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| v.1.0 | **Scope of Work: Social Meetup Website** |

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| --- | --- |
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[Website Features & Functions](#h.gjdgxs)

[Frontend](#h.30j0zll)

[Homepage](#h.1fob9te)

[Users will register with the site with their:](#h.3znysh7)

[User Profiles will include](#h.2et92p0)

[Groups](#h.tyjcwt)

[Organizers](#h.3dy6vkm)

[The Group page](#h.1t3h5sf)

[Video](#h.4d34og8)

[Discussion & Categories](#h.2s8eyo1)

[Events](#h.17dp8vu)

[Private Messages](#h.3rdcrjn)

[Profile features](#h.26in1rg)

[Payment](#h.35nkun2)

[Web Conference integration](#h.1ksv4uv)

[Backend](#h.44sinio)

[Network Permissions](#h.2jxsxqh)

[Network Distribution List](#h.z337ya)

[Administrative functions:](#h.3j2qqm3)

[Design](#h.1y810tw)

[Mobile Optimization](#h.4i7ojhp)

[Images and Video](#h.2xcytpi)

[Native Hardware Access](#h.1ci93xb)

[Digital Marketing Techniques](#h.3whwml4)

[Search Engine Compliance](#h.2bn6wsx)

[Traffic Analysis](#h.qsh70q)

[Server Optimization](#h.3as4poj)

[Markup & HTML Optimization](#h.1pxezwc)

[Content Development, Optimization and Strategy](#h.49x2ik5)

[Social Media Optimization](#h.2p2csry)

[Suggested SMM Assets](#h.147n2zr)

[LinkedIn](#h.3o7alnk)

[Twitter](#h.23ckvvd)

[YouTube](#h.ihv636)

[Pinterest](#h.32hioqz)

[Facebook](#h.1hmsyys)

[Social network plugins](#h.41mghml)

[Analytics](#h.2grqrue)

[Investment details - Time & Cost](#h.vx1227)

[Project Management - Collaboration/Review/Feedback](#h.3fwokq0)

## **Confidentiality of Important Information**

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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** |
| Digital Meeting Website | Marvin Morris |  |
| Client Interface (Business) | Rob Lapointe | Software Developers Inc. |
| Client Interface (Technology) | Sachin Nayak | Software Developers Inc. |

### **Aim / Project Overview**

The purpose of this project is to duplicate the website of Meetup.com plus to add additional conferencing capabilities and advanced search peramitors. This website will be Mobile friendly (responsively designed) and include the integration of a third party web conferencing solution, such as Moxtra or GoToMeeting.

## **Website Features & Functions**

# **Frontend**

* We will be using Bootstrap for the frontend
  + the best framework option for mobile friendly websites.
* This site will integrate with Facebook.

##### Homepage

* 1. From the homepage, people will have the option to sign up or sign in (refer to 3.0 for profile sign up and 4.0 for user profiles).
     1. We will only be designing this site to function in English.
  2. Additionally the homepage will allow users to:
     1. start a group (refer to 5.0 for further details)
     2. find a group
        1. A search bar with filters will be provided
           1. can search by location (default or auto-selected by zip code or city)

Search can be done by group; or

by calendar date

i.e. users will be able to view group events by date.

