

Clapboard 2.0

Implementation Flow:

Below is the flow in which we implement. We'll implement this in phases and push the changes to the production environment after testing.

- **Homepage Messenger & Form (Slides 31 to 32)**
- **Rate Cards for both Admin & Creators (Slides 14 to 22)**
- **Admin New Work-streams (Slides 4 to 13)**
- **New Work-streams (Slides 23 to 29)**
- **Remaining Implementation (Slides 33 to 35)**

Clapboard 2.0

- **1. Overall there are 3 modules: 1. Admin 2. Creator 3. Marketer**
- **2. Any new implementation will manifest in corresponding changes in the other 2 module.**
- **3. We implement in the following order: 1. Admin 2. Creator 3. Marketer**

New Work Streams > Admin

Manage

1

DIRECTOR

25

2

CINEMATOGRAPHER

25

3

CAST

1003

4

LOCATION

582

5

MUSIC DIRECTOR

27

6

STYLIST

1

7

EDITOR

0

8

PRODUCER

0

9

PRODUCTION DESIGN

0

10

COSTUME DESIGN

1

11

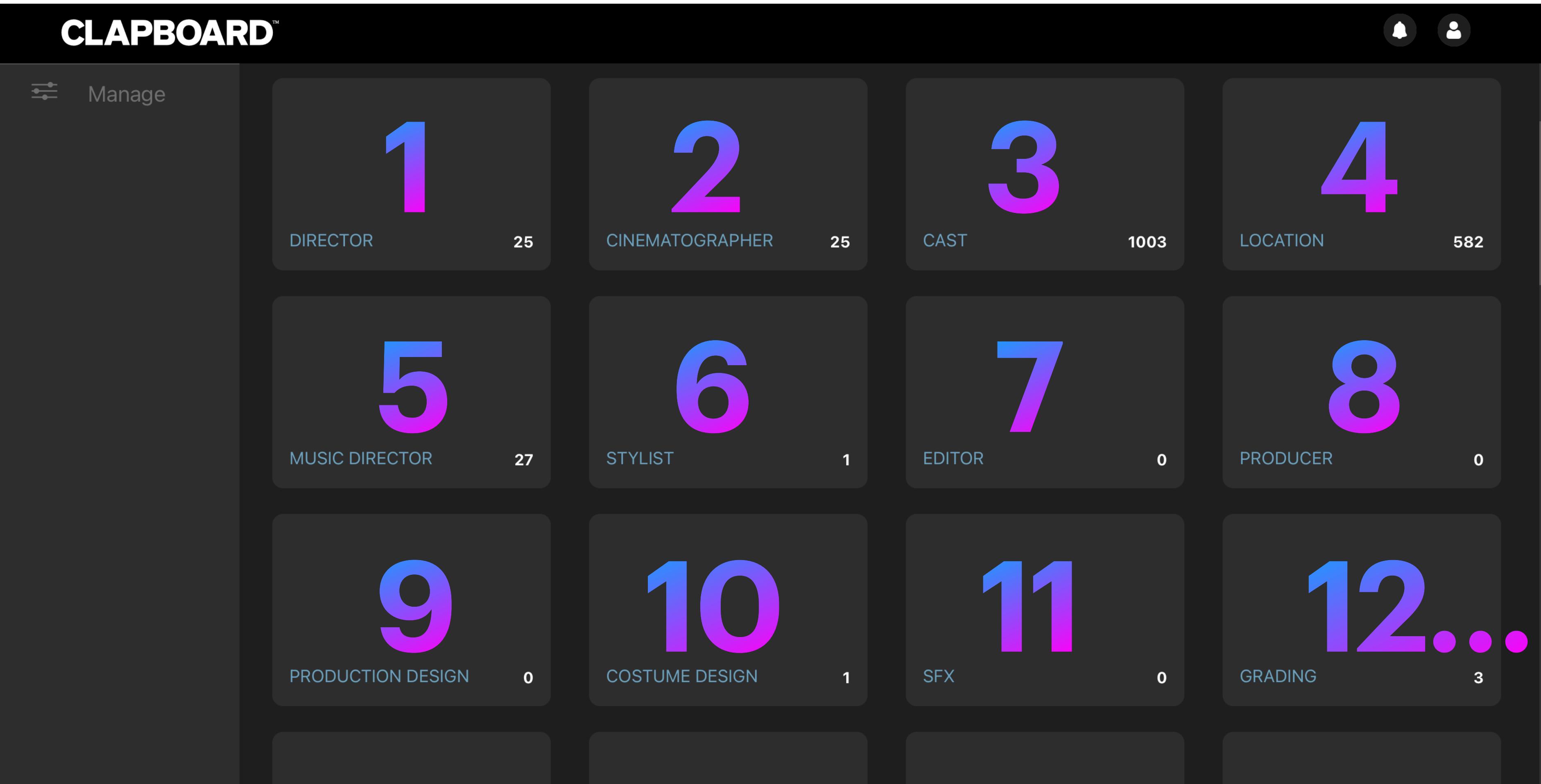
SFX

0

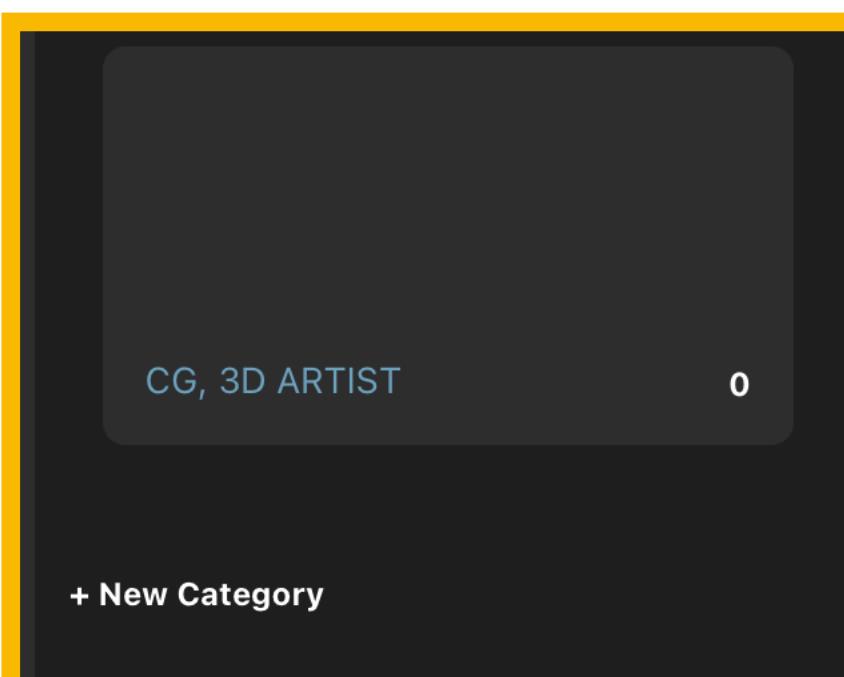
12...

