FILE 1 – HOME AND EARNING AND VOTING SYSTEM

INDEX – KEY PAGES

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- **Description Home** (from page 35)
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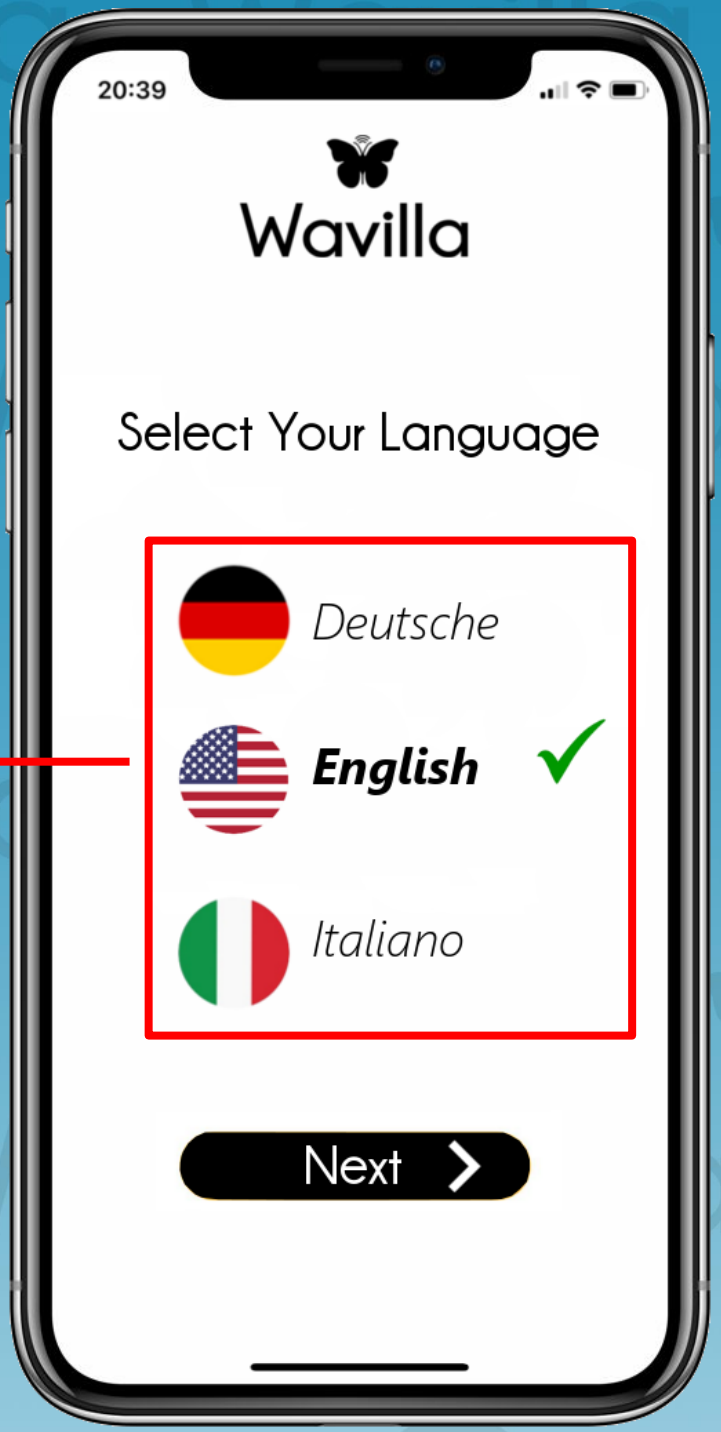
The App will be in three languages (German, English and Italian)
These three languages are needed because these three main languages are spoken in Austria today so that all the app buttons are also translated.
The user's language selection will also help us to understand in which language to listen to a specific advertising spot at the beginning of a call to that particular user.



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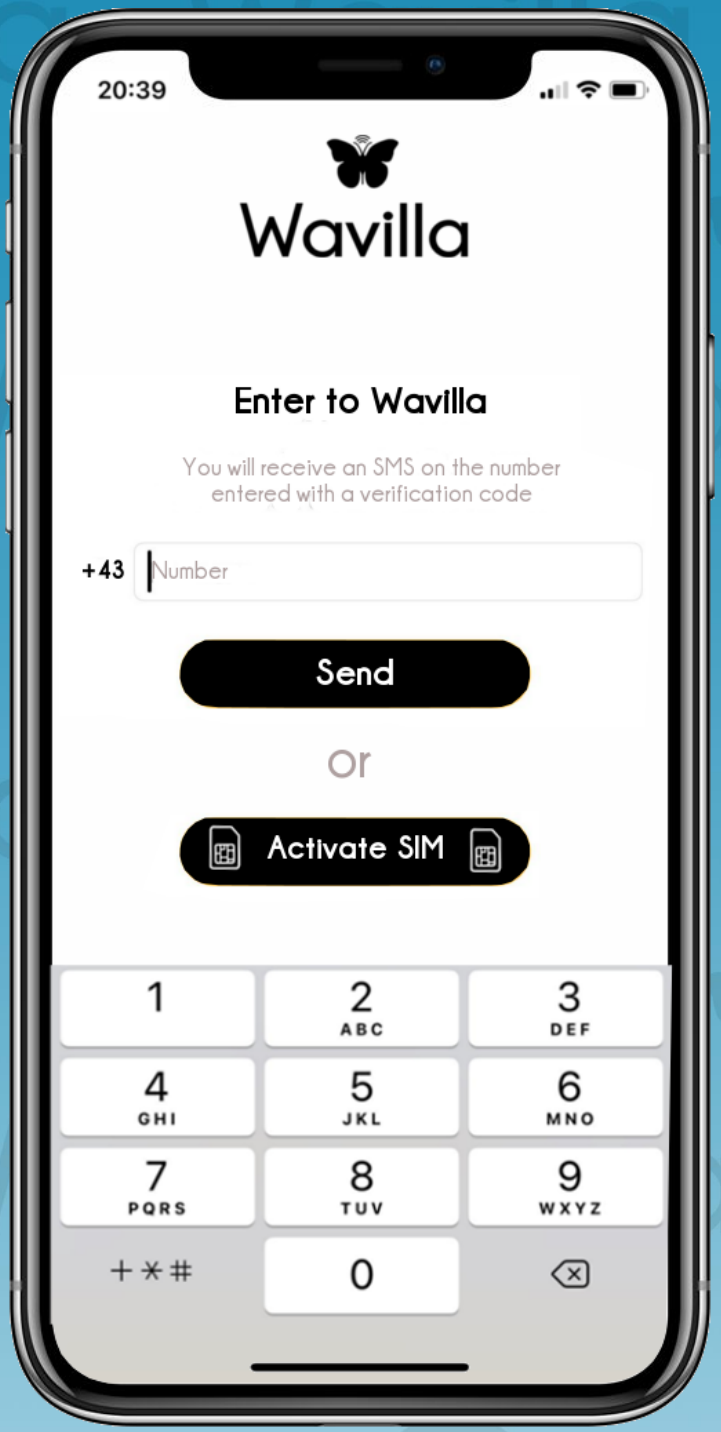

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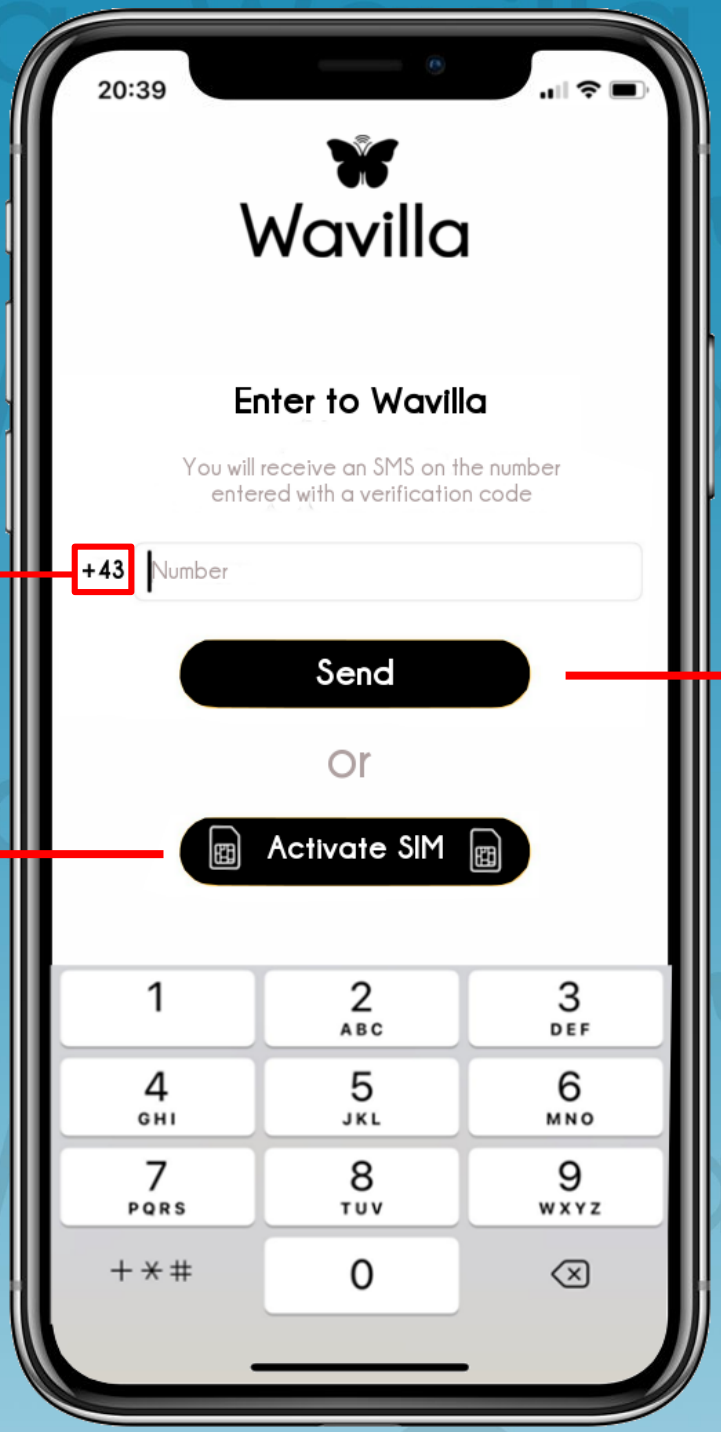

International prefix Austria

Here I do not send a specific slide because I think it is necessary to create boxes to enter the tax code and the serial number of the SIM (ICCD) of the customer. **We will ask Plintron**

Here the customer who has already activated the SIM, will be able to access after receiving an SMS containing a verification code which must be entered in a subsequent box. I don't create it as an example because I don't really know what it should be like. **We will ask Plintron**

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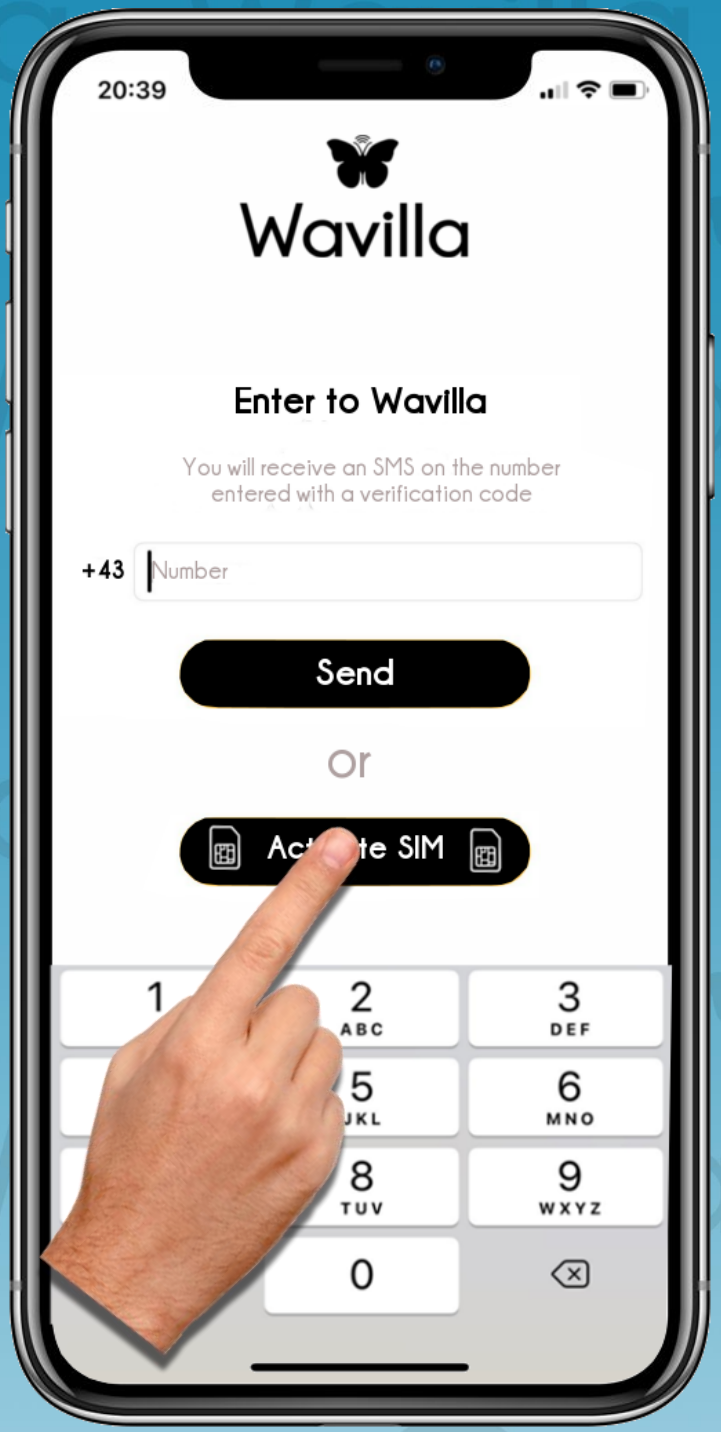