* + 1. The homepage will display popular groups, or group events by date;
       1. Visitors will be able to search Group categories (no need to be signed up as of yet, though to join a group users will need to complete registration process.
          1. Groups will be displayed on a map, using the original user’s location as a point of reference.
          2. For instance, if a visitor were to search for categories relating to music, a map showing the closest groups to their zip code will be displayed. Visitors will be able to click on the group for complete information, including how to join.
       2. The display will change depending upon the search filter selected by user.
       3. Homepage will display (i.e. recommend) other categories of information (depending upon their search filter) also, including: *Upcoming Broadcasts*, *Members*, *Discussions (or blogs)*, *Videos*, and *Events*. Each of these content types will filter according to those that match the interests of the individual, according to their profile like/dislike (i.e. interest) preferences.
       4. Most all content (except pictures) (i.e. Blogs, Events, Videos, Networks, Member Profiles, Fundraisers) will REQUIRE at least three (3) “Interests” (or categories) (like #hashtags) linked to it in a designated field at the time it is posted (e.g. for events and discussions, a separate field along bottom).
       5. For individual content (at the time it is being posted) “Interests” (like/dislikes) will auto-populate as they begin to type the “interest” that is best associated with the content they are posting, from within the site table which contains all interests other users have previously entered (including from their profile) so that if they are creating a NEW INTERESTS it will be clear to that user as they type.
       6. Content “Interests” (like #hashtags) will all be linked to individual member profiles “Interests” so that on the homepage, the homepage will have a section that provides “recommended” content (e.g. upcoming broadcasts, groups, discussions, events, videos, members, etc) based on first 1) zip code, then 2) interests within zip code (in other words, if no *interest* exist within that *zip code* for a particular content category, the site will first provide recommendations for content posted (or members) within that zip code).
  1. “Recommended” Content Layout:
     1. Homepage layout will take on elemets of “Fiverr.com” hompage (i.e. having different recommendation sections). Recommendations will match the individual user’s profile “interests” with the “interests” indicated when the content was uploaded (i.e. 3 or more interests required to be posted will all specified content types). Content will be pulled from all aspects of the site, including networks/groups)
     2. For “Recommended Content” some sections, like **members, blogs, groups**, these sections must display in a standard picture size (with text on top of picture like on Meetup.com) and REQUIRE A PICTURE to be uploaded when creating that content, in order to ensure that on the homepage, recommended content has the same format and uniform picture display.
     3. Homepage will have a section that shows (by filter category) the most recent “*Type this type of content here!”* posts from across the site (see individual profiles) (consider a horizontal layout). Content in this section will display with the following information to the right of the text: 1) Posted by UserName w/ Picture of User, 2) Date Posted, and 3) City, State (of user who posted original post) underneath username/pic (if you click on “City/State” or Username this will hyperlink to all other posts by users posted from within that city/state or by that user.)
  2. Users will be able to search for other users by:
     1. email;
     2. name;
     3. zip; and
     4. username

1. **This website** will allow users to meet and communicate within a digital space. Users will be able to post and share topics, pictures, links, stories, etc with other registered users. People will also be able to create and share events in a physical space (i.e. coffee shop, bar, and/or park). **Signup shall for the site should follow the same logic and UI utilized by Meetups.com.**

##### Users will register with the site with their:

* 1. name;
  2. email;
  3. age; and
  4. any other variables we wish to include.

##### User Profiles will include

* 1. name;
  2. education;
     1. middle school, high school, college/continuing education
  3. contact information
     1. What information is shared depends upon the User’s preference.
  4. Timeline
     1. User profiles will include a timeline is populated by content based on the user’s own tagged interests
        1. The time line will consist of content that the user has made and/or posted **AND** with content tagged as similar to the user’s interests. This content can be from users or groups that are local to the original user,.
        2. The default geographic setting will be 75 miles from the user’s stated zip code, though the user will have the option to select other distances.
     2. Timeline Filters
        1. Users shall be able to filter their timeline content based upon:
           1. Geography. Users can have content from local groups or other users displayed in their Timeline. For instance, if a user was to search for topics related to sports, they would see content from nearby groups/users on sports. This will be the DEFAULT filter.
           2. From their favorites/network. This means they will have their timeline populated by users or groups within their network.
           3. The entire site. This means that if one user in San Francisco was to search for content on gaming, they will be able to see content from users all over the nation, not just locally.
  5. Favorite quotes, books, movies, etc;
  6. Sex: M/F
  7. A brief biography;
  8. Here for (Select from Drop Down): *Networking, Business, Mentorship, Friendship, Professional Development*
  9. Job Title
  10. Occupation history;
  11. Likes/dislikes (i.e. *Interests*);
      1. This is how our algorithm will know what groups to include users in;
  12. and other pertinent information.
  13. When a user indicates they are apart of a specific organization, school, company, etc the site shall automatically send out notifications to other NEARBY users who have indicated similar affiliations.
      1. For instance, if a user were to sign up as a Stanford alum, all other Stanford alums in my area will receive a notification.
      2. A user will have the option to not indicate past affiliations, if they so choose.
      3. A user will have the option to set geographic preference, though the default will be 75 miles.

