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| v.1.0 | **Scope of Work: Davinci Website Project Proposal**  **Colt Clark & Josh Booker** |

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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** |
| Davinci Website | Colt Clark & Josh Booker | Davinci |
| Client Interface (Business) | Rob Lapointe | Software Developers Inc. |
| Client Interface (Technology) | Sachin Nayak | Software Developers Inc. |

**Aim**

* To build a high-class, streamlined social networking site which allows users to share info, images, videos, links, and other content with opportunities to be compensated for community loyalty and active participation.

**Development Principles**

The development principles of this turnkey solution will be:

* Responsive design website (auto adjust for mobile and standard browsers).
* Modern, attractive UI designs.
* Language of Development – English
* Language of Data Entry – English

**Coding Standards**

* We will be using a 3rd party ready-made framework to start with and programming as needed to create the custom website. We will be using a framework that has been developed in either PHP or .NET.

**FEATURES & FUNCTIONS:**

1. **Sign In/Sign Up**
   1. **Sign In** using Email and Password
   2. **Create New Account**
      1. **Name**
      2. **Password**
      3. **Verify Password**
      4. **Email**
      5. **Link to social media** 
         1. **Twitter**
         2. **Facebook**
         3. **Google+**
      6. First time sign-up earns a bonus
   3. **Invite friends:** Users can invite others to join Davinci through Email or Social Media. If this results in a sign up, the original user gets a referral bonus.
2. **Bank Balance:** This page displays how each of the user’s P2P (Pay to Get Paid) posts are performing. Shows next payout date and money earned.
   1. **Edit Card Information:** The user can add or edit a credit card attached to the account
   2. **Direct Deposit:** User gives PayPal account or creates a PayPal account to enable direct deposits for payouts.
   3. **Payout Dates:** Payouts are made on the 1st and 15th of every month.
3. **World View:** Every user has a unique World View page, which serves as a Home page/Profile.
   1. **Name**
   2. **Profile Picture:** Uploaded by user
   3. **Recent Activity:** See recent posts from this user, P2P posts ranked higher
   4. **Pictures:** A slideshow of pictures they’ve posted
   5. **Follow Me**: This user’s posts will now appear in your World News feed.
   6. **Message Me:** Initiate chat page to send a message to this user
   7. When viewing your own World View page, you will see additional options:
      1. **Following:** See a list of users you follow
      2. **Followers:** See a list of users following you
      3. **Edit:** Change info appearing on your page
   8. Other information can be added which will help categorize users when businesses wish to target specific demographics:
      1. **Age**
      2. **Gender**
      3. **Relationship status**
      4. **Employment**
      5. **Education**
      6. **Location**
4. **World News:** In this tab the user sees posts made by those they follow (news feed)
   1. Users can Like or Share posts made by others
   2. User can create and publish posts
      1. Text Posts
      2. Links
      3. Pictures
      4. Videos
   3. Your posts are published to the World News Feed of your followers.
      1. Location tagging can be enabled.
      2. “#” hashtags are highlighted in gold.
   4. **P2P Shares**: Pay to get Paid, users can pay a small fee (e.g. $3.95) to share a piece of content.
      1. When creating a P2P share, Davinci offers suggestions on how to make the post more engaging, and offers basic prediction of postreach based on your network and the type of post.
      2. When other users share your P2P Share post, you are compensated based on the number of shares generated before the payout is due
      3. Payouts for P2P shares go out at the first payout date after at least 15 days.
   5. **Post Activity:** Posts are ranked based on activity (likes, shares, P2P Shares)
5. **Explore the World:** In this tab the user sees a list of trending content from around the world which they can like or share to their own networks. This list is not limited to their network.
6. **Chat**: Chat is accessible via an icon in the lower right corner.
   1. Here users can choose from a list of their connections to send and recieve private messages.
   2. Moxtra integration to provide screen sharing, live chat, video and voice communication.
7. **Search** 
   1. Users can search posts by keywords and hashtags. Users can also search for other users.
8. **Campaigns**
   1. **Businesses** can create campaigns through Davinci by paying a fixed campaign budget. Davinci keeps a flat rate percentage of paid budget as a management fee. Davinci then invites select users (based on the size, demographics of their network) who can agree to create a P2P post on behalf of that business. Whenever those posts get shared, the original poster is compensated.
   2. **Users** can P2P Share their own posts at any time to begin receiving compensation on shares their content generates. When creating a P2P post, Davinci offers suggestions on how to make the post more engaging, and offers a basic prediction of post reach based on your network and the type of post.
9. **Administrative Reports/Analytics**
   1. Campaign activity
      1. Calculate payouts based on reach
      2. See total shares
   2. Trending topics
   3. User activity
   4. Revenue

* Custom verbiage of UI elements subject to change (Likes, Follows, Posts, etc.)

**Investment details - Time & Cost**

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| **Tasks** | **Resources** | **Duration** |  |
| Responsive Design for UX/UI | 1 designer | 4 Weeks |  |
| PHP or .NET Programmer | 2 programmers | 4 Months |  |
| Quality & testing | 2 testers | 2 Weeks |  |
| Database | 1 programmer | 2 Months |  |
| Project Team Leader | Full Time | Duration |  |
|  |  | **TOTAL** | **$50,000.00** |

**Payment and revenue sharing terms:**

- 50% upfront payment at contract signing

- 50% upon delivery

**Warranty: SDI offers a 6 month warranty to fix any identified bugs due to our programming.**