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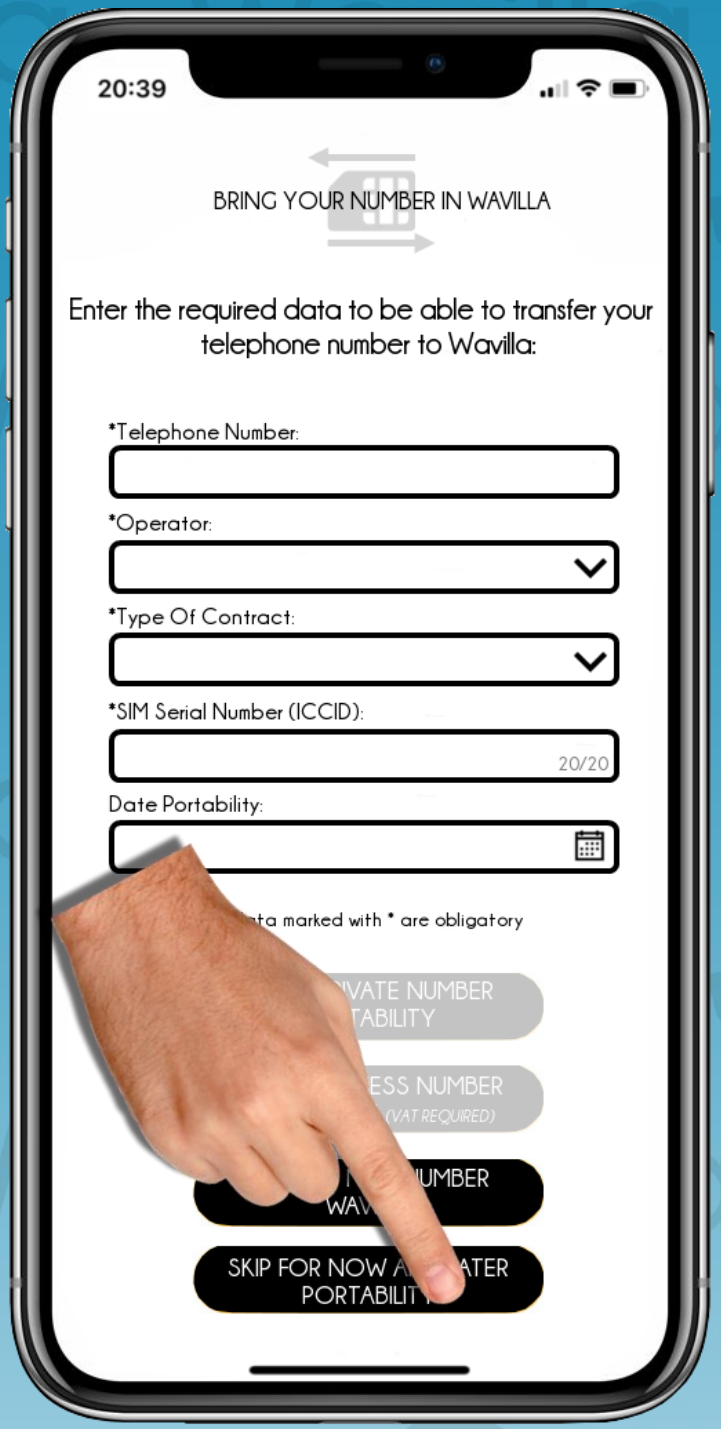

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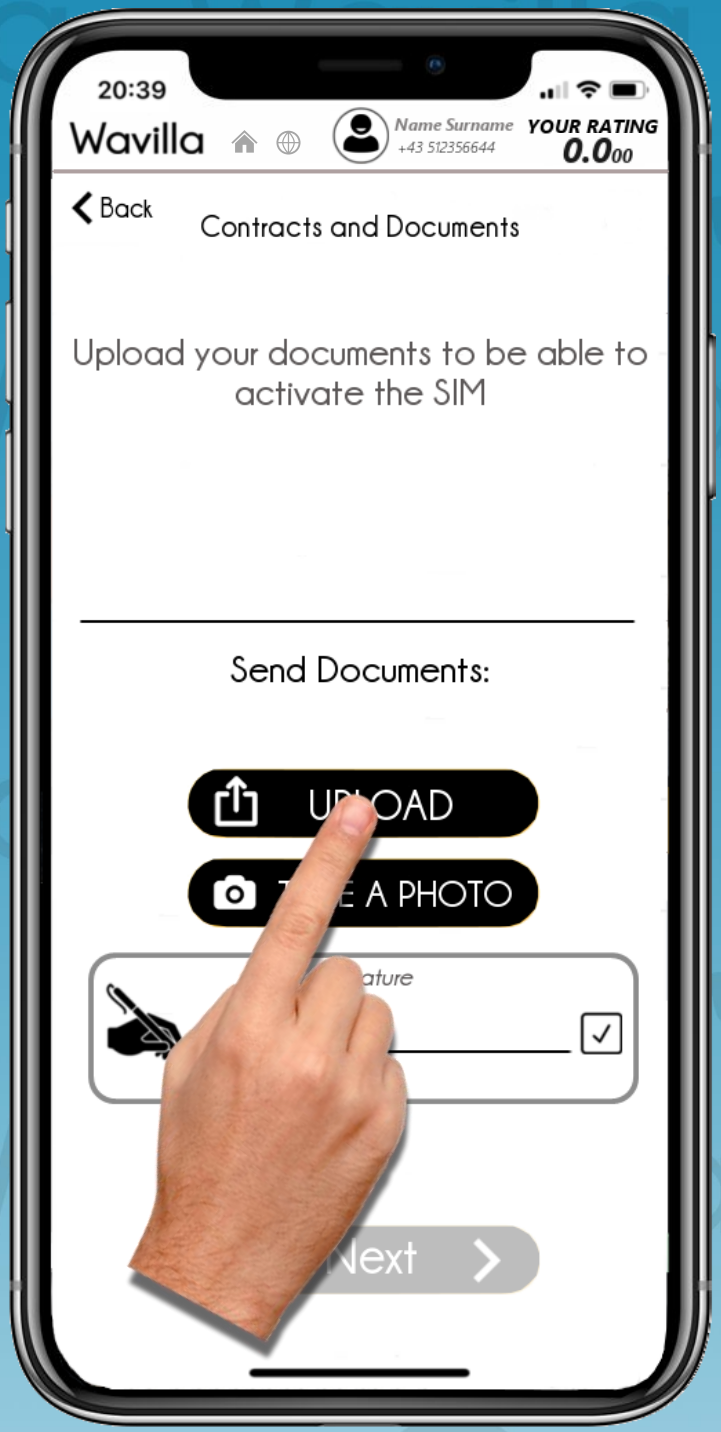

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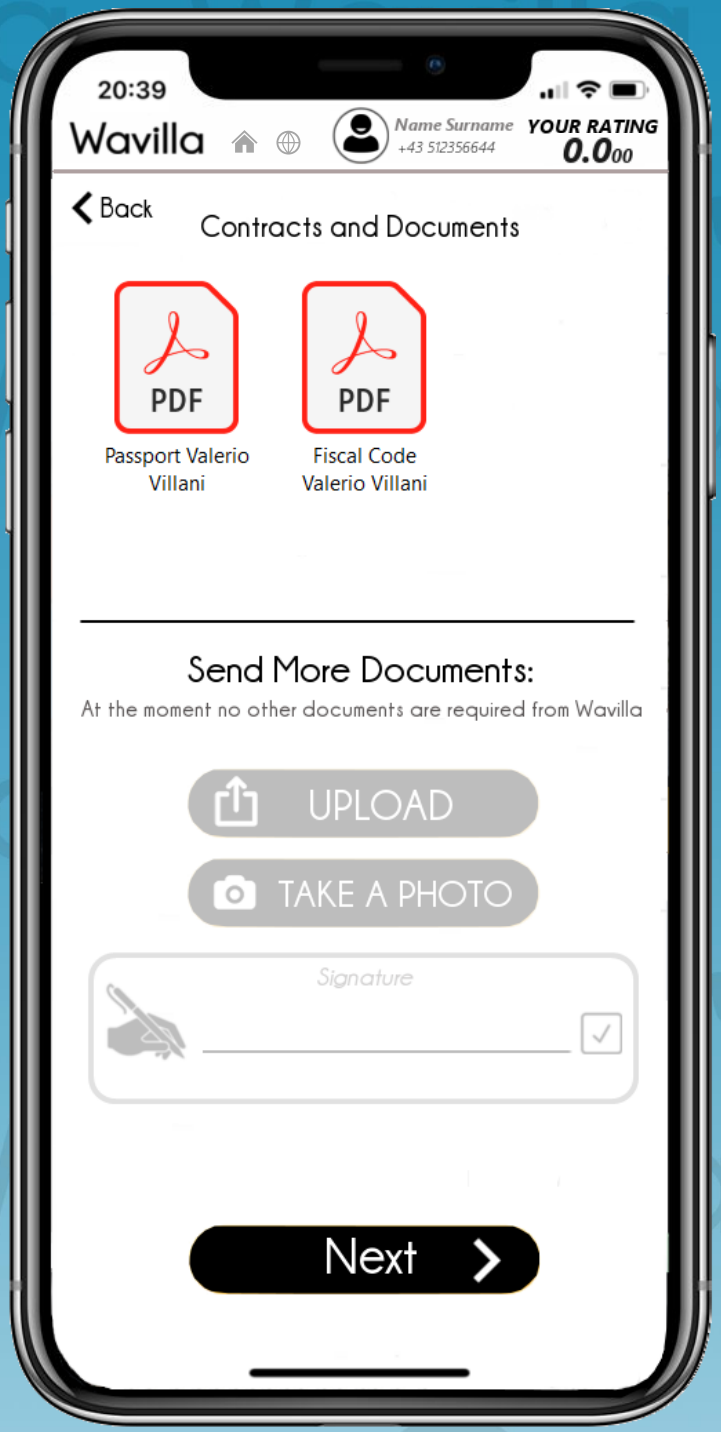

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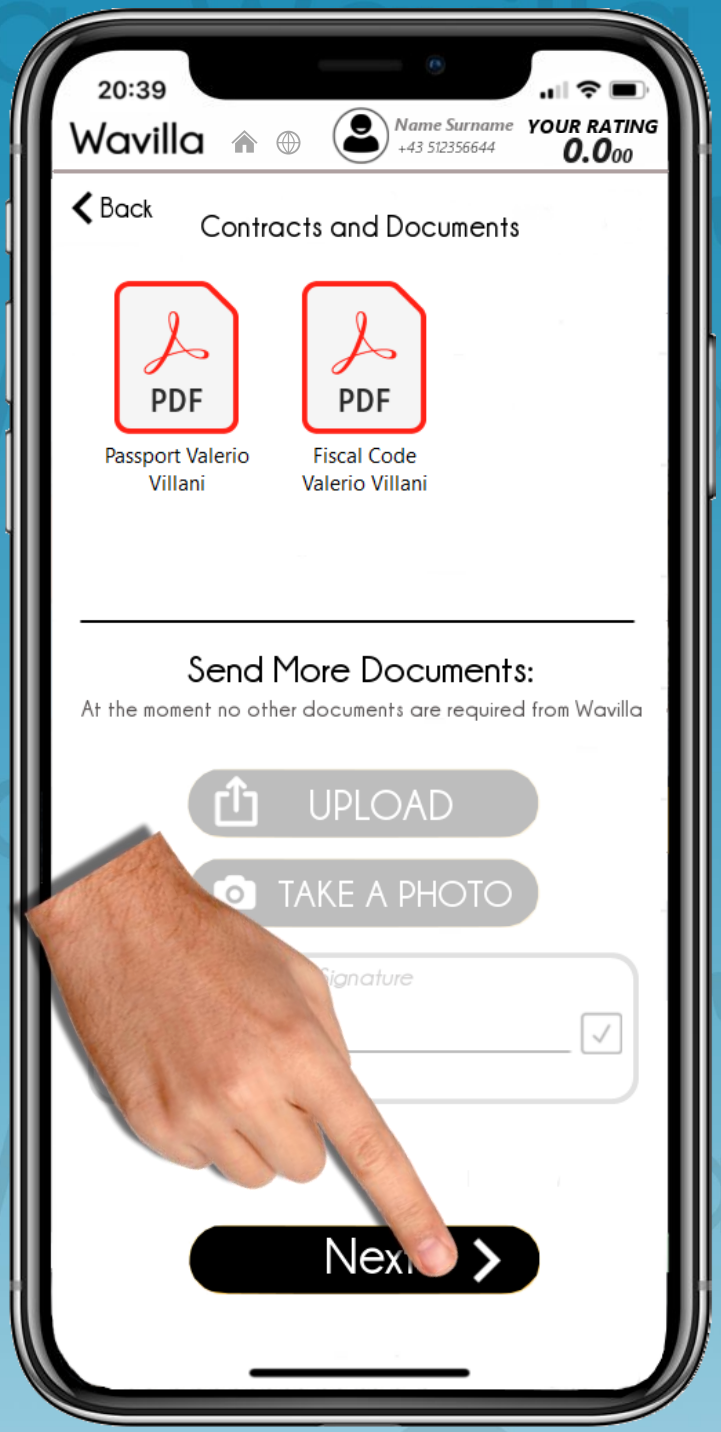