##### Groups

* 1. Users can create or join groups
     + 1. Organizers can invite non-website users via email (as a Group Administrator, you will have a section where you can maintain and add/delete these outside email addresses; the administrator of the group must add/delete these email addresses within their group first, by copying and pasting and inserting commas in between email addresses, etc.; when the group sends out messages to these users who are not registered with the site, a link option to “unsubscribe” will always appear in that email that if they follow it, it will remove them from that group’s email distribution; multiple groups may have email addresses listed in their email distribution; if an email address of someone’s outside email distribution list ends up registering with the site, now as a registered user, once that user “joins” that particular group, their email address will automatically delete from the outside email distribution list, since now that user will receive notifications through email as a member of that group. This ensures that the user does not receive duplicate emails from the same group).
       2. Organizers can pre-schedule or create instant live events (via the third party API. See 8.0)
          1. Notifications of events can be automatically sent to all group members

Non-website users will be informed via an email

Users will have a “Remind Me” feature that can be enabled for each video, that will send them a notification 24 hours in advance, via email, indicating the date and time of the video)

* + 1. To find a group, users can use a search by:
       - 1. City;
         2. State;
         3. Zip; (The site has to have a builtin table that automatically registers the City/State associated with a given zip code. For instance, one City/State may have multiple zip codes, so then, when a user on their individual profile is setting up their details, they have to enter the zip code, but as they zip code is entered, the City/State will auto populate an the user has to select the city state. Therefore, the site itself knows that if you type in a zip code, it knows the city/state associated with that zip code. There will be two sections where zip codes (i.e. City/State) may be identified in the whole site, 1) individual profile and 2) group/networks. This way, as an individual, the network/group has its own zip code separate from an individual’s; this is needed because the individual’s zip code will be associated with all their individual content posts, while the group zip code will remain constant)
         4. Group Name; and
         5. Topic.
       1. Specific group means users will be able to search by group name.
       2. Search by topic will allow users to peruse groups by a topic or topics as they desire.
       3. Additionally, group members will be able to search within the group for other members by username/name.
       4. Group members will have their Picture, Name, City/State and Job Title/Profession displayed when searching members.
    2. Group Creation
       - 1. Groups can be established for free or a subscription fee.
       1. Users will select “create a group” button
       2. Users will then select the following:
          1. Group location

Can auto-select based upon device location, or manually input location

* + - * 1. Users will then select up to 15 relevant topics/interests, which can include:

Self-improvement

Artists

Foodies

Nature

Ed and Tech

Fashion

Culture

Occupation

Or manually input their own topics.

* + - * 1. Users posting content will be required to tag content with one of the preselected topics or interests.

Users will be able to easily tag interests

Must be as painless as possible

There will be a dropdown menu where users can select from any number of topics (possibly preselected by Admin as the most relevant) **AND** Users will have the ability to manually enter a topic.

For manual entry, the bar will autopopulate suggestions based on what the user is typing.

For instance, if the topic is “Fashion,” a user will only need to type the first few letters in order to have the full title populated.

* + - * 1. The website will automatically add people to the meetup who may be interested and local.
      1. It may be advisable to recommend meetups to potentially interested parties, instead of automatically add users.

This is done via a user’s own selected interests (see profile creation, 4.0).

* + - * 1. User will give their group an appropriate name.
        2. User must determine the city/state of their group by entering a zip code for their group, which cannot be changed.
        3. Next, users will give a description for the group.

Examples of good group descriptions will be provided to guide users.

User will then give group members a related name

i.e. foodie group members could be called ‘chefs;’

##### Organizers

* + 1. Organizers can create a meetup without having a profile, but will need to register before the group is posted.
    2. Organizers must have a subscription to establish a group.
    3. Organizers will be able to collect dues or other costs from members within the website. This section must have a “description” field that indicates the fee schedule and reasons why people may want to pay a fee.
    4. Organizers need to have an option where members can be required to pay a fee, min 1.99 for 30 days or more in 5 dollar increments (i.e. 1.99, 5, 10, 15, etc.), for group members to post content within their network. If this feature is turned on (and group members pay the set fee), the group members can all post 1) events and 2) host live broadcasts within that network. If this feature is turned off, Group members can only post blogs
    5. Organizers will be able to create “Fundraisers” within their group that members can donate to. Fundraisers too will show in a “general” section of the site, which by city/state, etc. allows site members to search for available fundraisers. Fundraisers much have a time limit of not more than one year. Also, the fundraiser default picture will be the picture of the group from within which it was created.
       1. see [below](#h.35nkun2) for payment module.
    6. Organizers will be able to view the last person to view their group page.
       1. The visitors username and photo will be displayed at the bottom of the page.