GRADING

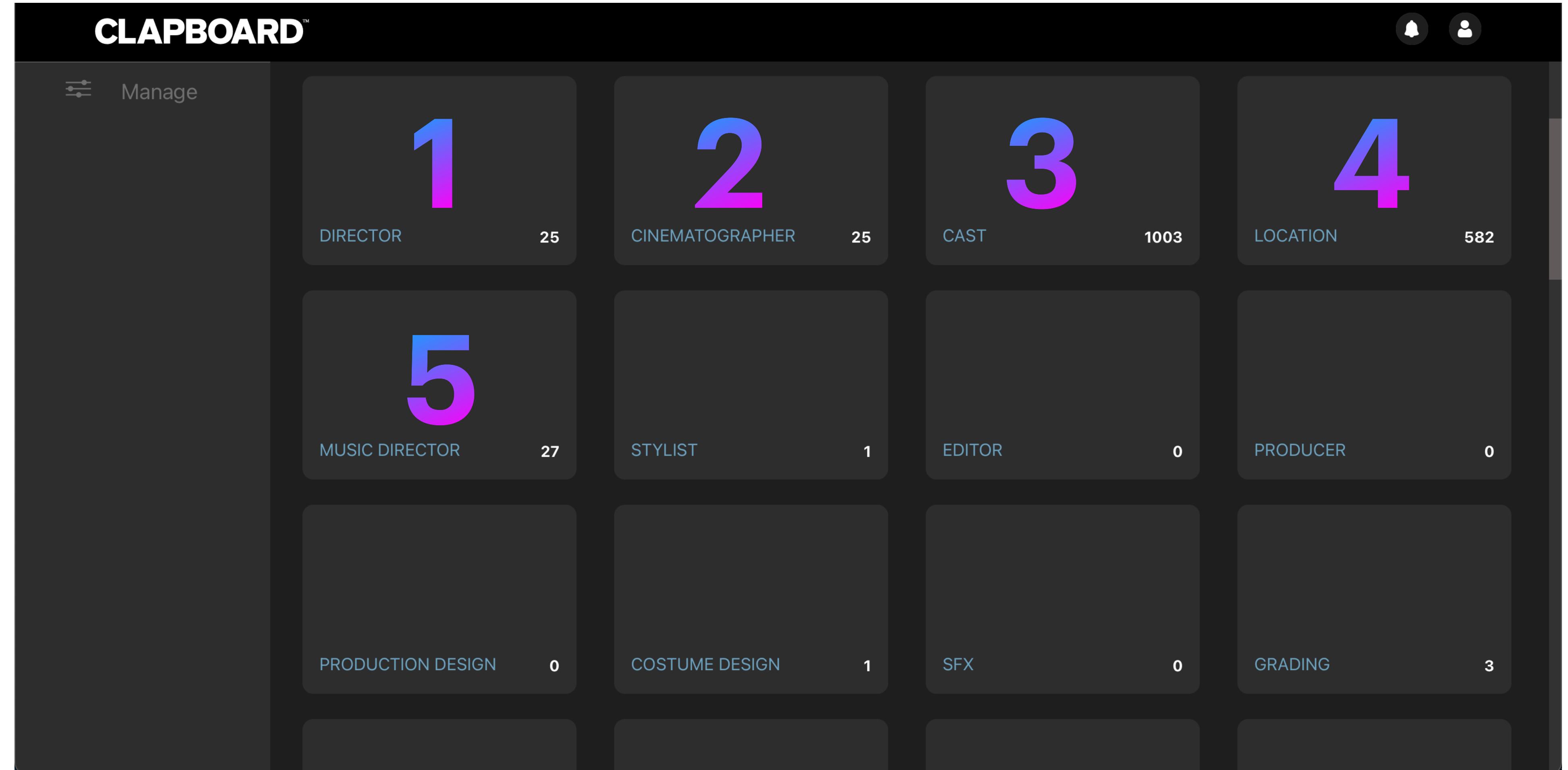
3



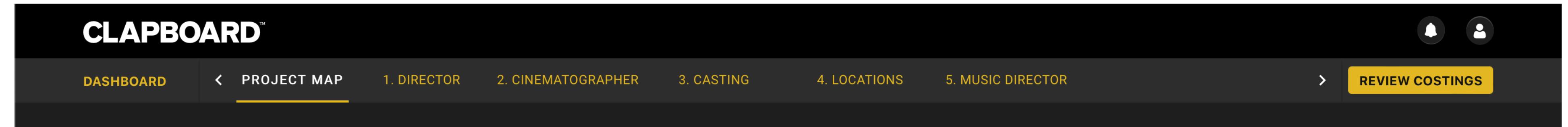
**4. Admin > Creators > The number of buckets is dynamic.
You can go on adding more creator Categories.**



5. Currently we have just one journey/work stream - TVC Production



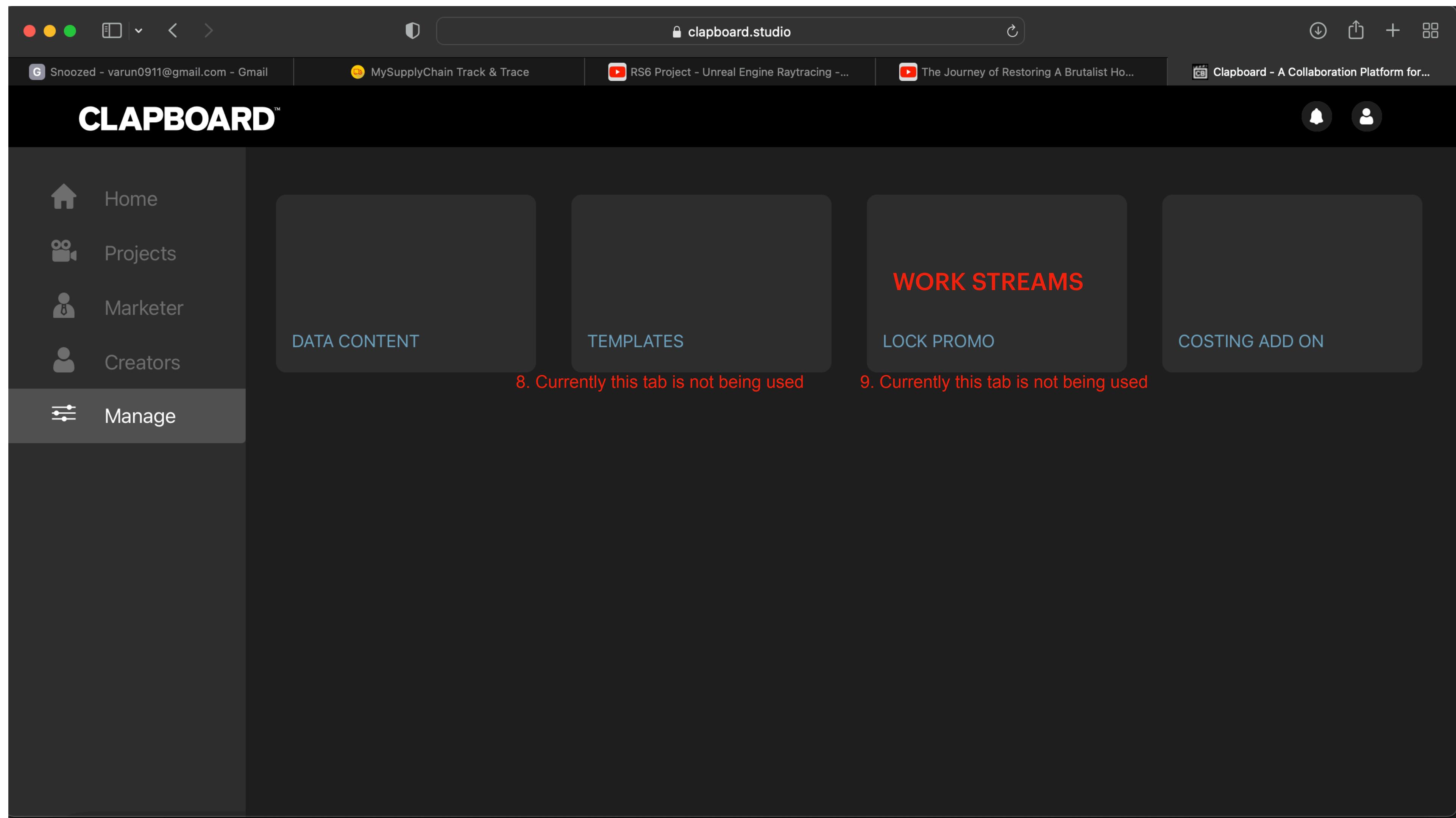
6. Admin> Creators> Dynamic Buckets



7. Marketer > Just one kind of project

New Work Streams > Admin > Creating Work Streams

New Work Streams > Admin > Manage > Work Streams



New Work Streams > Admin > Manage > Work Streams > Add New

The screenshot shows a dark-themed web application interface for 'CLAPBOARD'. On the left, a sidebar menu includes 'Home', 'Projects', 'Marketer', 'Creators', and 'Manage' (which is currently selected). The main content area is titled 'WORK STREAMS' and displays a table with columns: 'WORK STREAMS NAME', 'DISCIPLINE', 'Date Added', and 'Action'. A large, semi-transparent gray overlay is centered over the table, containing a white 'ADD NEW' button. At the top of the page, the URL 'clapboard.studio' is visible in the browser bar, along with several other open tabs.