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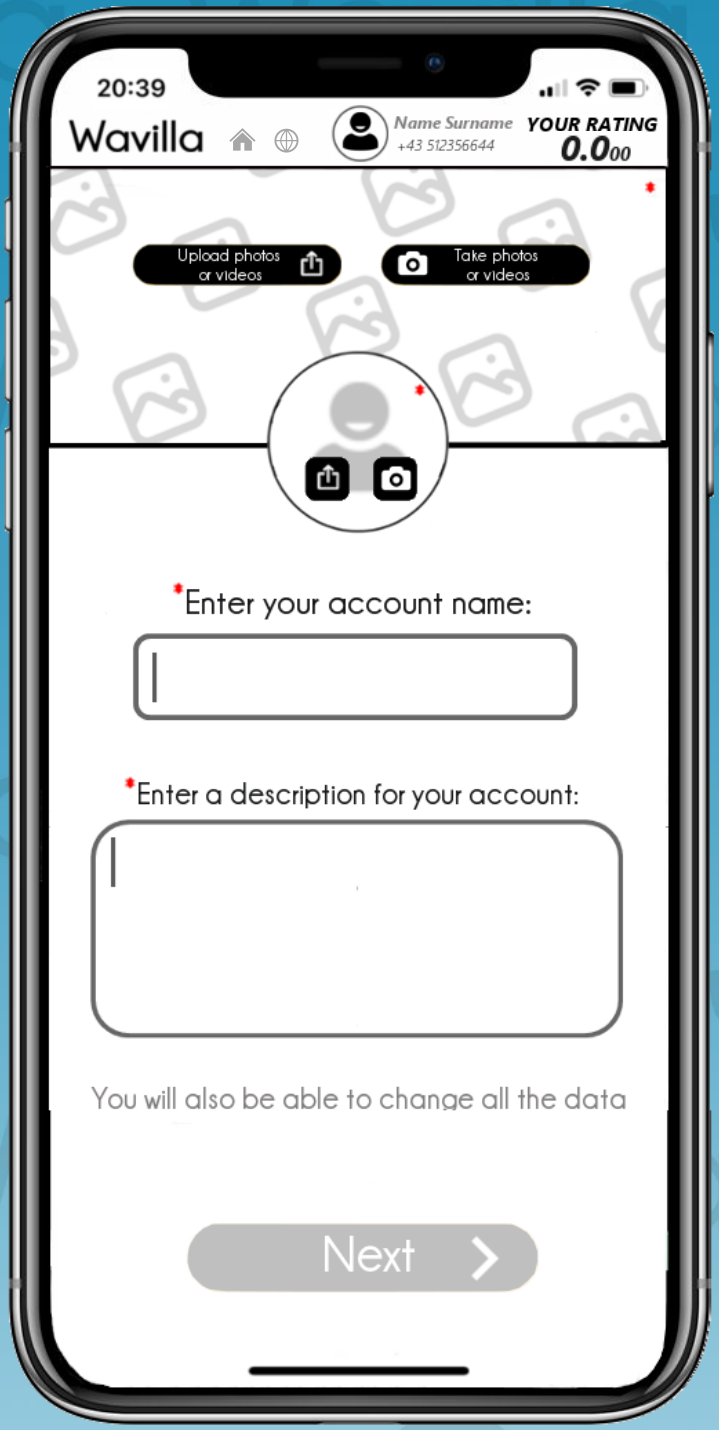

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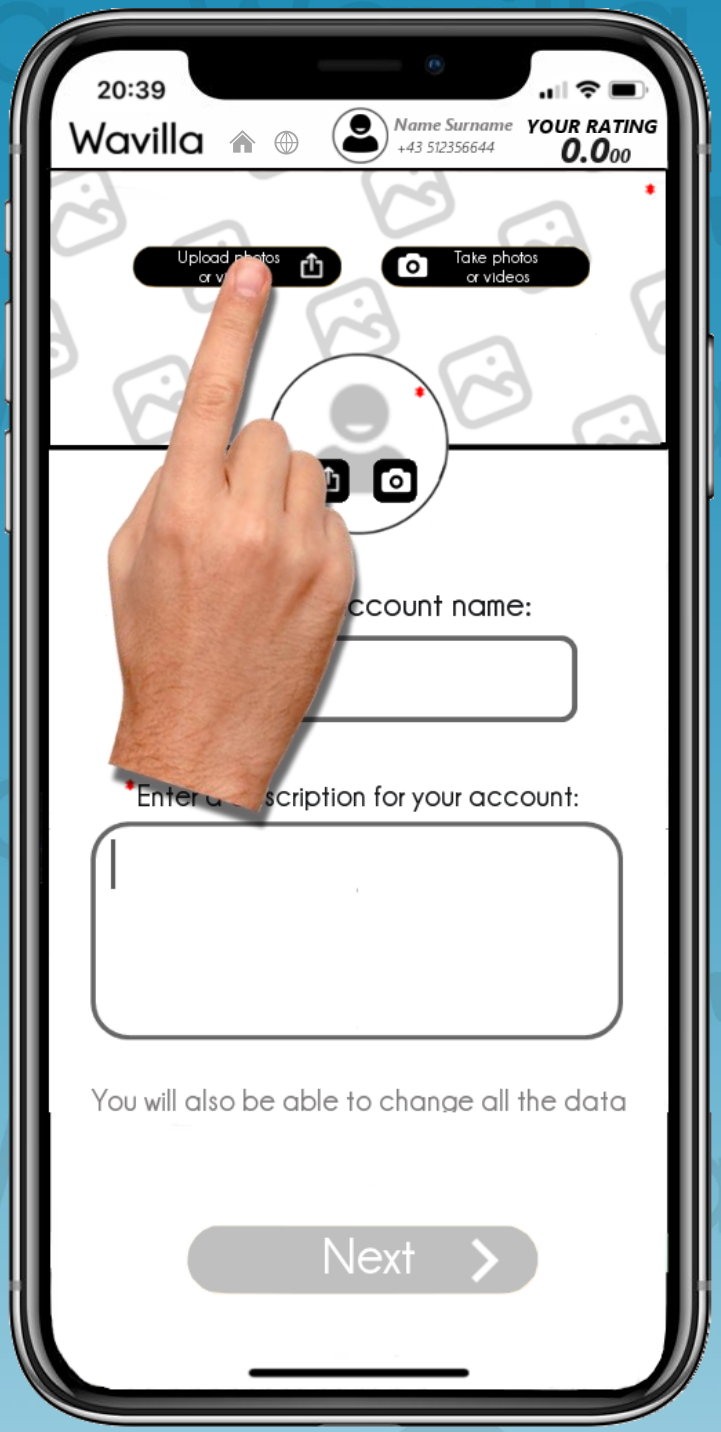

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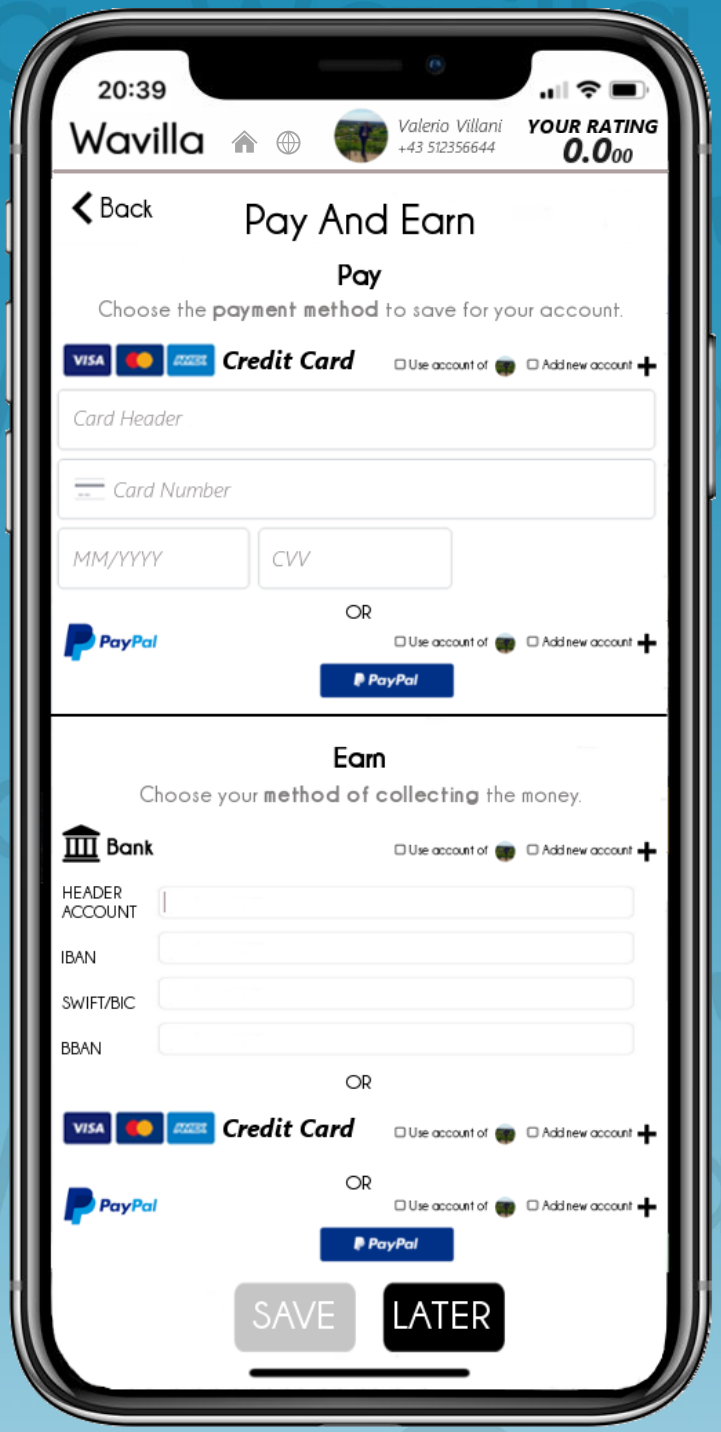

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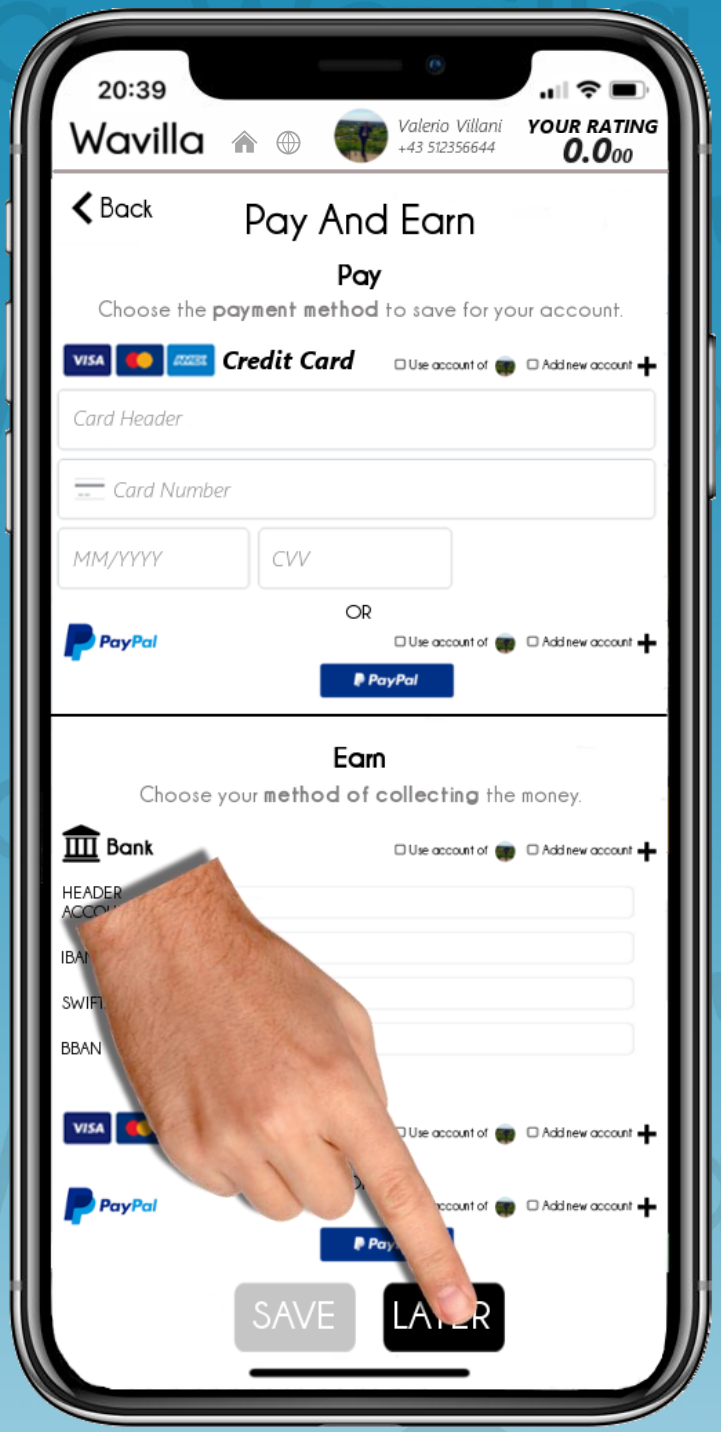