##### The Group page

* + 1. Each group will display organizers information (including profile and profile picture); (groups can get started and although they are an independent group, they have the option to browse and find and select their “Parent Network.” If they select a “Parent Network” it will appear listed under their main profile image in the left margin. If a network is later identified as a “Parent Network,” only if this happens a “Sub-Networks” category will appear in their left pane (Parent Network then has option to remove Sub-Networks at later time) (SubNetwork feature may be something that a network turns on or off, if they get an email notification that “Georgetown Hospital” added you as a “Parent Network” this will take the “Parent Network” to a place in their settings to “Turn On/Off “Parent Network” function, so that if they are “On” as a Parent Network, they now have this category “Sub-Networks” automatically place (fixed) at the top left in the left pane, and will list Name, City/State, and Picture of the sub-networks that are affiliated with them. Also, then, toward the bottom of their page, it will default, at some point, a “Sub-Networks [activity]” as just a title and will show the discussion posts, events, etc.) by most recent, city/state, title, etc.
    2. The group home page will display the group description, recent events, & current/past discussions. Via a sidebar visitors will also be able to view:
       1. The group location;
       2. the founding date;
       3. Reviews;
       4. Group photo
       5. Members;
       6. Past events;
       7. Calendar;
       8. Brief organizer information
       9. associated topics.
    3. Users will also be able to contribute financially to the group via a button on the sidebar;
    4. Headers for the group page will include
       1. Members;
          1. leadership team and general group members
          2. can sort by

relationship the to user (the person viewing the group)

name

date joined

* + - 1. sponsors;
         1. Companies that sponsor the group (If sponsored, a message goes out to the entire group) and their relevant information

i.e name, address, phone, website, etc.

* + - * 1. Photos

Can be sorted by

date created; or

activity.

Photo page will display albums and the following album details:

Name;

number of photos; and

last date of activity.

* + - * 1. Discussions (see [below](#h.2s8eyo1) for more information on Discussions);

Message board

This will contain all discussion threads from the group. The page will display the following information, per thread

Name of thread;

Name of person who started the thread

Number of replies;

including who made the last reply made and when it was made;

Number of views.

* + - * 1. “More” - which includes:

Polls (surveys)

Organizers can poll members on ideas to see if there is a consensus

All polls will be stored for future perusal;

Visitors will be able to view polls;

Files

Organizers and members can upload needed files directly to the group page

Visitors/group members will be able to view and download and files uploaded.

* + - * 1. Report abuse

visitors or group members will be able to report a group for terms abuse or inappropriate posts.

* + 1. Interested users can join the group or see if any they know any other group members (via Facebook);
       1. can be done via group homepage or via the group memberlist page.
       2. Group names must appear like www.sitename.com/groupname