10. This screen frontend is a bit similar to Admin > Creators > Portfolio Manager

- Click on Add New to create a new work stream
- Clicking Add New takes you to the next screen

New Work Streams > Admin > Manage > Work Streams > Add New

The screenshot shows the Clapboard studio interface with a dark theme. On the left, a sidebar menu includes Home, Projects, Marketer, Creators, and Manage (which is selected). The main area displays a form for creating a new work stream:

- WORK STREAMS TITLE:** 11. Name of the discipline - Website design
- DISCIPLINE:** 12. Static text - design
- TUTORIAL YOUTUBE LINK:** 13. Embedded link to a YouTube video
- DESCRIPTION:** 14 Text - 250 words

A modal dialog titled "Add Work Step" is open on the right side:

- Role:** 15. Drop Down - All Creator Buckets (See Next slide)
- Buttons:** REMOVE (blue), SAVE (grey)

Below the modal, a note states: "16. Add Button lets you add more steps + Add more to the work stream. The maximum steps can be the same as the maximum number of tablets buckets".

New Work Streams > Admin > Manage > Work Streams > Add New

The screenshot shows a dark-themed web application interface for 'CLAPBOARD'. On the left, a sidebar menu includes 'Home', 'Projects', 'Marketer', 'Creators', and 'Manage', with 'Manage' being the active tab. The main content area is titled 'WORK STREAMS TITLE' and contains fields for 'DISCIPLINE', 'TUTORIAL YOUTUBE LINK', and 'DELIVERABLES'. A modal window titled 'Add Work Step' is open, prompting for a 'Role'. A dropdown menu lists several options: Director (highlighted in blue), Cinematographer, Cast, Location, Music Director, Stylist, and Editor. A 'SAVE' button is located at the bottom right of the modal.

clapboard.studio

Snoozed - varun0911@gmail.com - Gmail | MySupplyChain Track & Trace | RS6 Project - Unreal Engine Raytracing - ... | The Journey of Restoring A Brutalist Ho... | Clapboard - A Collaboration Platform for...

CLAPBOARD™

Home

Projects

Marketer

Creators

Manage

WORK STREAMS TITLE

DISCIPLINE

TUTORIAL YOUTUBE LINK

DELIVERABLES

Add Work Step

Role

Director

Cinematographer

Cast

Location

Music Director

Stylist

Editor

+ Add more

SAVE

New Work Streams > Admin > Manage > Work Streams > Add New

The screenshot shows the Clapboard application interface for adding a new work stream. The left sidebar has a dark theme with icons for Home, Projects, Marketer, Creators, and Manage. The Manage option is selected. The main area is titled 'Add Work Step' and contains fields for WORK STREAMS TITLE, DISCIPLINE, TUTORIAL YOUTUBE LINK, and DESCRIPTION. On the right, there are two dropdown menus for 'Role': one for 'Add Work Step' and another for 'Add Credits'. The 'Role' dropdown for 'Add Work Step' has 'Director' selected. The 'Role' dropdown for 'Add Credits' lists Director, Cinematographer, Cast, Location, Music Director, Stylist, and Editor. A 'REMOVE' button is visible in the 'Add Work Step' role section. A 'SAVE' button is located at the bottom right of the credits dropdown.

WORK STREAMS TITLE

DISCIPLINE

TUTORIAL YOUTUBE LINK

DESCRIPTION

Add Work Step

Role

REMOVE

Add Credits

Role

Director

Cinematographer

Cast

Location

Music Director

Stylist

Editor

+ Add more

SAVE

New Work Streams > Admin > Manage > Work Streams

The screenshot shows a dark-themed web application interface for managing work streams. On the left, a sidebar menu includes Home, Projects, Marketer, Creators, and Manage, with Manage currently selected. The main content area is titled "WORK STREAMS" and displays a list of 10 work streams. Each row contains the title, a detailed description, and an "Action" column with a trash icon. The first item in the list is "Marketing Collateral".

WORK STREAMS TITLE	DESCRIPTION	Date Added	Action
Marketing Collateral	17. Examples of Work Streams. There can be unlimited work streams.		
Magazine Album Book Design			
Merchandising Services			
Brand Communication			
Digital Presence			
Advertising Communication			
Communication Strategy			
Social Media Communications			

New Work Streams > Admin > Costings

Costing Rate Cards Logic

- 18. Each Creator has a separate rate card (editable from admin and creator)
- 19. Each rate card has separate "project type" fees
- 20. When marketer creates projects, defines project type, the final costing will fetch the "project type" fee from the selected creators rate card
- 21. If the work stream is Creator 1 + Creator 2 + Creator 3 + Creator 4, then the final costing will be sum total of the "project type" fees from each of the selected creators rate cards. Plus platform fee. Plus taxes

New Work Streams > Admin > Manage > Rate Cards

The screenshot shows the Clapboard studio interface. At the top, there is a navigation bar with various tabs and icons. Below the navigation bar, the main header reads "CLAPBOARD™". On the left side, there is a vertical sidebar with icons and labels: Home (house icon), Projects (camera icon), Marketer (person icon), Creators (person icon), and Manage (grid icon). The "Manage" option is currently selected. In the center, there is a large button labeled "22. RATE CARDS" in red text. Below this button, there are four smaller buttons: "DATA CONTENT", "TEMPLATES", "LOCK PROMO", and "COSTING ADD ON". The background of the interface is dark, and the overall design is clean and modern.

New Work Streams > Admin > Manage > Rate Cards

The screenshot shows the Clapboard software interface with a dark theme. At the top, there are several navigation links: 'Clapboard - A Collaboration Platform for In-house Cont...', 'Reissue certificate', 'YouTube', and another 'Clapboard - A Collaboration Platform for In-house Cont...'. Below these are two user icons: a bell and a person.