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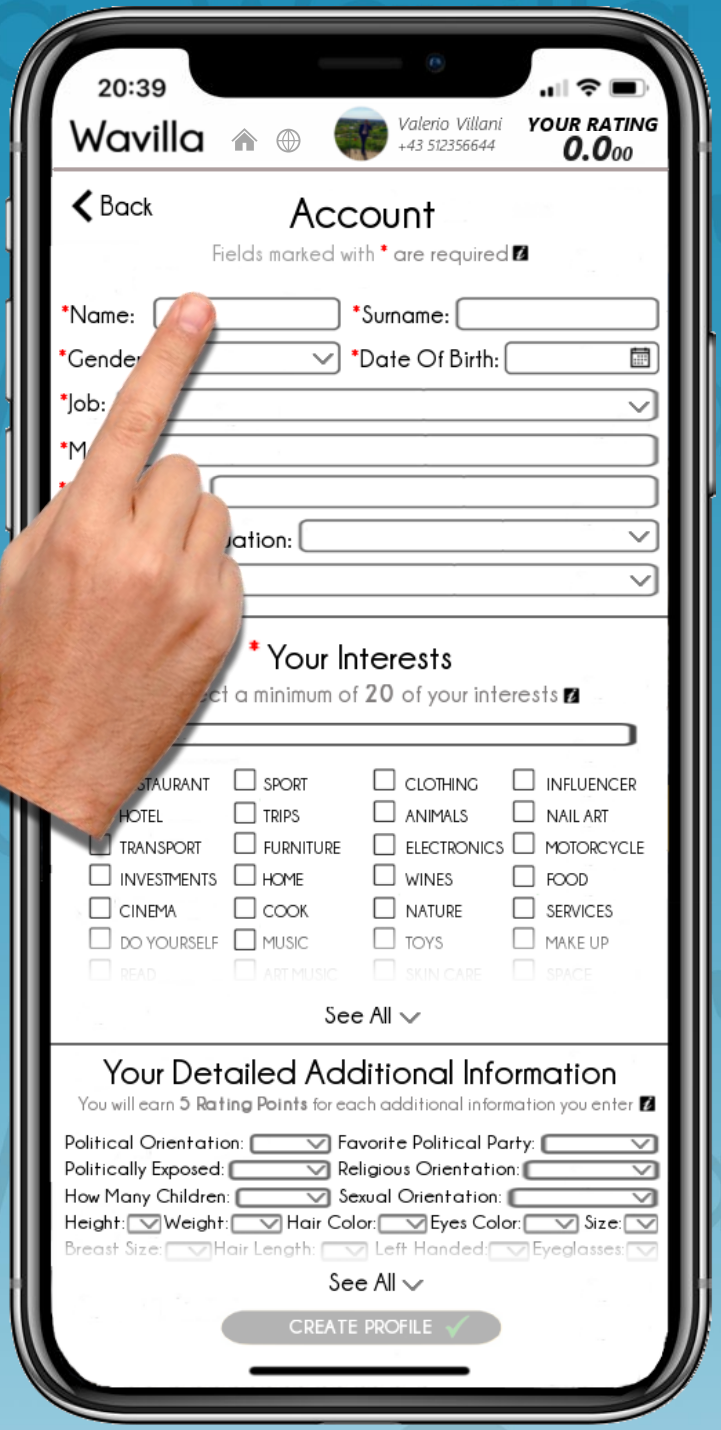

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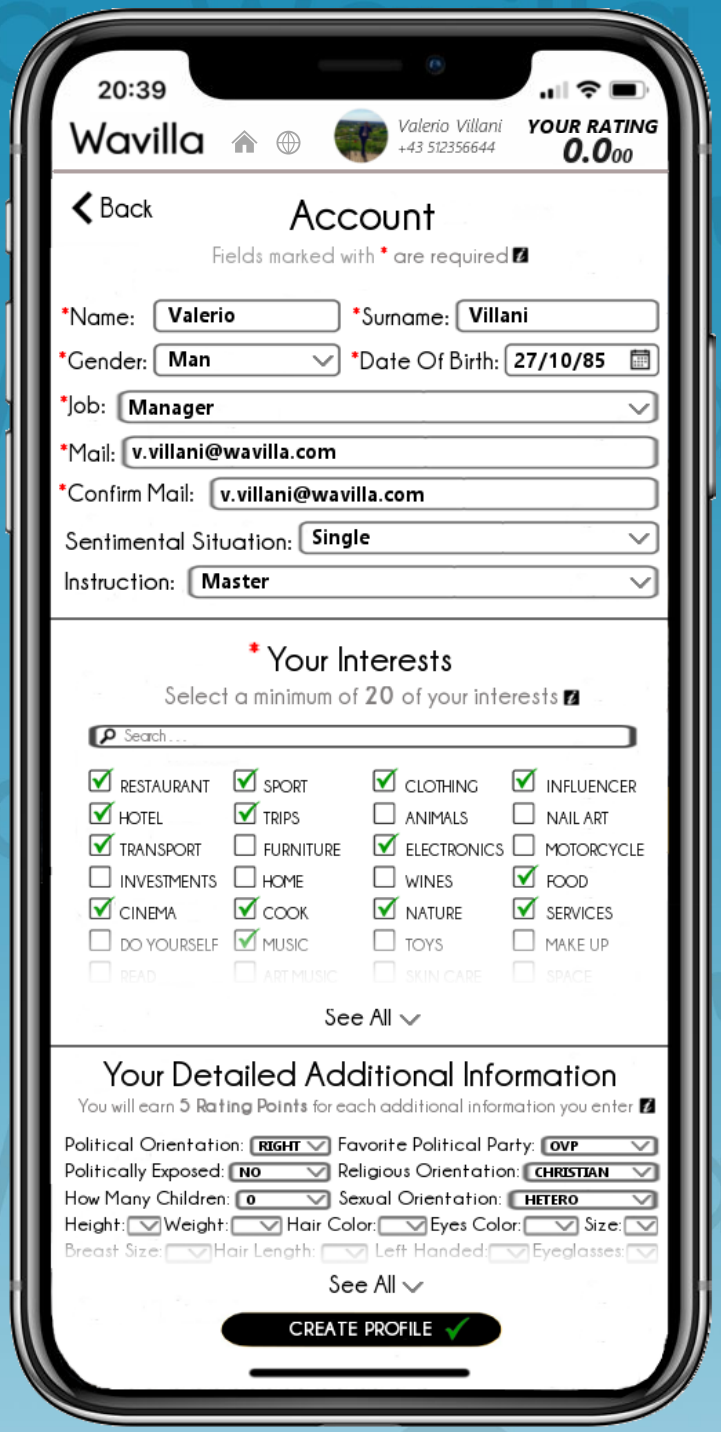

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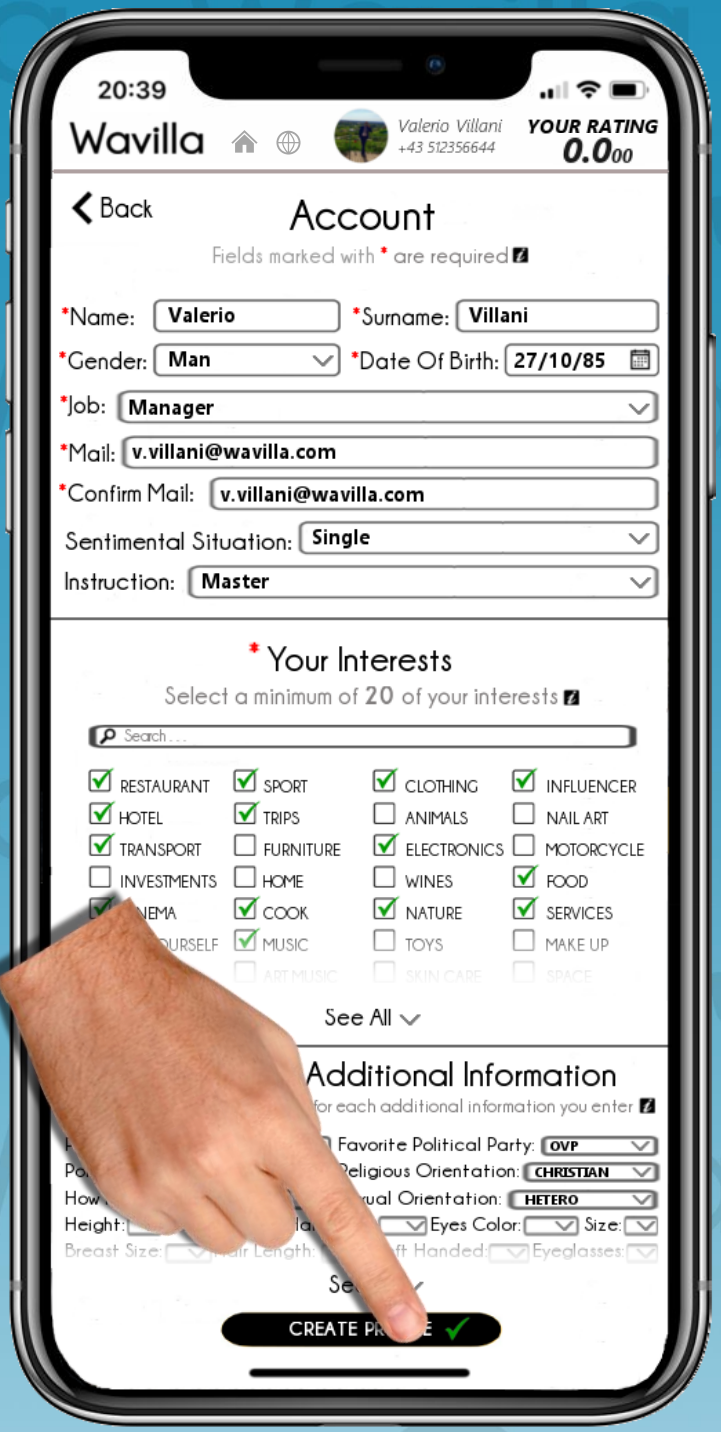

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Valerio Villani after creating his own account, has just called his friend Christian and as soon as the telephone conversation ended he received the notification on the app of the commercial referring to the audio he listened to while waiting for Christian to answer the phone (commercial instead of the classic acoustic sound "Tuuu" "Tuuu")

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Click on the notification to view the post or on the home page to view all the posts listened to and received through notification (the push notification of the post will be sent even if the Wavilla app is closed not only in the background but even if it is not present in the last open apps of the device in bask ground)

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Below is the explanation in every part of the home and post view of an account that has already been operational for several months