##### Video

* 1. Organizers and members of a group will be able to host live videos within the group page (video software must be able to connect to external video /microphone equipment that users may connect to their computer PC or MAC with no technical difficulty).
     + 1. The videos can be viewed just individuals or the entire group, depending upon the needs of the specific situation.
       2. There are limitations to how many users or viewers SDI will be able to allow on a video conference (what is the limitation?).
       3. Videos will only be hosted within groups;
          1. i.e. individuals will not be able to host videos outside a group network (video will post on the individual’s page as well, if indeed they hosted a live video for a particular group (a paid feature); there needs to be a “Request” button so that if members want to host a live discussion by one of their members, it has default title “Marvin wants to make a presentation?” and in the body of that one box, it asks “Tell me what you had in mind?” Organizer’s can select in their Admin panel users who have unlimited permissions to make video presentations and can be set for either 1) Unlimited or a 2. Date Range.). Members of groups must be paid site members and must have paid the fee of their respective group (if applicable) in order to host.
     1. The video hoster can allow others to speak (audio only) (When the video hoster selects an individual to speak, in the bottom right box the picture of that person speaking, with name, city, state and profession (maybe) along the bottom of the live video presentation) (If the host is presenting, there has to be some type of indicator, click-and-point, showing who on the live conversation is looking to talk; so that if their click next to that person’s name/icon, right away that person shows up as speaking along the bottom of the video box that the world is viewing) (when the host click off that icon, the dialogue returns to the presenter, although even when the guest speaker is presenting, the host can talk at the same time as the the guest) (up to 10 people can talk at the same time; so them, while a million people can be logged into particular live conversation, the host can select up to (i.e. highlight) 10 or more users who can all speak at once, but if the hoster deselects some of the individuals, then only the remaining highlighted individuals can speak) With the technology, can the main video presentation, switch to one other user who is connected to a camera, so if I want the video to change presenters, like Goto Meeting, the host can do that.
        1. The host will also be able to mute and/or unmute individuals or the entire group if needed.
  2. Watchers of a video will be able to comment on the video as it is playing;

The name and image and City/State of a commenter will be displayed on the right and pane of the video window.

* + 1. Video Storage:
    2. Videos will be stored within the associated group’s network;
       1. Videos will be stored via the Moxtra Network;
    3. Videos will be tagged with the presenter’s zip code;
       1. This zip will remain static in perpetuity, even if presenter moves.
  1. Group Organizers or admins will select who within the network is a presenter (presenters may have to be “Fee” paying members so then if a Network Admin sets this feature to a “Fee” basis, the selected presenters would be redirected to the payment module, until they pay their presentation fee, which would go to the group). This feature may be turned off or on.
  2. Video Search
     + 1. All videos will be stored within a group’s network;
       2. users will be able to search for previously recorded videos by:
       3. zip (default);
       4. topic;
       5. date;
       6. group;
       7. title
     1. Users will be able to search for scheduled videos views by:
        1. All videos will be stored within a group’s network;
        2. users will be able to search for previously recorded videos by
        3. zip (default);
        4. city;
        5. state;
        6. topic;
        7. date;
        8. group; and
        9. title.
           1. **NOTE:** within a group network, the zip, city and state filter options will not be available.
  3. Users will be able to post videos to Facebook via a “share” button.

##### Discussion & Categories

* 1. Users will be able to link from the main page to a “Discussions” page.
     1. All discussion categories will be presented on the Discussions page
  2. Group members and site visitors shall be able to post discussion threads by “category” as well title
     1. From without a Group Network:
        1. Users will be able to search along the following filter[s]:
           1. Zip (default);
           2. category; (When posting a discussion, you have to select a category to post it within, as you type existing categories will auto populate; from the main site page, a section of categories will appear and within each category, the results will filter by zip, etc)
           3. user name;

user name of the thread’s admin;

* + - * 1. Group/network;

If this is a group thread;

* + - * 1. Date;

Date thread began;

* + - 1. Discussions started by individuals (not associated with group) will show up on said individual’s homepage.
    1. From within a Group Network:
       1. Group members will be able to search along the following filter[s]:
          1. Categories.
    2. All discussions (within or without a group) will be available from the main discussions page.

### **Events**

* 1. Events can only be created as part of a group network;
  2. Users can tag events they create by category and by location (zip);
  3. From the main page, users will be able to link to an events page;
     + 1. This page will contain all events sorted by category;
  4. From the main Events page, Users will be able to search for events by:
     1. categories;
     2. username;
     3. title;
     4. group;
     5. date
        1. most recent;
     6. title;
     7. zip (default);
     8. city; and
     9. state.
  5. Users can also post events within a group network;
     1. these events will also appear on the main events page;
  6. Group members can search events by:
     1. Zip (default)
     2. category;
     3. date;
     4. username;
     5. title.

### **Private Messages**

* 1. Users will need to pay a fee in order to send private messages;
     1. This will done with an API; see [below](#h.35nkun2) for details.
     2. The design for the entire site will be coded to make installation of additional fees for any features if desired.