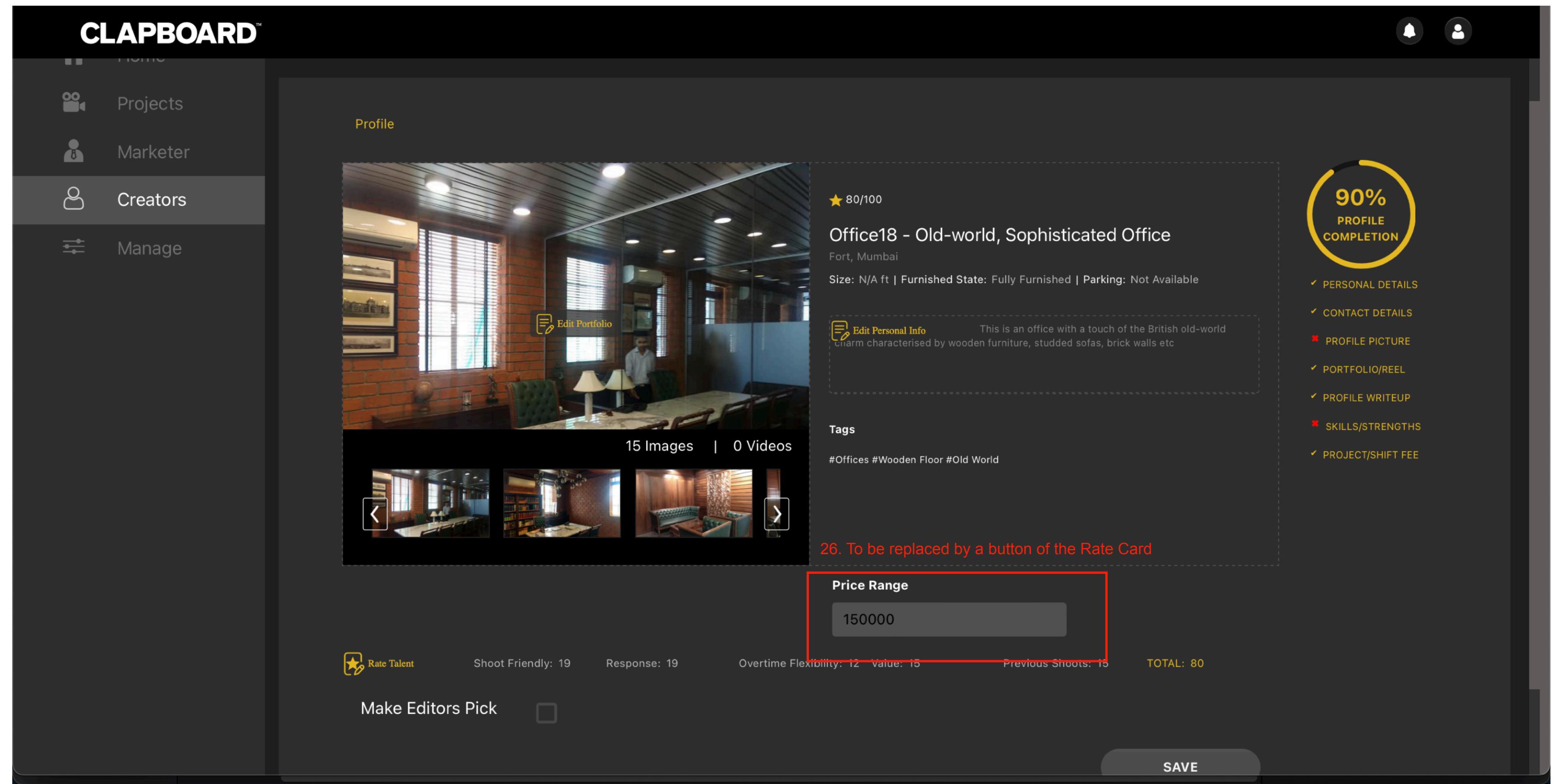
The main header reads 'CLAPBOARD™' and 'RATE CARD MANAGER'. On the left, a sidebar menu includes 'Home', 'Projects', 'Marketer', 'Creators', and 'Manage', with 'Manage' being the active tab. The central area displays a grid of ten categories, each represented by a dark rectangular button with white text:

- DIRECTOR
- CINEMATOGRAPHER
- CAST
- LOCATION
- MUSIC DIRECTOR
- STYLIST
- EDITOR
- PRODUCER
- PRODUCTION DESIGN
- COSTUME DESIGN
- SFX
- GRADING

To the right of the grid, there is a note in red text:
23. The number of Rate Cards will be the same as number of Creator buckets.
So if one adds one more Creator bucket, then the same will also get added under the Rate Card Manager.
Clicking any of these tabs will take you to the next screen (slide 17)

25. Rate Card Access: This is fixed project fee currently. This will change to a Rate Card Button

Admin



The screenshot shows the CLAPBOARD platform interface. On the left, a sidebar menu includes 'Projects', 'Marketer', 'Creators' (selected), and 'Manage'. The main area displays a profile for 'Office18 - Old-world, Sophisticated Office' located in Fort, Mumbai. The profile includes a large image of an office interior, a portfolio section with 15 images, and a completion status of 90% profile completion. Below the profile, there is a 'Price Range' input field containing '150000' with a red border, labeled '26. To be replaced by a button of the Rate Card'. At the bottom, there are buttons for 'Rate Talent', 'Make Editors Pick', and a 'SAVE' button.

CLAPBOARD™

Profile

Projects

Marketer

Creators

Manage

Office18 - Old-world, Sophisticated Office

Fort, Mumbai

Size: N/A ft | Furnished State: Fully Furnished | Parking: Not Available

80/100

Edit Portfolio

15 Images | 0 Videos

Edit Personal Info

This is an office with a touch of the British old-world charm characterised by wooden furniture, studded sofas, brick walls etc

Tags

#Offices #Wooden Floor #Old World

90% PROFILE COMPLETION

✓ PERSONAL DETAILS
✓ CONTACT DETAILS
✗ PROFILE PICTURE
✓ PORTFOLIO/REEL
✓ PROFILE WRITEUP
✗ SKILLS/STRENGTHS
✓ PROJECT/SHIFT FEE

26. To be replaced by a button of the Rate Card

Price Range

150000

Rate Talent

Shoot Friendly: 19 Response: 19 Overtime Flexibility: 12 value: 15 Previous Shoots: 10 TOTAL: 80

Make Editors Pick

SAVE

Creator

• Admin Rate Card Manager

The screenshot shows a dark-themed application window titled "Creative Director Rate Card Manager". At the top left is a "Back" button. The main area has a table header with columns: "WORK STREAMS TITLE", "DESCRIPTION", "FEE", and "Action". Below the header, there is a dropdown menu open, listing several work stream titles: "Marketing Collateral", "Magazine | Album | Book Design", "Merchandising Services", "Brand Communication", "Digital Presence", "Advertising Communication", and "Communication Strategy". To the right of the dropdown, the table body contains seven rows, each with a "DESCRIPTION" field containing the text "Drop Down Basis Slide 9" and a "FEE" field represented by a white input box with a trash icon. At the bottom right of the table area are three buttons: "ADD NEW", "CANCEL", and "SAVE".

WORK STREAMS TITLE	DESCRIPTION	FEE	Action
Marketing Collateral	Drop Down Basis Slide 9		trash
Magazine Album Book Design	Drop Down Basis Slide 9		trash
Merchandising Services	Drop Down Basis Slide 9		trash
Brand Communication	Drop Down Basis Slide 9		trash
Digital Presence	Drop Down Basis Slide 9		trash
Advertising Communication	Drop Down Basis Slide 9		trash
Communication Strategy	Drop Down Basis Slide 9		trash
Advertising Communication	Drop Down Basis Slide 9		trash
Communication Strategy	Drop Down Basis Slide 9		trash
Social Media Communications	Drop Down Basis Slide 9		trash

24. FEE Editable from Admin& Creator

- Creator Rate Card Manager (pop-up)

WORK STREAMS TITLE	DESCRIPTION	FEE	Action
Marketing Collateral	Non Editable		Delete
Magazine Album Book Design	Non Editable		Delete
Merchandising Services	Non Editable		Delete
Brand Communication	Non Editable		Delete
Digital Presence	Non Editable		Delete
Advertising Communication	Non Editable		Delete
Communication Strategy	Non Editable		Delete
Social Media Communications	Non Editable		Delete