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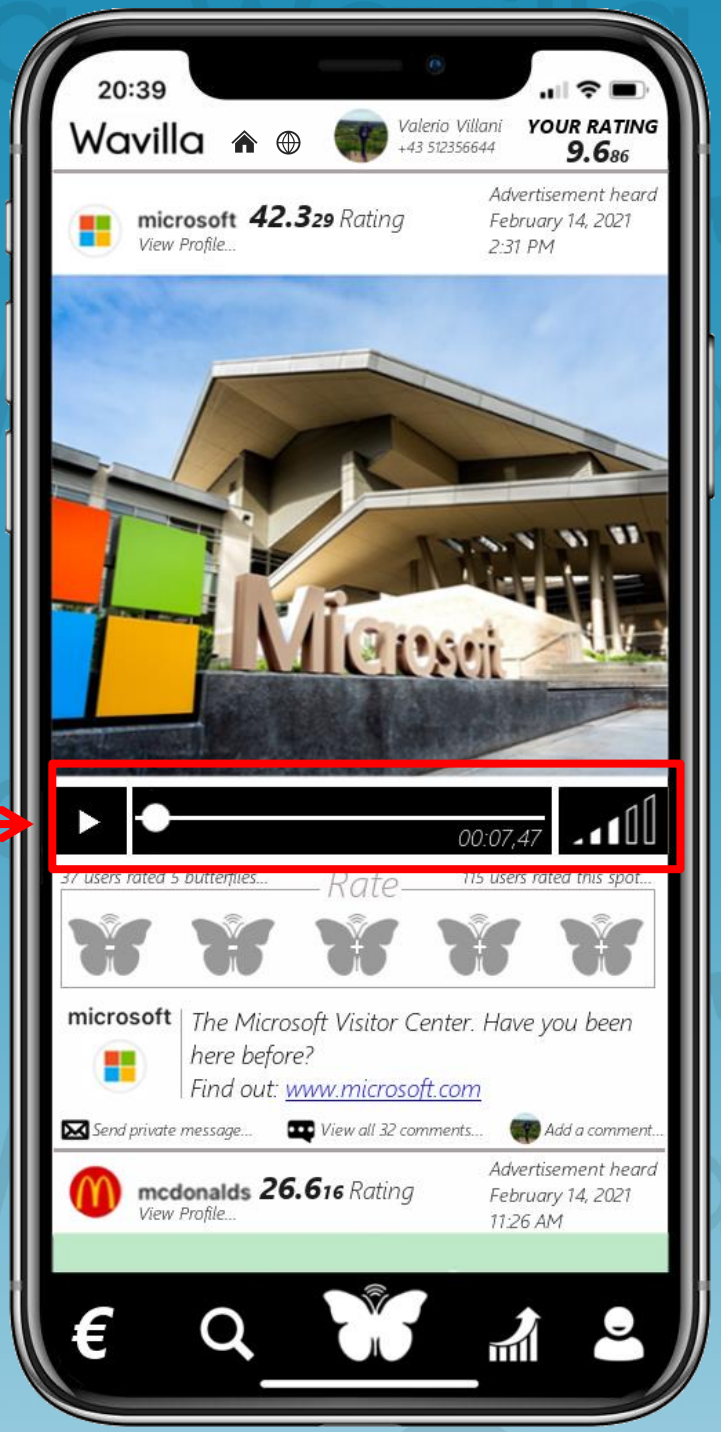
The audio spot present in the post is the same one that the customer listened to at the beginning of his phone call instead of the ring and once the phone call is finished he receives a notification thus updating his Feed / Home where in addition to finding the audio commercial he has just listened to (which could be listened to comfortably) can also view the photo or video of that advertiser company.



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The central area of the feed will be mobile by rolling down and up

The top will remain fixed. Instead the lower part where there are the keys must be retractable when you go down with the scroll

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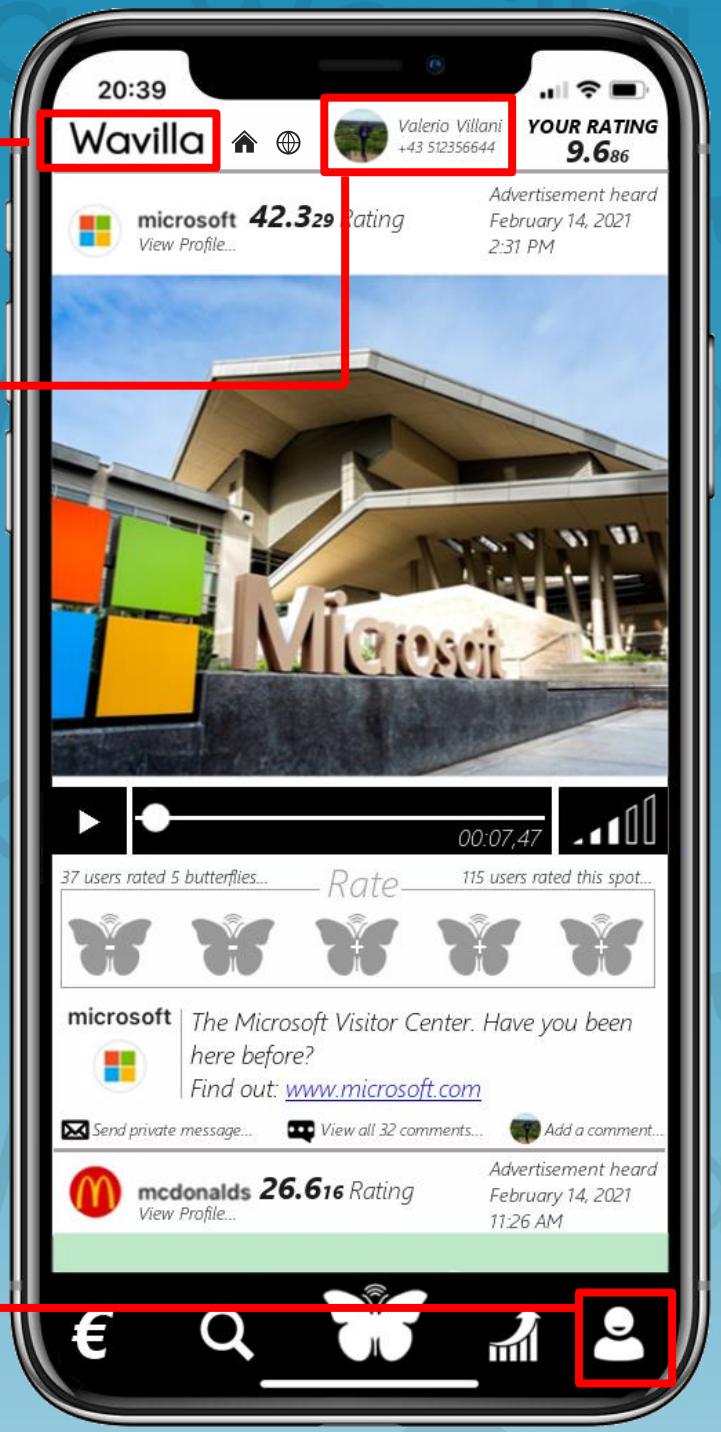
Wavilla logo lettering

Once logged in, the user can upload a photo of him and write his name and surname. In this area, the customer's photo, name, surname and telephone number will always remain visible.
This data can be modified from the profile icon at the bottom right. See PDF file explaining the profile button



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By clicking on this block you can directly access the SIM section

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Home Button

Notifications button

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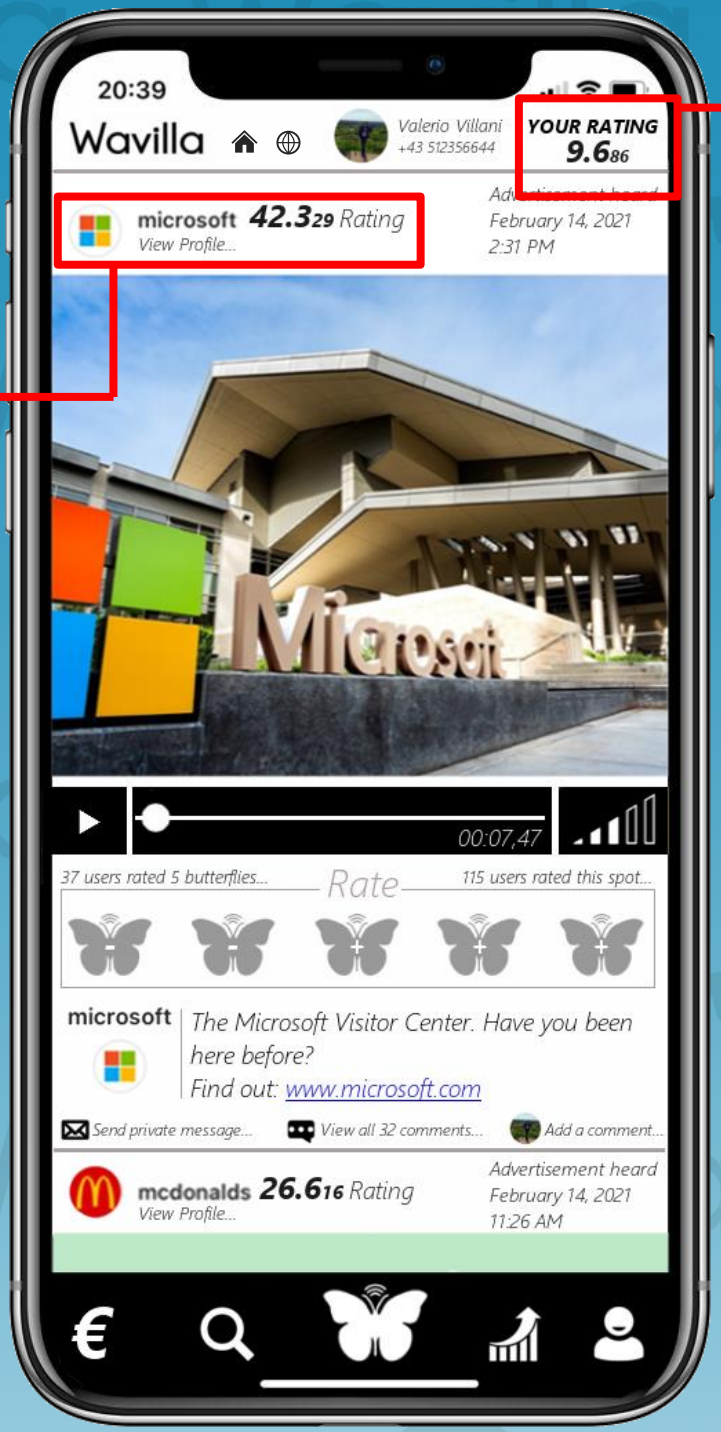
In the post that particular user / company has decided to sponsor, the account / company name accompanied by its rating number will be displayed. Under the name of the company you can see the account (View Profile) of that company with all the advertising posts that it has published over time or consult the profile of that user by simply clicking on the company name so as to remove the word View Profile



All users will have a rating of their profile. The valuation goes up or down (Infinity) based on the spot valuations of all clients. From here the user can view their rating. By clicking on it you can view the complete list of those who voted and also see the amount of votes they cast. **The count can go even below zero and will have a negative sign in front of the vote number.**

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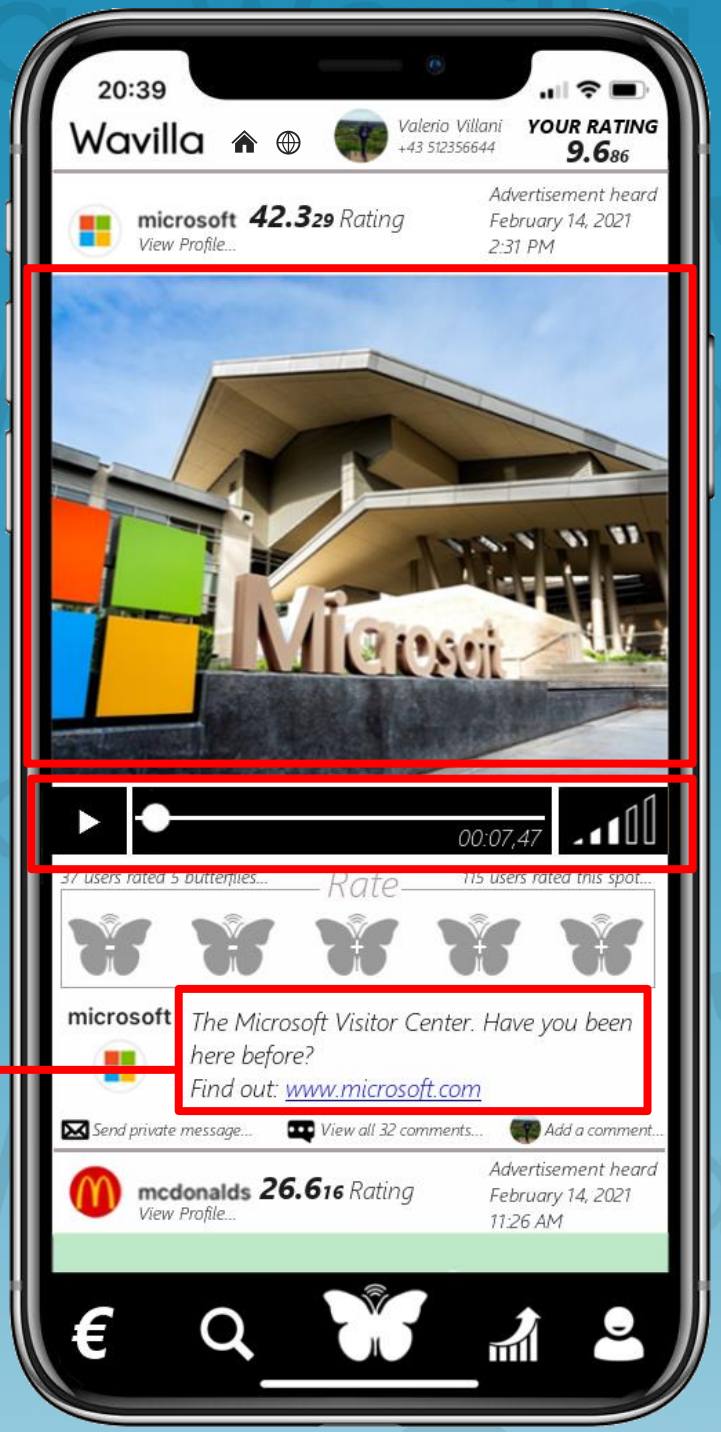
These three blocks (image or / and video, audio spot and caption with advertiser's link) are the elements that a company or a user are obliged to insert when they want to publish their company in order to be able to listen to their spot audio advertising before any outgoing call from Wavilla to other telephone numbers, including those of other operators.
At the end of a phone call, a notification will be sent to the customer presenting the post of the advertiser by showing all the other contents that obviously could not be displayed in the audio spot.