### **Profile features**

* 1. make posts;
     1. with or without images;
  2. share, like or comment on posts;
     1. Users will also be able to tag other people in posts.
  3. Profile can be public (anyone can view) or private (only friends can view)
     1. Specific profile entries can be limited (ie. user can choose what aspect of their profile is public).
  4. Users will be able to approve or deny tags and posts on timeline;
  5. Photos
     1. Users can upload photos to their profile and they can create photo albums that friends can peruse.
        1. Users can select any photo to be a profile picture or a album cover.
        2. Albums can be private or public
        3. images can be tagged.
  6. Newsfeeds
  7. fdsdf
     1. Users will be able to view when other users mention them, tag them, post something about them, etc.
     2. Users will also be able to view updates that friends make to their own profile (set by user preference).
     3. Newsfeed on individual profile page (like a Facebook, etc.) will have a narrow search bar that users can type up to 240 characters into.
     4. Newsfeed search bar will have default title text within it (e.g. *Type this type of content here!*) that will disappear as users type into it.
     5. Content entered in Newsfeed search will display having a default filter of “zip code” (other filters may be *Interests* [that is show only posts posted by member by zip code who share on their profiles interests that the members themselves share on their profile], *Title*, *Username, Most Recent, Favorites, etc,)* and will appear on every user’s page within the site, but will display according to the filter preference of the individual member.
     6. Replies already provided to the post will be available at the click of a button (i.e. 3 replies, etc).
     7. On the individual members’ Homepage (*My Posts*) is also a sort filter option so that the individual member can show only the posts that they entered into this field and the replies they received.
     8. Like facebook, the member who originally posted the content and members who replied to the content will receive a notification when someone else replies.
  8. Other Features
     1. Accept/reject friend requests, plus make their own requests.
     2. Report abuse;
     3. Block users;
     4. Notifications
        1. Users can chose what actions result in a notification to their email or phone. This can be:
           1. When someone comments on a user’s profile;
           2. When a user is tagged;
           3. When a friend changes their profile;
           4. etc.
  9. For each member, upon registering will enter at least three and up to (No.##) “interests” that they have. Like the Meetup site now, these “interests” will then appear on the individual members’ homepage.
     1. If a member clicks on a particular “Interest” on their own profile page (or of another member’s), it will take them to all the content associated with that “interest” (including other members) (like a #hashtag).

##### Payment

* 1. Organizers will be charged to run a group on the website
     1. payment will be done via the site;
  2. Organizers will be able to collect member dues, ticket prices, or other collections from the members within the site in order to pay for subscription fees.
  3. Meetup.com has a Basic and Unlimited Subscription plan, which we can emulate. We can also create our own model from scratch.
     1. Basic
        1. 50 members and 3 organizers (“Leadership Team”)
     2. Unlimited
        1. No restrictions on group size or organizers.
     3. Price will vary depending upon group location.
  4. We can offer a 30 day refund if an organizer changes their mind.
     1. This will be done via the website as well.
  5. We will use a third party API such as Paypal to enable this feature.

##### Web Conference integration

* 1. SDI will integrate a third party API for web conferencing. This will enable easy digital meetings for users on the website. Options include but are not limited to Moxtra or Go2Meeting API for this integration.
  2. This will help to schedule events and hold digital meetups. See “[Video”](#h.4d34og8) for more information.

##### Backend

1. We will use Laravel for the backend.
   1. Laravel is excellent for feature heavy websites such as the one proposed here.
      1. a robust framework allows us to ramp development up quickly.
         1. i.e. built-in code validation, its own authorization library, and a simple REST routine.

##### Network Permissions

* 1. Group organizers will need permissions to:
     1. Add other organizers;
        1. and grant permissions to these new organizers
     2. Grant permissions for users to post videos on the group network.

### **Network Distribution List**

* 1. Every Group organizer will be able to add emails to a distribution list;
     1. this will keep group members informed of new discussion threads, events, news, or messages from the organizer/administrator.
        + 1. Group members will be able to change preferences to receive (or not) notifications about specific posts (i.e. only for new videos);
        1. Notifications of new posts (i.e. events, videos, discussions) will be sent automatically when a post is made;
     2. Emails of non-group members can be added to this list.
     3. Group & non-group members will be able to unsubscribe to the emails via a button *contained within the email itself*
        1. This will automatically remove the user’s email from the distribution list;
        2. Admins and Group Organizers will be able to message members not on the distribution list via an “All Network Message” setting;
           1. These groupwide messages will be stored within the group’s network.
  2. All emails referencing content will automatically contain a link to said content.