27. Action/Delete button won't be there in Creator

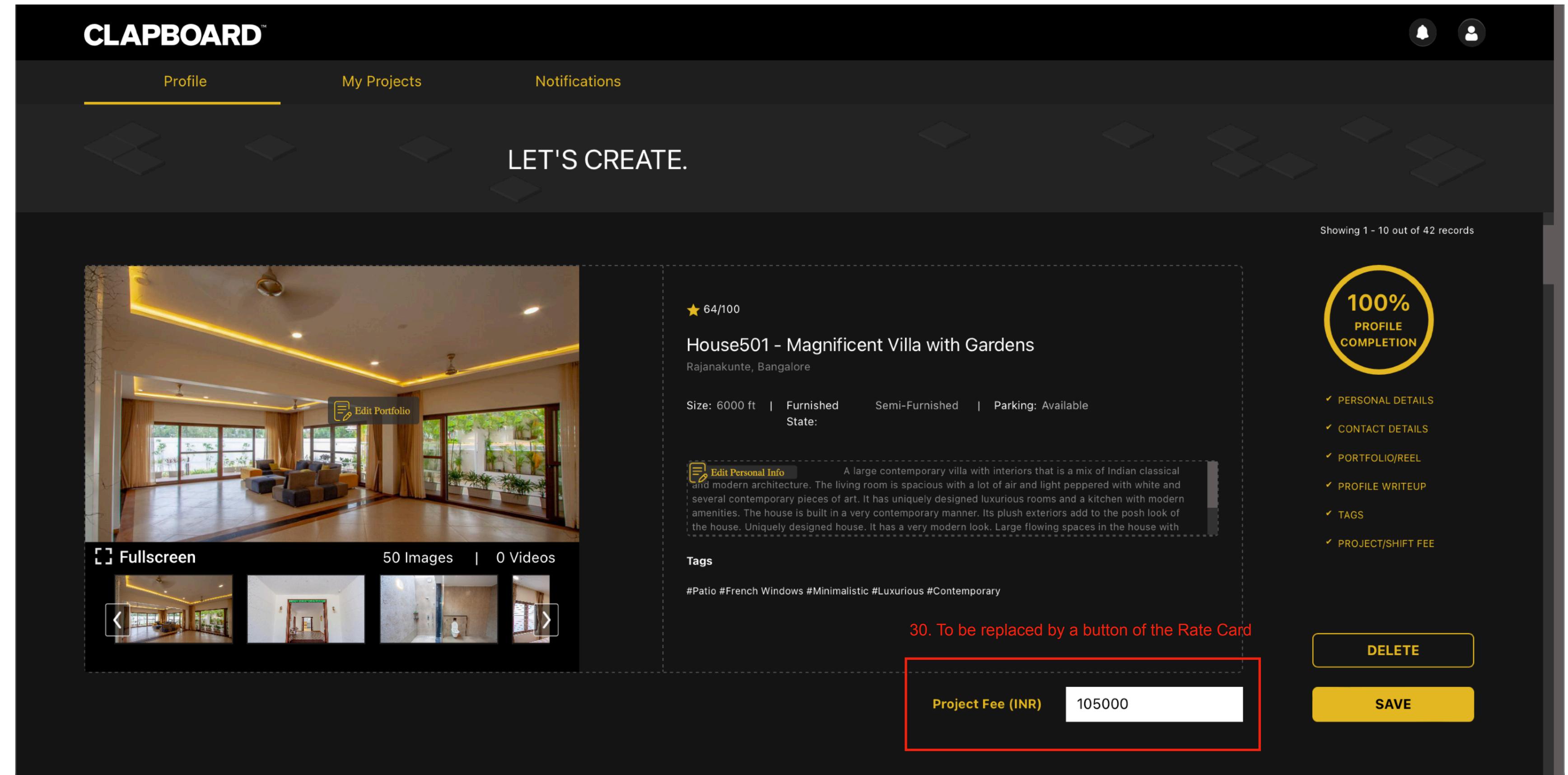
28. No Add Button

29. FEE Editable from Admin& Creator

CANCEL SAVE

Rate Card Access: This is fixed project fee currently. This will change to a Rate Card Button

Creator



The screenshot shows the CLAPBOARD platform's profile page for a user named "House501". The top navigation bar includes "Profile" (which is active), "My Projects", and "Notifications". A banner below the navigation bar features the text "LET'S CREATE." and several 3D cube icons. On the left, there is a large thumbnail image of a modern living room with yellow accent lighting. Below the thumbnail are buttons for "Fullscreen" and "Edit Portfolio". To the right of the image, the project details are listed: "House501 - Magnificent Villa with Gardens" located in "Rajanakunte, Bangalore", "Size: 6000 ft", "Furnished", "Semi-Furnished", "Parking: Available", and "State:". There is also a "Edit Personal Info" button and a detailed description of the house. A circular badge on the right indicates "100% PROFILE COMPLETION". A sidebar on the right lists checked-off items under "PERSONAL DETAILS", "CONTACT DETAILS", "PORTFOLIO/REEL", "PROFILE WRITEUP", "TAGS", and "PROJECT/SHIFT FEE". At the bottom, there are buttons for "DELETE", "Project Fee (INR) 105000", and "SAVE". A red box highlights the "Project Fee (INR)" field with the note "30. To be replaced by a button of the Rate Card".

Marketer

New Work Streams > Marketer Panel > Project Creation

The screenshot shows the Clapboard platform's Project Creation interface. At the top, there is a navigation bar with a lock icon, the URL 'clapboard.studio', and various browser control icons. Below the navigation bar, there is a top navigation bar with links: 'Reissue certificate' (with a small video camera icon), 'Clapboard - A Collaboration Platform for In-house Content Creation.', and user icons for notifications and profile.

The main header features the 'CLAPBOARD™' logo on the left and a search bar on the right. Below the header, there is a banner with the text 'LET'S CREATE.' and several small 3D-style icons representing different roles or stages in a project.

The main content area has a dark background with a grid of project cards. One card is highlighted, showing a thumbnail of a movie camera, the title 'TVC', and the text 'Last updated: 16th Nov 2021'. Below the card are buttons for 'REMOVE' and 'EDIT', and a link '+ New Collab'.

Below the project card, there is a section titled 'Status' with a yellow button '+ NEW PROJECT'. To the right of this section, there is a note in red text: '31. Top Nav Bar to have a link to a demo video. (Need to figure out where to put this from Admin)'.

Further down the page, there is a list of roles with corresponding icons: Director (yellow lock), Cinematographer (yellow dot), Music Director (blue lock), Cast (blue dot), and Locations (yellow lock). To the right of this list is a yellow button 'CONTINUE'.

At the bottom of the page, there is a note in red text: '33. These Lock/unlock status markers will change basis the Work Stream'. At the very bottom, there are links for 'CONTACT US' and 'TERMS AND CONDITIONS', along with social media icons for Twitter, Facebook, Instagram, and LinkedIn.

New Work Streams > Marketer Panel > Project Creation

The screenshot shows the Clapboard platform's Project Creation interface. At the top, there is a navigation bar with icons for Reissue certificate, a shield, and a lock, followed by the URL "clapboard.studio". On the right side of the navigation bar are icons for a bell, user profile, and other settings.

The main header features the "CLAPBOARD™" logo on the left and the text "32. New Work Streams Get Added to the Top Navigation" in red on the right. Below the header, there are three tabs: "My Projects" (underlined), "Notifications", and "New".

The central area has a dark background with a grid of 3D-style icons representing various roles and activities. Overlaid on this is the text "LET'S CREATE." in white. Below this, there is a search bar labeled "Project title", a "Collaborators" section with a "+ New Collab" button, and a "Status" section with a "CONTINUE" button.

A modal window is open, showing a project titled "TVC" with a camera icon. It was last updated on 16th Nov 2021. There are "REMOVE" and "EDIT" buttons. To the right of the project name, there is a list of roles with corresponding icons: Director (yellow circle), Cinematographer (yellow circle), Music Director (blue circle), Cast (blue circle), and Locations (yellow circle). Below this list is a "CONTINUE" button.

At the bottom of the page, there are links for "CONTACT US" and "TERMS AND CONDITIONS", along with social media icons for Twitter, Facebook, Instagram, and LinkedIn.