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Each post must report the date and time of listening to the audio spot. The date and time refers to the **LISTENING** of the audio at the beginning of the phone call, therefore do not report the date and time of the post display. This is because a customer who makes the phone call can stay up to 2 hours on the phone and when he hooks up the phone call he will receive notification and a new post from that advertiser company too late compared to when he actually listened to the audio spot.

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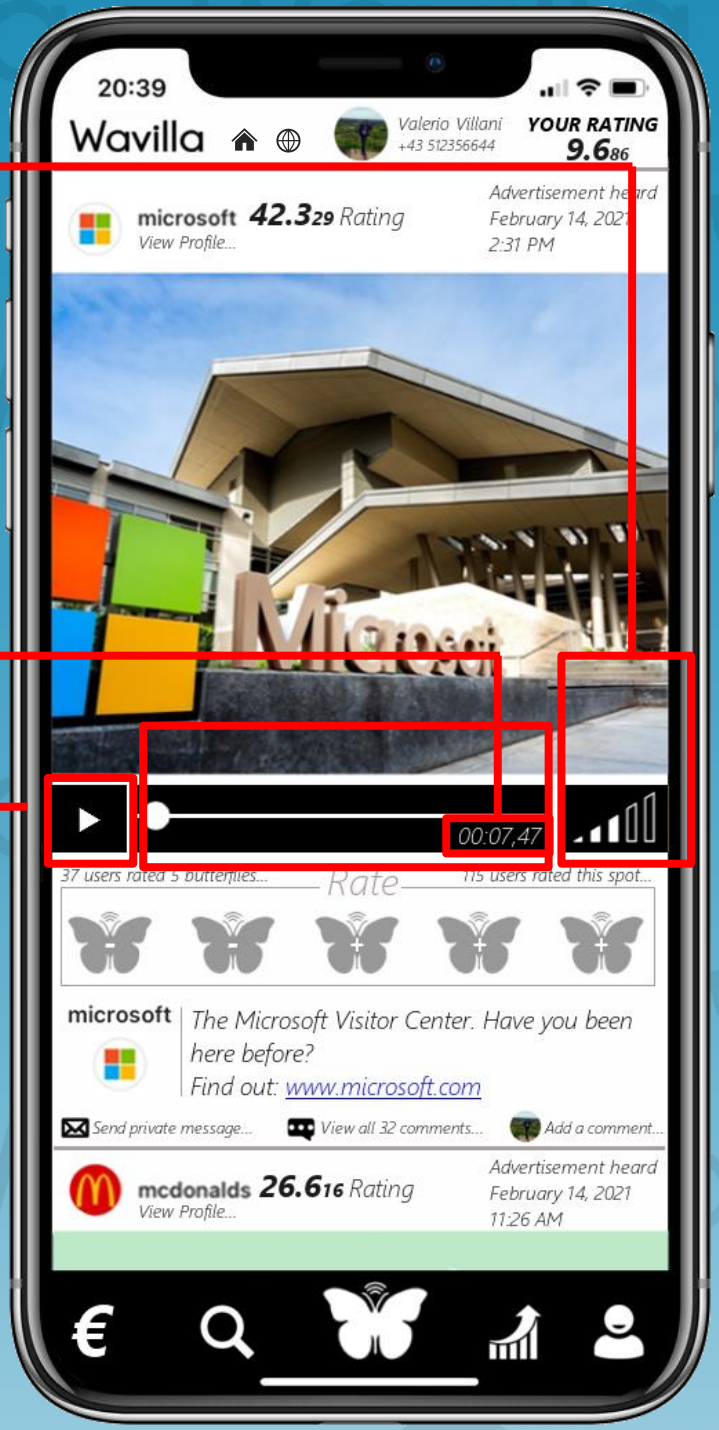
Spot volume adjustable by small equalizer

Audio scroll bar where it also shows the seconds of the total audio that go to scale as you listen to it again.

Create a sort of console where the customer can listen to the audio commercial he listened to at the beginning of the phone call.
Play button to listen to the spot again, pause button when play is selected.



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VOTING SYSTEM

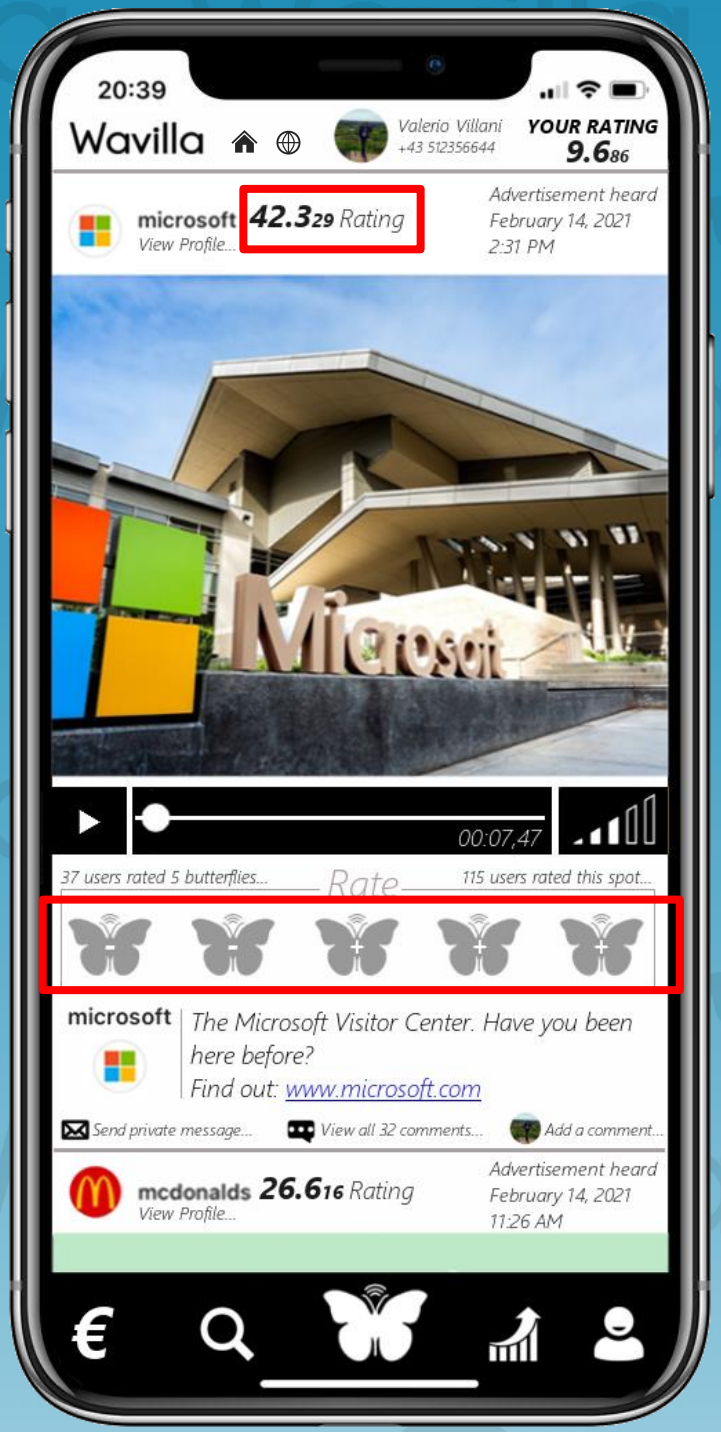
In every post from any company, it will be accompanied by this block with 5 butterflies.

As soon as each user has received the post of that advertiser company, he will be able to cast a vote from 1 to 5 butterflies and the vote will affect the total number of evaluations of that company. Therefore, good protection for a company is given by good or worse advertisements.

When the spot has yet to be voted on, the 5 butterflies are **GRAY**. When you click on each butterfly, the butterfly fills with **BLACK** color and will remain colored to show the user that that post was voted by himself.

Starting from left to right; if a customer with a rating of 1 butterfly means that it will turn black and DOWNLOAD the advertiser's rating of **-1** point, if you click on the second butterfly (the first will also be colored black together with the second) and the evaluation of that company will be downloaded by **- 2** points (in fact inside the first 2 butterflies there is the sign -), if a customer votes 3 butterflies (also the first and second butterfly together with the third will be colored black) and will charge **+ 3** points on the company's rating, if a customer evaluates 4 butterflies (the first, second, third together with the fourth will be black) and will charge **+ 4** points on the company's rating, if a customer will rate 5 butterflies (the first, the second, the third, the fourth together with the fifth butterfly will also be colored all black) and will charge **+ 5** points on the evaluation, (in fact the + sign is found within the last 3 butterflies).

For example, if in this Microsoft post I vote 2 butterflies, it means that the first 2 butterflies will be colored black and Microsoft's rating will go from **42.329** to **42.327** (having downloaded -2 votes compared to the current rating). If, for example, in this Microsoft post I vote 3 butterflies, it means that all the first 3 butterflies will be colored black and Microsoft's evaluation will go from **42.329** to **42.332** (having uploaded +3 votes compared to the current evaluation). I hope that the advertisers' rating can be updated in real time since it will not be only me in this case to vote but this same post will also be voted by other customers at the same time and it would be nice to see update in real time without having to update the feed / home .



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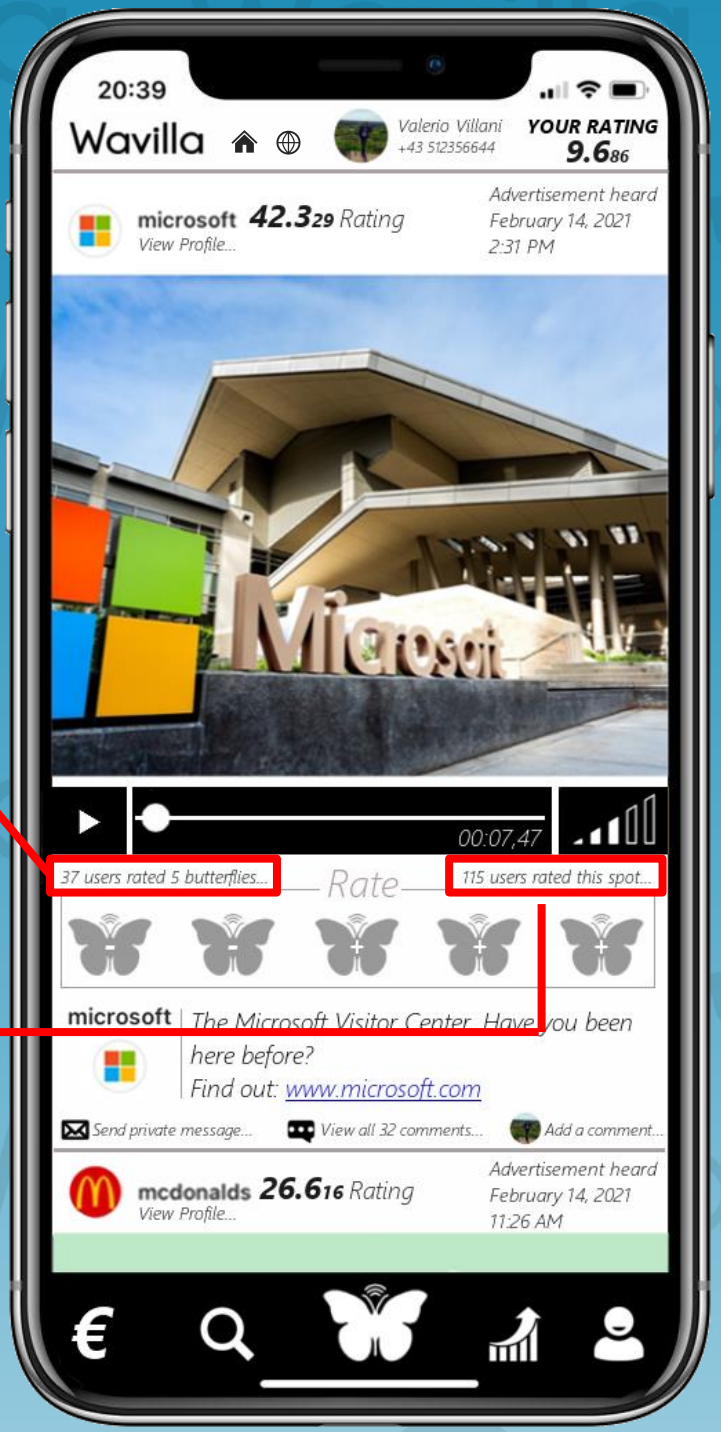
On each business post, it shows the summary of the amount of the number of users who voted 5 butterflies for that post. By clicking here the user can view the name and surname of the users who have voted 5 butterflies where he can then go to visit the profile of those users. All the text you see followed by three dots (...) means that the text is selectable and contains a submenu.