##### Administrative functions:

* 1. block users;
  2. examine group abuse reports;
  3. and take appropriate actions
     1. i.e. approve report, restrict groups, deny abuse, etc.
  4. moderate threads;
  5. Approve new users;
  6. Monitor and remove inappropriate photos and comments;
  7. make repairs or updates
  8. reset lost passwords; and
  9. deactivate/reactivate user accounts.
  10. Manage subscriptions
  11. Approve payments
  12. Handle subscription issues
  13. Refund payments
  14. Approve, deny or revoke groups (New Networks must be pre-approved)

General Design Principles

##### Design

The design will be conservative and will mostly center around changes to improve the User experience - UX.

* + SDI will use colors and gradients to differentiate between specific elements. This will help to guide users through the website in logical manner.
    - A high quality icon that a browser can display helps to engage and retain users; SDI will tag the chosen icon to improve the Marvin Morris brand.
  + The overall design will guide visitors through the website through current industry practices. This includes:
    - Using headers to indicate subjects of particular importance;
    - Using a dropdown footer that contains all links throughout the website.

##### Mobile Optimization

* + The website will be designed using Responsive Design techniques to make the website mobile friendly;
    - The website will display information differently (or different information) depending upon the device used to access the website;
    - The Responsive pattern used will be done using the CSS flexbox;
      * Flexbox allows a site to automatically change the size of a website element to take best advantage of the screen being used;
  + This improves the UX and increases search engine traffic.

##### Images and Video

* + CSS will be used to design multiple complex images into the website design;
  + CSS will be combined with media queries to design background properties that respond to screen resolution and size.

##### Native Hardware Access

* + Native hardware access will allow SDI to write code that utilizes a mobile device’s location to determine their location. This enables the website to easily connect users to nearby events.

## **Digital Marketing Techniques**

We recommend Digital Marketing techniques in order to improve the site’s traffic and to grow awareness of the site and the sites brand.

# **Search Engine Compliance**

SEO strategies will be implemented to maximize the effectiveness and traffic of the website. Our primary goals in SEO will be:

### **Traffic Analysis**

SDI will determine what pages on the website are receiving the most traffic and will determine why that is, to the best of our abilities. SDI will provide a statistical breakdown of the site to clearly display which pages are the most trafficked.

##### Server Optimization

Our SEO team will perform server optimization as it relates to SEO. Server optimization primarily focuses on proper site indexing and site speed. Server optimization includes but is not limited to the following:

* Sitemaps - XML, Video, News, etc.
* Robots.txt
* Webmaster Tools
* Canonicalization
* 301 and 302 Redirects
* IP Blocklist

##### Markup & HTML Optimization

SDI’s SEO team will optimize the website coding for SEO. This will not involve changes to the core code which drives the platform, only the website markup and HTML. Code optimization includes but is not limited to the following:

* Keyword Analysis
* Implement improved heading structure on pages
* Head Section HTML Elements
* Body Section HTML Elements
* Alt and Div Tags
* Table Optimization
* Fully Qualified vs. Relative Page Linking

##### Content Development, Optimization and Strategy

Well optimized, quality content builds authoritativeness for the site and supportive

keyword topics. With Google integrating universal search, content optimization is no longer limited to text. Content development and optimization includes but is not limited to  
the following:

* Keyword Research/Mapping
* Content Identification/Mapping
* Content Redistribution Strategy
* Content Calendar Development
* Head Section Variables (e.g. Title, Description)
* Application of Headings
* LSI-derived on-page within the Body
* Image Alt Tags
* Anchor Text
* RSS Feed Syndication
* Image and Video Syndication (universal search)
* Blog Optimization
* SEO Copywriting

# **Social Media Optimization**

Social Media Optimization is a valuable tool for increasing the circulation of news, press coverage, and other information relating to the website. Management of social media includes consistently increasing the number of followers, calculated daily postings for all accounts, and analyzing the effectiveness of all activity to refine the campaign over time. Social media will be the most widely used tool for disseminating awareness and promotional content.