New Work Streams > Marketer Panel > Project Creation

The image shows the CLAPBOARD application interface. At the top, there's a navigation bar with 'CLAPBOARD™' on the left and user icons on the right. Below it, a dark header bar has 'My Projects' and 'Notifications' tabs, with a central 'LET'S CREATE.' button featuring a small icon of people working.

The main content area displays a project titled 'TVC' with a camera icon. It includes a 'Last updated: 1 day ago' timestamp and buttons for 'REMOVE' and 'EDIT'. To the right of this is a modal window titled 'New Project Details'.

Annotations:

- 34. Project type drop down is added to the form (see next slide)**: Points to the 'Project Type*' dropdown field in the modal.
- 35. Tentative Budget is added form**: Points to the 'Tentative Budget*' input field in the modal.
- 36. We remove "Duration" from this form**: Points to the 'Duration*' section in the modal, which is described as being removed.

The modal contains fields for 'Project Type*', 'Tentative Budget*', 'Title*', 'Brand Name*', 'Delivery Date*', and 'Duration*'. There are also 'Create' and 'CONTINUE' buttons at the bottom. The background of the page shows a grid of small project thumbnails.

At the bottom of the page, there are links for 'CONTACT US' and 'TERMS AND CONDITIONS', along with social media icons for Twitter, Facebook, Instagram, and LinkedIn.

New Work Streams > Marketer Panel > Project Creation

The screenshot displays the CLAPBOARD application interface. At the top, there's a navigation bar with 'CLAPBOARD™' on the left and user icons (bell, person) on the right. Below the navigation, a dark header features the text 'LET'S CREATE.' and several small 3D-style icons of people and objects. The main content area has a dark background with light-colored input fields and buttons. On the left, a sidebar shows a project titled 'TVC' with a camera icon, last updated on 16th Nov 2021, with 'REMOVE' and 'EDIT' buttons. A '+ New' button is also visible. In the center, a modal window titled 'New Project Details' is open. It contains two main sections: 'Project Type*' and 'Tentative Budget*'. The 'Project Type*' section includes a dropdown menu with options like 'Choose Service', 'Marketing Collateral', 'Magazine | Album | Book Design', 'Merchandising Services', 'Brand Communication', 'Digital Presence', 'Advertising Communication', and 'Communication Strategy'. The 'Tentative Budget*' section includes a dropdown menu for 'Budget Name *' and another for 'Select Duration'. To the right of the modal, there's a yellow button labeled '+ NEW PROJECT' and a 'CONTINUE' button. At the bottom of the page, there are links for 'CONTACT US' and 'TERMS AND CONDITIONS', along with social media icons for Twitter, Facebook, Instagram, and LinkedIn.

CLAPBOARD™

My Projects Notifications

LET'S CREATE.

Project title

TVC
Last updated: 16th Nov 2021
REMOVE | EDIT

+ New

New Project Details

Project Type*

| Choose Service | ▾

- Marketing Collateral
- Magazine | Album | Book Design
- Merchandising Services
- Brand Communication
- Digital Presence
- Advertising Communication
- Communication Strategy

Tentative Budget*

Tentative Budget

Budget Name *

Select Duration

+ NEW PROJECT

CONTINUE

Showing 1 out of 1 records

1

CONTACT US

TERMS AND CONDITIONS

Twitter Facebook Instagram LinkedIn

New Work Streams > Marketer > Example

CLAPBOARD™

DASHBOARD < 1. PROJECT HOME 2. CREATIVE DIRECTOR 3. COPYWRITER 4. ART DIRECTOR 5. MOTION GRAPHICS ARTIST 6. ANY OTHER PROFESSIONAL > REVIEW COSTINGS

Start Project

Let's get started by entering some basic project details

37. This will get replaced by a Brief form

Upload Script *
Drag & Drop here OR **BROWSE**

38. These filters/info will change

Film for Digital

Consumer Durables **Update**

39. Description FROM SLIDE 9

DESCRIPTION

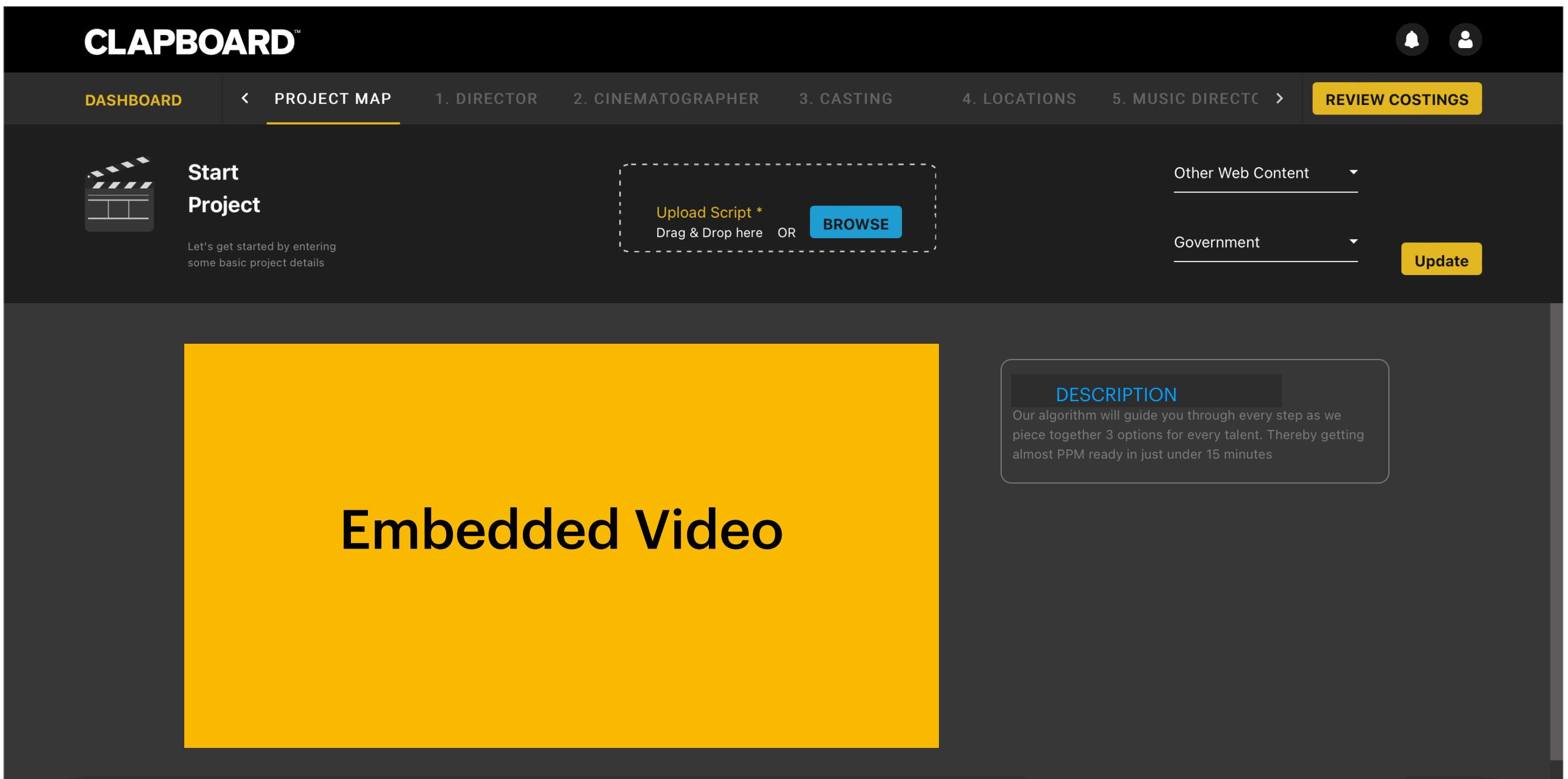
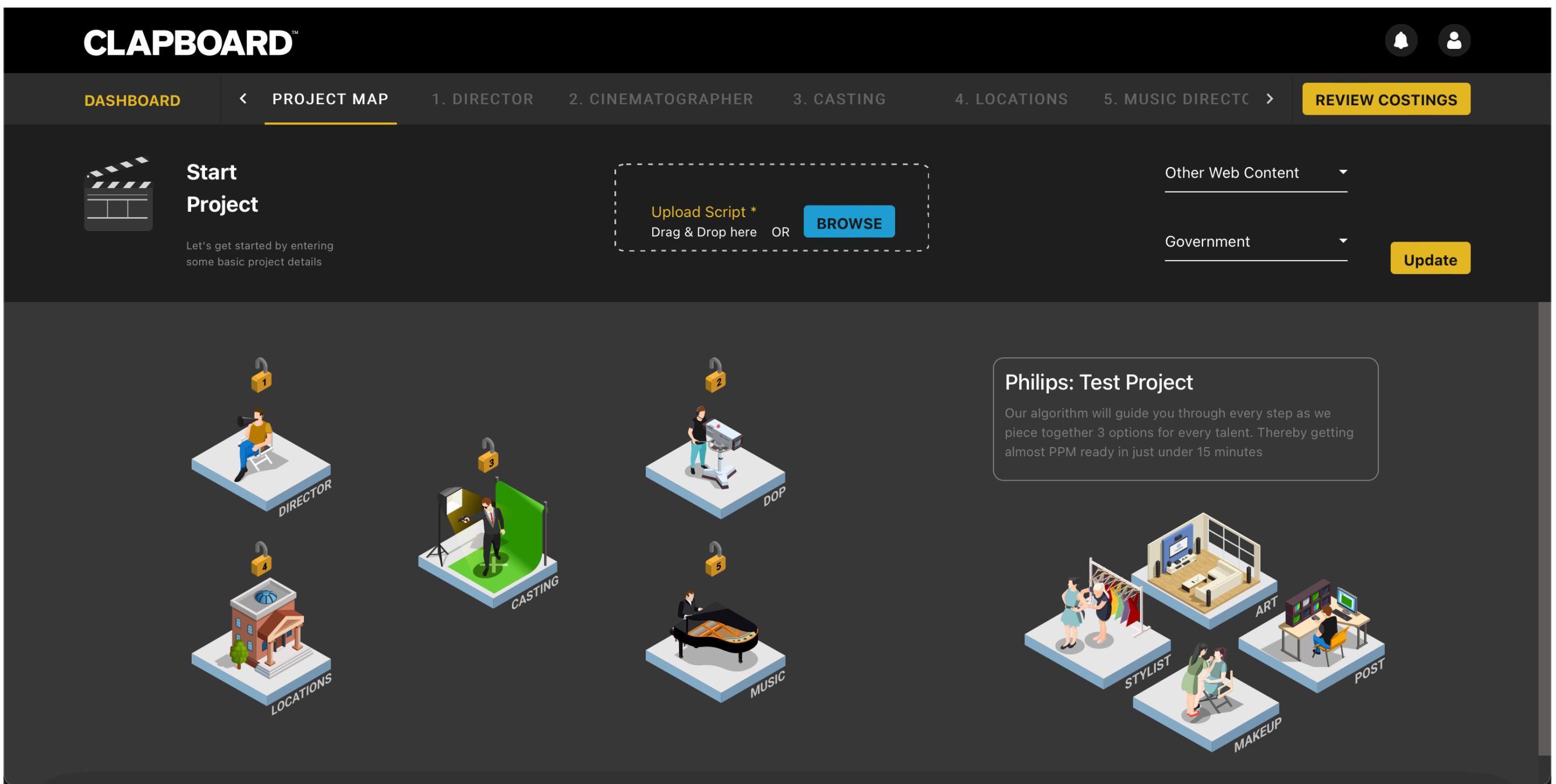
Our algorithm will guide you through every step as we piece together 3 options for every talent. Thereby getting almost PPM ready in just under 15 minutes