From here show the TOTAL of the votes made on this spot both negative and positive votes. In short, the total number of voters



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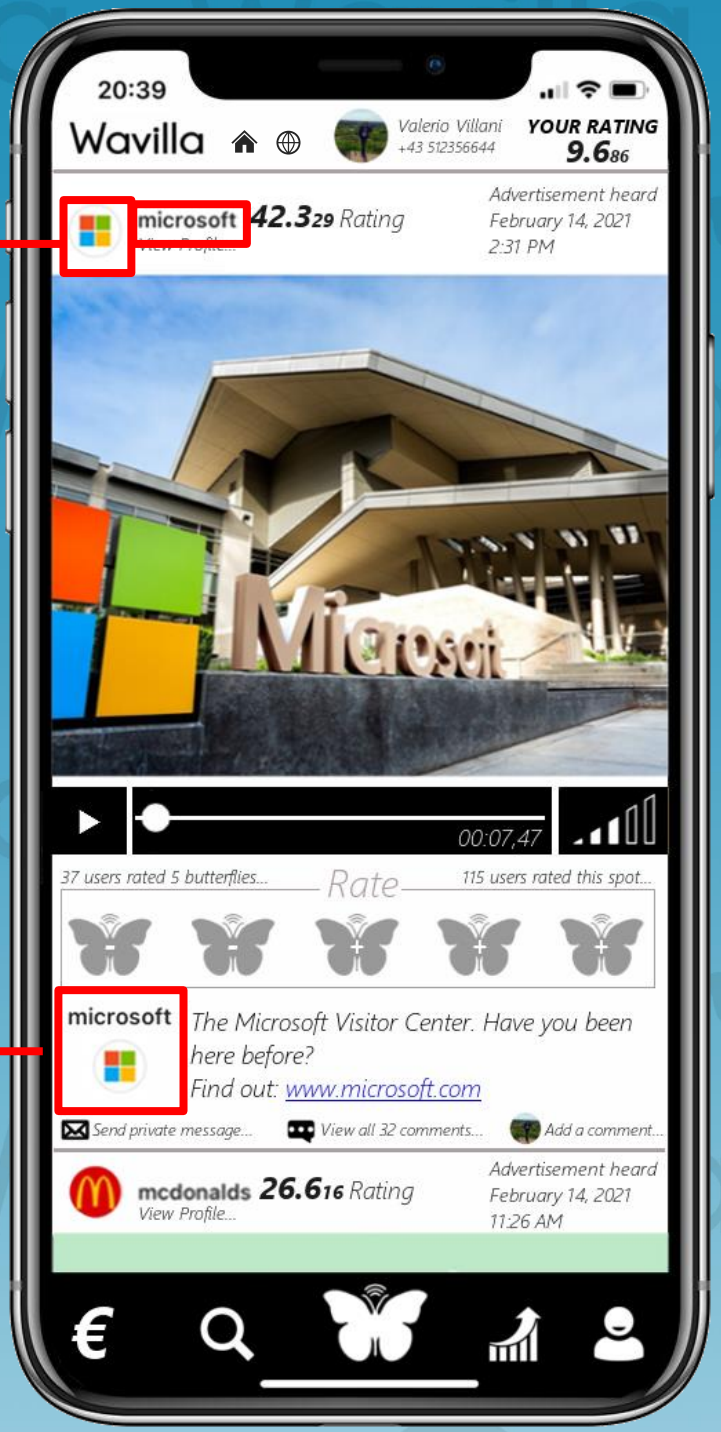
Report the company name in the top row and photo of that profile, centered below the company name and on the right row with height based on the length of the post caption that the advertiser company wrote.



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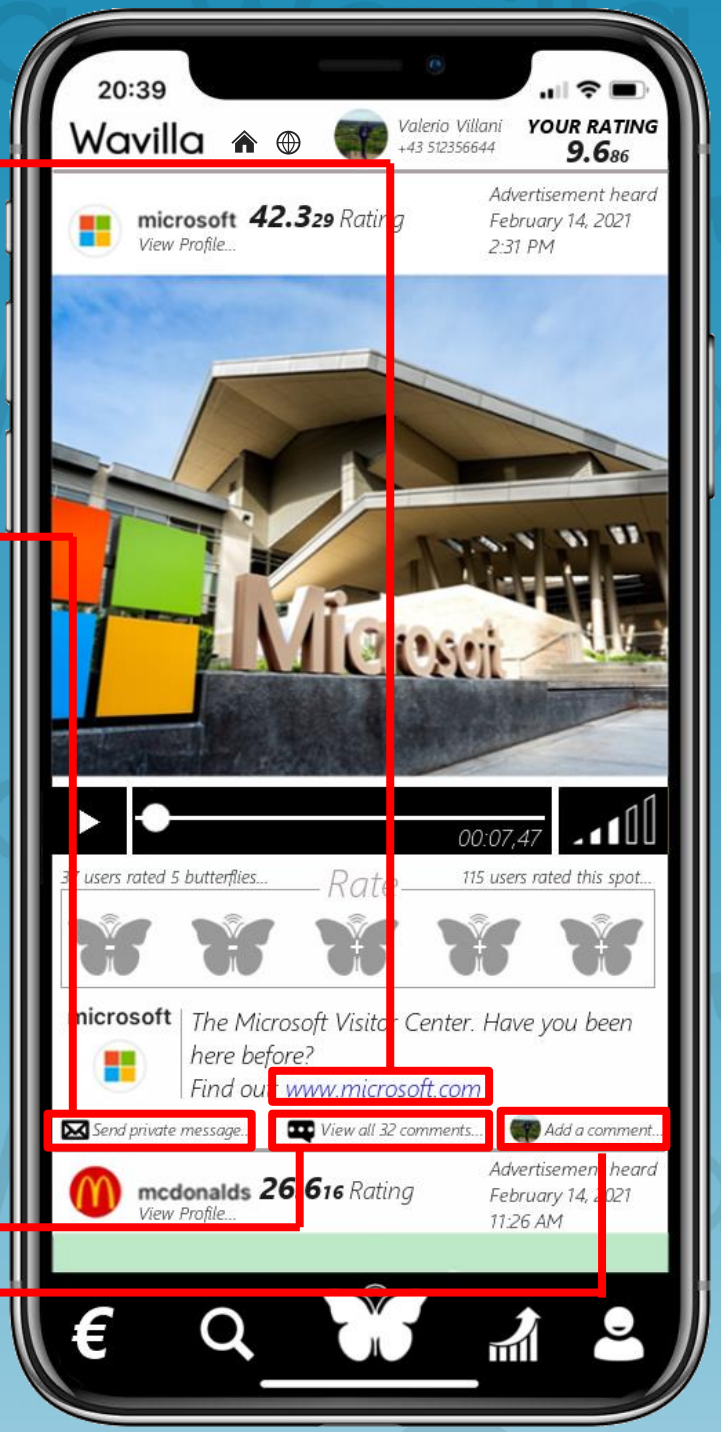
Clickable advertiser link so you can access the company's website

Click to send private message to this advertiser. In this case, for example, I could send a private message to Microsoft asking for prices for Office licenses

Click to see all comments and within the view of all comments, possibility to comment.

Add quick comment without opening all other users' comments



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Line that separates one post from another from other companies

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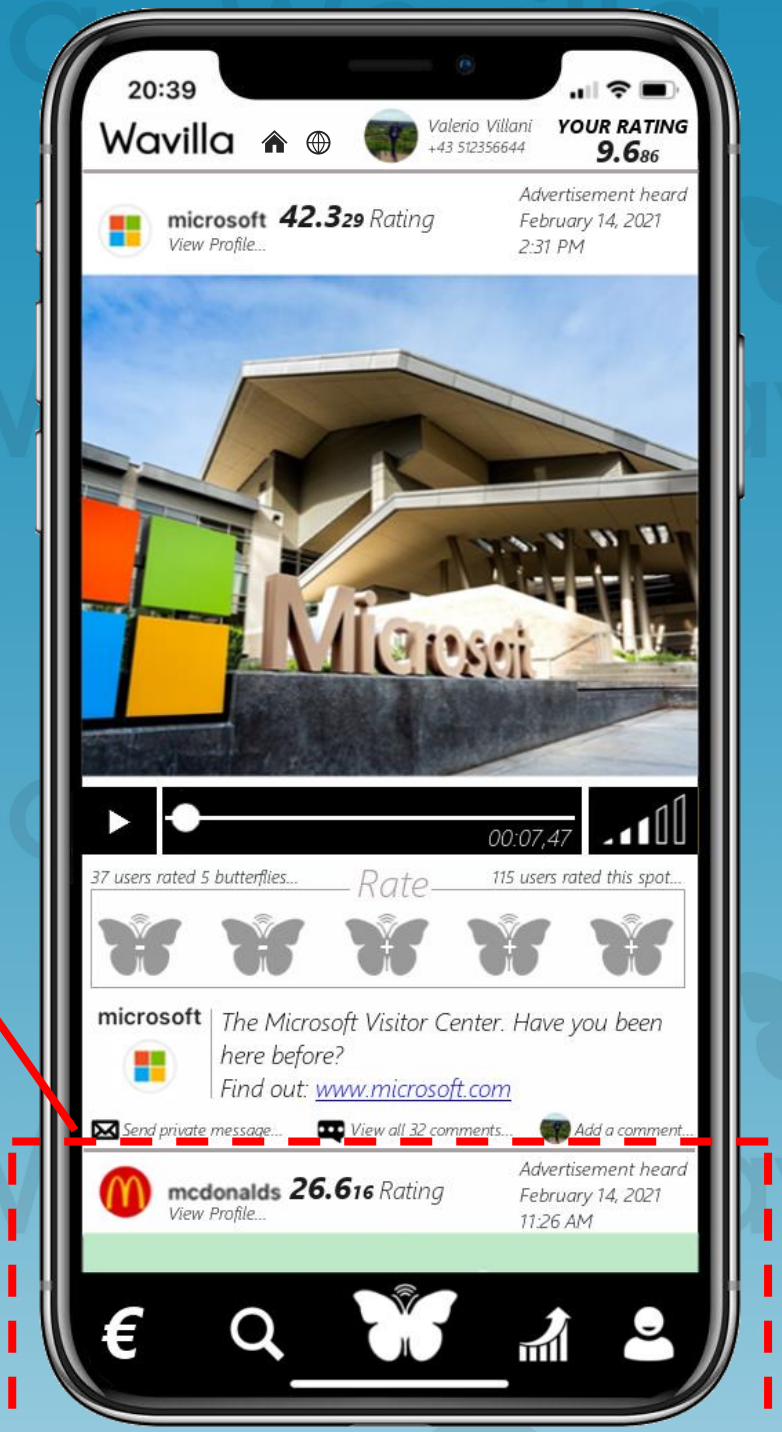
Another post from another company with different day and time. In this case, for example, Valerio Villani (me) on February 14th I first listened to the Mc Donalds audio spot at 11:26 AM and in fact I received notification of the new Mc Donalds post that updates my feed and then at 2: 31 PM again on February 14 (in another phone call) I listened to the Microsoft audio spot.