##### Suggested SMM Assets

SDI will create accounts, design custom pages (if applicable) for selected social media websites.The following are examples of the most popular SM websites, and examples of SMM. We will not necessarily use any or all of these websites.

##### LinkedIn

* + - Optimize existing page for better Search Engine Results and streamline process of connecting prospective clients to previous clients.

##### Twitter

* + - Build a base for followers
    - Provide ability to set-up Tweets
    - Create hashtags to tag the identity of your product (i.e. #XXXX)

##### YouTube

* + - Publish video content from the site on a dedicated Youtube channel.

##### Pinterest

* + - Create a Pinterest page for content that can spread through user networks.

##### Facebook

* + - Provide an ability to publish content
    - Build a more complete profile for the site
    - Enable Facebook groups to create posts on the sites FB page

##### Social network plugins

* + - SDI will install any SM plugins to connect the website to your social media pages.

##### Analytics

* + Google Analytics will be installed to evaluate efficiencies of traffic and Visitors, if desired.

# **Investment details - Time & Cost**

|  |  |  |  |
| --- | --- | --- | --- |
| **Tasks** | **Resources** | **Duration** | **Cost** |
| Development |  |  |  |
| Testing |  |  |  |
| Beta Launch |  |  |  |
|  |  | **Total** |  |

**Payment terms:**

- 50% upfront at contract signing

- 50% due upon Beta launch

# **Project Management - Collaboration/Review/Feedback**

* We use Active-Collab for Project Management/communications. You will be provided with login credentials and you can provide your feedback, information, and/or ask questions if any. You can communicate with the team of designers and developers who will be working on your project.
* The process will start by going through the scope of work with team. We will provide you with a project plan which will include a list of tasks with their scheduled completion deadlines.
* The project manager will have a meeting with you when you are ready and we will begin work on the wireframes and design work and thereafter regularly update you and receive feedback and suggestions until you approve the designs.
* Once the designs are approved, we will move to the development phase. The team will work on the frontend and backend in parallel. We will have regular meetings and we will schedule the meetings as per your convenience.
* You will have daily access via phone, email, skype, and gotomeeting to directly communicate with the Project manager and/or other team members.
* When the team starts testing the app, we will provide you the build which you can test on your respective device. We will ask you to share your iPhone device UDID. You can provide your additional UDIDs as well to test the app among your friends and relatives before it goes live.

All of the project Source codes will be handed over to the client on project completion. Client will be the sole and exclusive owner of the app and all IP of the App on project completion and payment of all agreed Invoices to SDI.

All deliveries are covered by a **6 months debugging warranty after delivery**. For the first 6 months, if any bugs are identified, we will fix them without any cost to you. Beyond the 6 months, we can provide a 12 months maintenance contract at a nominal additional cost. This will include updates for the latest SDK's and bug resolutions.

**Additional Section**

* 1. **Business Directory** Will add your page to the business directory and category, accordingly. If you have a business, as a member, you get one free post to the business directory for free w/ paid membership. Additional listing is a monthly fee. Business Directory works in this manner, you must post the following items:
     1. **Business Name (set character limit)**
     2. **Business Address (Optional) (Must have at least city, state / zip)**
     3. **Business phone (Optional)**
     4. **Hash Tags (i.e. Categories/Interests) (Minimum of three)**
     5. **Business photo (Mandatory)**

So then, when you browse within the main business directory, **you will be given recommendations for businesses to connect with based on your personal profile interests, the code (algorithm) for this section will be**: zip code>interests by zip code>interests beyond zip code.

Likewise, this section will feature the “Five Star Review” section with comments. The person who submitted the comment can either fully Enable or Fully Disable comments and comments can be flagged. For admin removal (disappearing “x” feature).

If the member upgrades their profile to a certain level, they will be able to add the “Five Star Review Feature and short 300 Character or less description to their business profile.

Users will be able to share their business profile on Facebook via a Share feature, which will include their business information and a link back to the site to view their complete details.