40. Embedded link to a YouTube video. FROM SLIDE 9

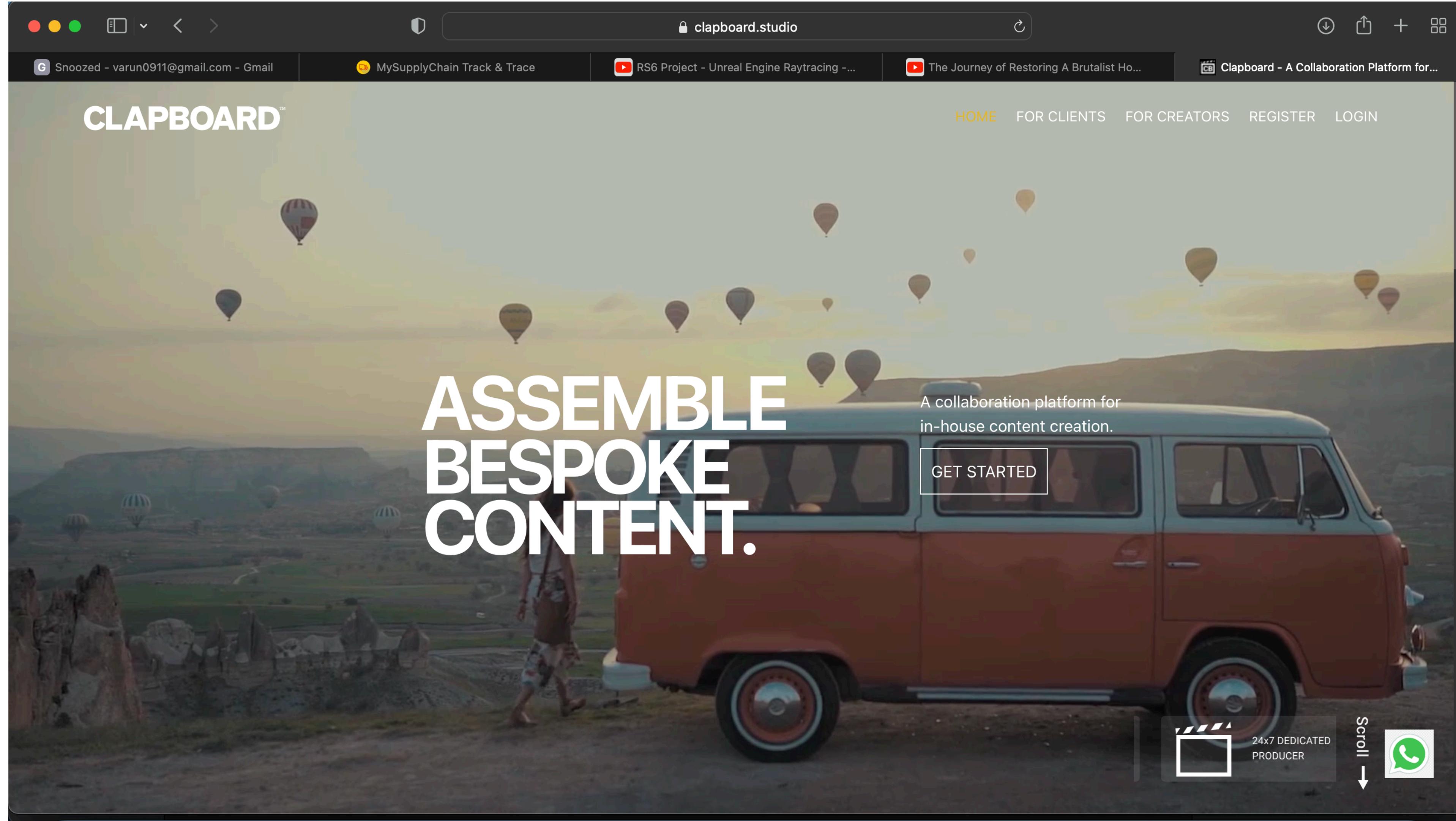
41. Filters on the individual Steps will change. We'll have the same filters for every Step.



