c
  + Android - Mobile phones

**Design & Development Details = 4 months at a total cost of $64,500.00**

**Project Development Payment Terms:**

* 20% upfront at contract signing
* 20% upon completion of app designs for iOS and Android
* 20% upon completion of iOS Platform
* 20% upon completion of Android Platform
* 20% upon client approval to go live (upload to iTunes and Google Play Store)

**Marketing Services Payment Terms:**

* First month: $2,000,00
* Second month: $2,000.00
* Third month: $1,500.00
* Fourth month: $1,500.00
* Fifth month: $1,000.00
* Sixth month: $1,000.00

**Third Party Hosting Fees**

* Estimated for 1,000,000 users at $400/month (Amazon Cloud Hosting Services)

**Warranty: SDI offers a 6 month warranty to fix bugs resulting from programming errors beginning upon official launch of application.**