The Project Map Screen Gets replaced by tutorial video for that specific journey



Messenger



42. Whatsapp Chat Messenger On Every Page after logging in Also. Starting with home page.

43. This form needs to be included as a pop up at several places on the homepage.

The image shows a contact form with the following fields:

- First name
- Last name
- Email address
- Enter your subject here
- Enter your message here
- Choose Service
- Coupon Code

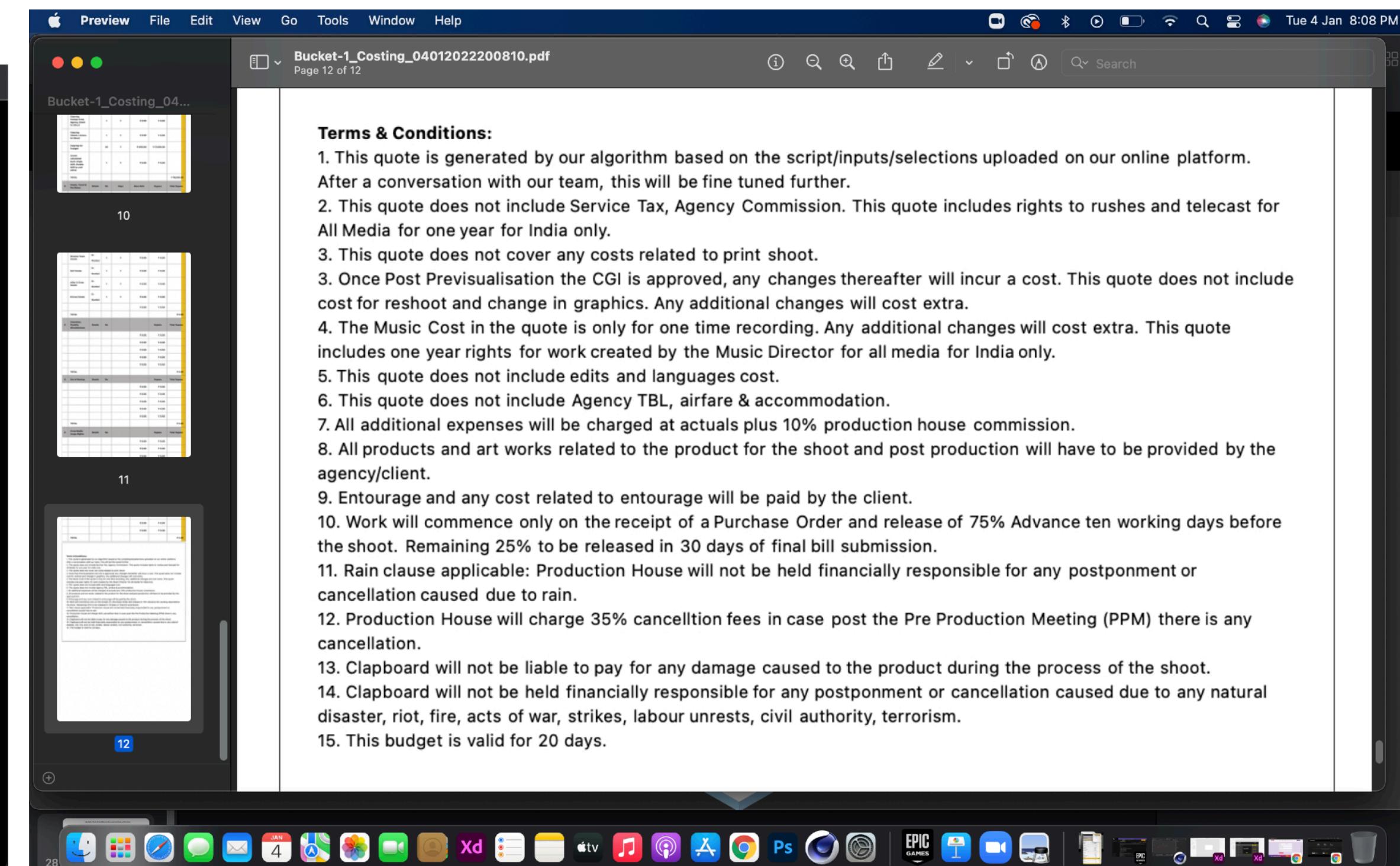
Below the form is a red button labeled "Select & Get a Quote". To the right of the form, there is a vertical bar with the text "Follow Us - Fb. / Inst. / Tw. / Pt. / Lk." and a scroll bar.

**44. Homepage content needs an update. Will share this soon.
Mostly text changes. Overall everything remains the same**

45. a. Quotation Terms & Conditions & General Term and b. conditions at the footer

46. We need 2 forms/text box in admin where one can just copy paste text to change/edit the terms and condition as and when the need arises

The screenshot shows the Clapboard website with a dark theme. At the top, there's a navigation bar with links for HOME, FOR CLIENTS, FOR CREATORS, REGISTER, and LOGIN. Below the navigation, there's a large modal window titled "TERMS & CONDITIONS". The modal contains several paragraphs of text, including a section about indemnification and release. At the bottom of the modal, there are social media icons for Twitter, Facebook, Instagram, and LinkedIn.



Other changes/new features

- 47. Costing Template of the films needs minor tweaks. (If the number shifts of everything should be a multiple of the number of locations - if there are 2 locations, then all cost heads will be booked for 2 shifts)
- 48. Search Bar - search function to included on Admin> Creator>Each Bucket & Also in each step of Marketer
- **49. I'll also need to setup infra/documentation/need handholding to push basic changes in frontend and reply it by updating the version number. I should be able to change/update gif, images, background video etc and deploy it on my own. WILLING TO LEARN :)**

Other changes/new features

- 50. If the website is down, it should show under maintenance
- 51. The filters applied currently are only in the front end. This causes errors. This gets recorded in the database
- 52. Coupon Code to activate Marketer Account - "Kindly paste Activation Code to get started." Currently the marketer account gets activated from Admin manually.
- 53. Costing Sheet - Top sheet cost break up Pie Chart.
- 54. Admin > Individual Profiles > Check Box to Display Individual Cost.
- 55. Login/Register through FB is not working
- 56. The App crashed in the past and we have screen shots of error pages we'll share these with the development team to debug
- 57. There're some other minor functionality/front end glitches that I'll share in due course
- 58. New Signup Bug - While registering as new user through OTP registration, the signup is stuck at "incomplete"
- 59. New Bug - Password Reset mail is not getting delivered. (Observed this in marketer)
- 60. All Creator profiles to have Screen Name alias (activated with a check box)
- 61. Homepage should have a logoff button
- Registering/login with Facebook is not working
- **62. Creator>Producer>Curate multiple Director profiles, Create Projects, Maintain Separate Costing templates that are auto populated by costings fed in by admin.**
- 63. Project creation (Admin, Marketer, Producer): Enter number of shifts manually

Thank You

I have reviewed this several times. Might have missed a few things. Will finalise this before we collectively agree on this. Whatever we agree upon, and if the scope of work increases post our final conversation, please say “NO!” to any such changes.

6.	Creative Director (Copy)	creative-director-copy	
	Label	Value	
7.	Creative Director (Art)	creative-director-art	
	Label	Value	
8.	Copywriter	copywriter	
	Label	Value	
9.	Art Director	art-director	
	Label	Value	
10.	Digital Designer	digital-designer	
	Label	Value	
11.	Content Writer	content-writer	
	Label	Value	
12.	Content Strategist	content-strategist	
	Label	Value	
13.	Digital Strategist	digital-strategist	
	Label	Value	
14.	Motion Graphics Artist	motion-graphics-artist	
	Screenshot		