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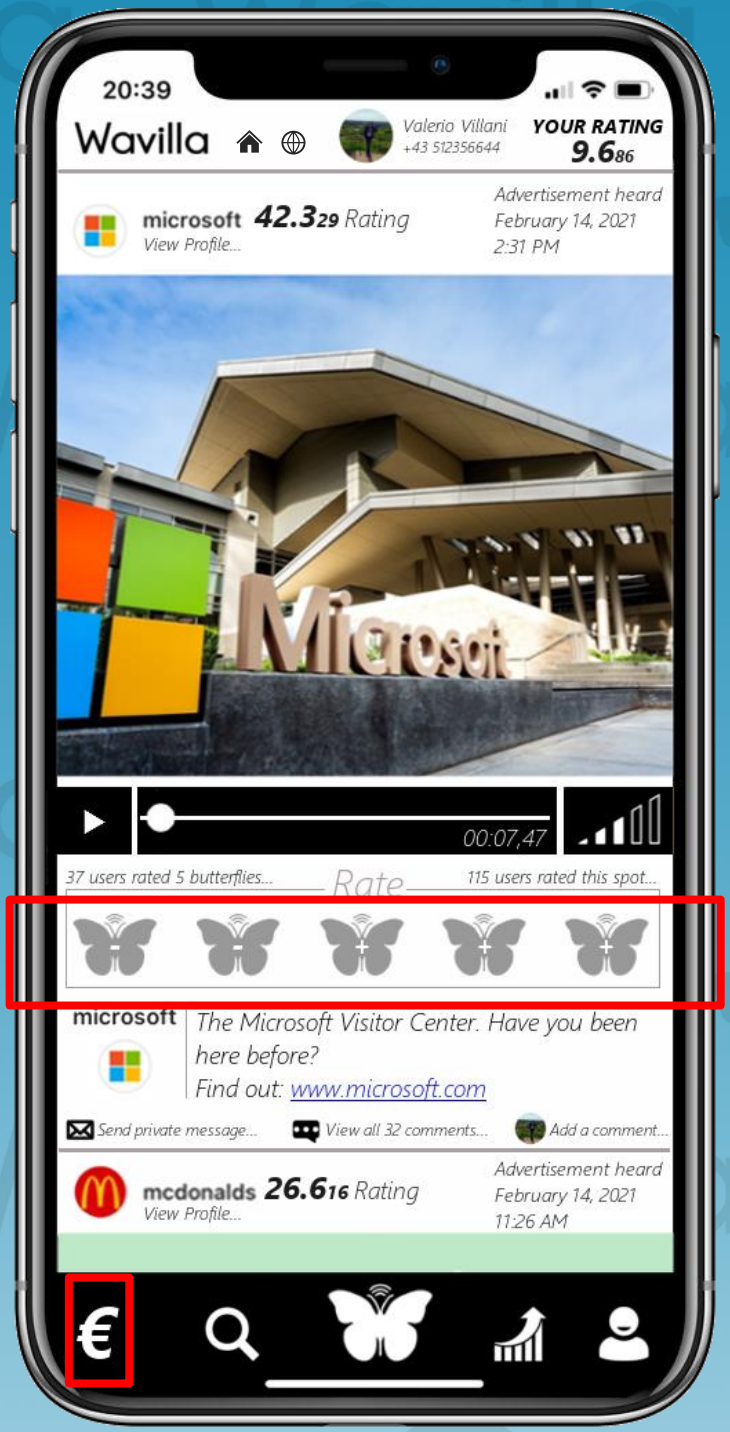
From this button you access the submenu where you can view the stock of real money earnings that come from the audio spots listened to. After 3 seconds of the audio commercial being heard by the customer (even if the other party answers the phone after 4 seconds), that advertiser's post is displayed on the feed when the customer ends the call. If the customer does not listen to the ad for more than 2 seconds, the post and notification will not be included in the customer feed.
outgoing phone call. An amount will be credited to him
as a reward if the call will be between 30
and the 90 seconds and provided that post received
has been voted within 24 hours of receipt,
regardless of the positive evaluation or
negative by the user.
The customer's vote is sufficient to receive € 0.05 on their account / profile. See the presentation PDF dedicated to the € button



If the post is not voted within 24 hours, you will no longer be eligible for € 0.05. If, on the other hand, my phone call lasts less than 30 seconds or more than 90 seconds and the post is voted within 24 hours, you will not be entitled to accumulate money (€ 0.05).
The posts received and all the other posts of all the other users can always be voted on but you can earn only and only under these conditions.

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CONDITIONS FOR CUSTOMER EARNINGS FOR LISTENING TO ADVERTISING SPOT AUDIO.

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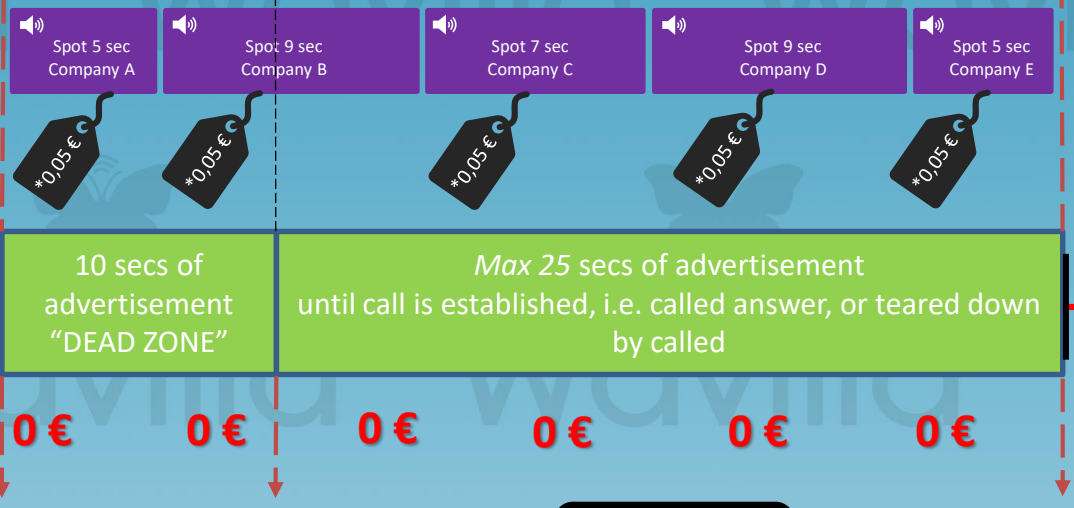
Min 35 seconds (10+25)
of space to insert audio commercials.
When the called party answers, the current audio spot stops (Skip)

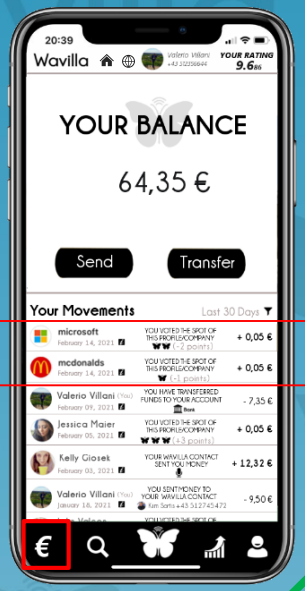
MEDIA SERVER

*Amount of € 0.05 (for each spot listened to in the waiting phase) that will be credited to the customer on his balance if a phone call is made for a minimum of 30 seconds to a maximum of 90 seconds. **Plintron** will have to inform us if the customer has returned within this period of time.



For each commercial listened to by the customer (times of commercials listened to based on the time left waiting) he will be awarded an incentive (token) that he will accumulate in his personal budget. That number of spots listened to will be paid **ONLY** for a minimum of 30 sec phone call (Check Point ON) to a maximum of 90 sec (Check Point OFF) By doing this there will be no risk that customers will send false calls to their acquaintances only to be able to collect money as well as to encourage the customer to make short calls so as not to spend too much time on the phone.

Phone screen of file n. 2 page 6



We ask Plintron to be able to receive this information (customer connection time) so that we can implement it in the app

Check Point **ON**

Check Point **OFF**

If the customer has waited 35 seconds before the called person answers the phone and had listened to all the spot (in this example 5 spot) he earns:

+ 0,25 €

***(0,05€ + 0,05€ + 0,05€ + 0,05€ + 0,05€)**

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By clicking on the magnifying glass you can search for other private and corporate account profiles. See PDF file dedicated to this button.

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This key (Wavilla logo) slightly larger than the other 4 keys, is the IMPORTANT key for the whole system. In fact, from this button you can create posts (mandatory insertion of photos or videos, caption with company link and audio spot following a step-by-step procedure in the submenu up to the customer's payment method) All users can also be advertisers. Even private profiles can publish their audio spot always in exchange for money for the advertisements. All audio posts / commercials published on Wavilla are paid, so you cannot publish posts and audio commercials for free precisely because the telephone line offered by Wavilla is free for all Wavilla customers. In fact, you don't pay for the telephone line to have unlimited minutes, sms, gigs of navigation, but you pay for the commercials that you want Wavilla customers to listen to. See presentation PDF file dedicated to this key

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Button to manage and observe the progress of the engagement of publications or active campaigns.
Since all posts and audio commercials you publish are paid, such a quick key is essential.
See presentation PDF file dedicated to this key.

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As written on the various pages of this presentation, the quick key with the account icon will manage all the details related to the user (change photo, name, language, description of your account or company, preferences, tastes, rates for phone calls, sms , gig of navigation for roaming abroad since all the free service and listening to the audio spots at the beginning of the call will work for now only on the entire Austrian territory and therefore if the customer travels to other countries he will have to bear costs according to consumption phone calls, sms, browsing gig ... etc)
See presentation PDF file dedicated to this key

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These key buttons are essential and will have to disappear on the home page when you go down to view old posts and then return to view when you return to the last post received.

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These are the key details that should be shown on the app.
Also I would like to create the layout in this way but since you are more competent than me for developing apps it is fine for me even if you suggest me how to better set the layout if while I set it it may not be clear to everyone. user and be able to have a functional UX design that is easy for the customer to entertain.
I thought about the limit that at the first opening of the app you could show a short tutorial directly on the keys so go and explain what certain keys are for and above all explain well the voting method with the 5 butterflies so as to make it clear how many points each refer to to the butterfly that the customer would touch to vote.

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INFRASTRUCTURE AND DATA EXCHANGE FLOWS BETWEEN SPOT AUDIO AND TELEPHONE CELLS

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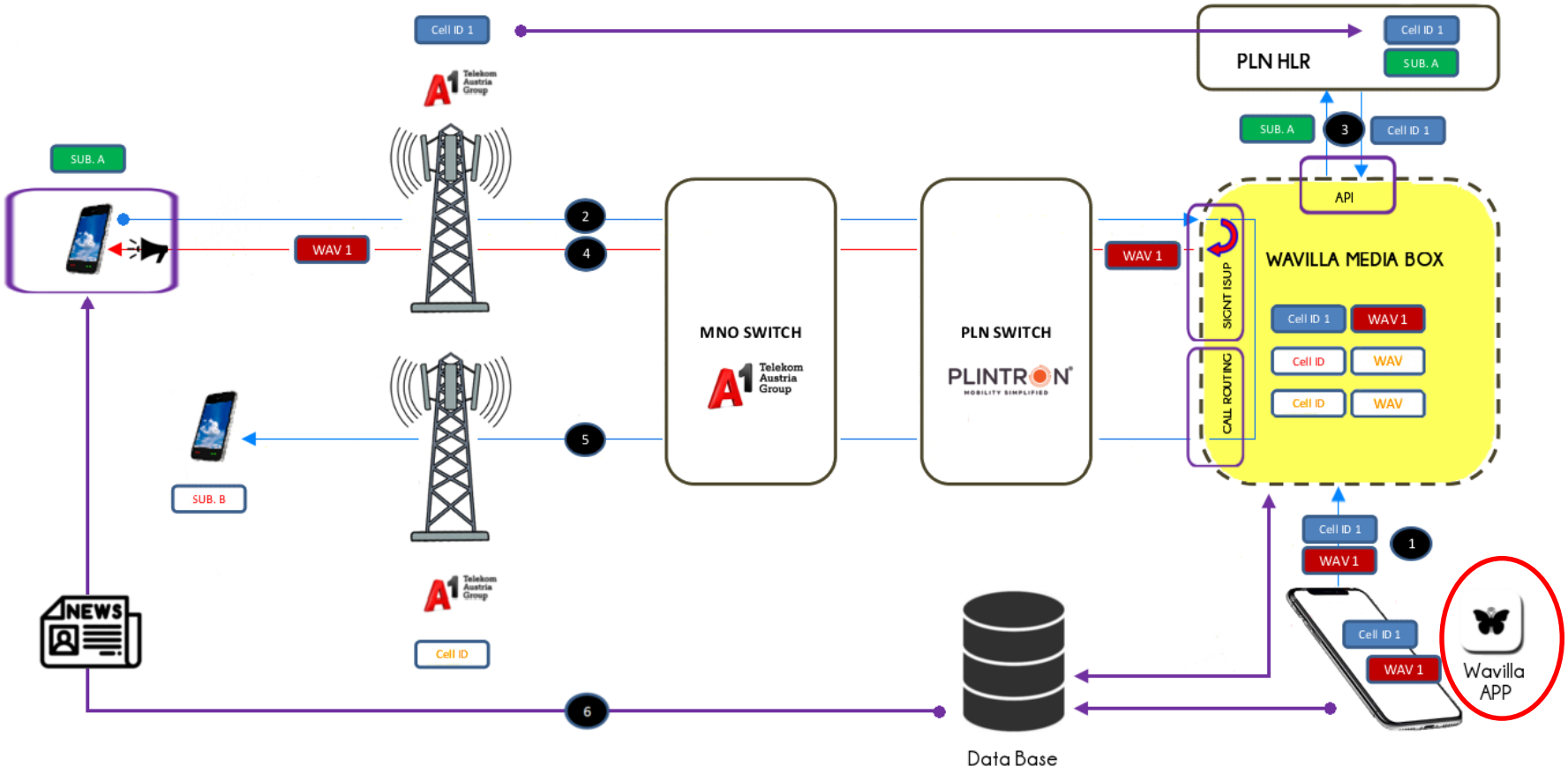

1. Upload Wav file in Media Box, via Mobile APP, for each CELL ID, Spot length time variables.
2. Subscriber A initiates a call to Subscriber B. Special routing applied in the MNO switch and PLN switch to reach Wavilla Media Box.
3. Wavilla Media Box, queries the Plintron HLR cell ID of subscriber A and Plintron HLR returns the cell ID. If subscriber A has GPS enabled, there will be additional support for location identification.
4. Wavilla Media Box, matches the received cell ID, time of day and other information with the corresponding WAV file and plays the announcement for subscriber A.
5. Wavilla Media Box, after playing the announcement, routes the call to the PLN switch to end the call to subscriber B. If subscriber B belongs to another network, the normal routing will be handled by the PLN / MNO switch.
6. As soon as the phone call between subscriber A and subscriber B has ended, when subscriber A closes the call, he will receive notification on the App by updating his home / feed containing photos or videos, caption with links to the various sites and audio commercials just heard while waiting for subscriber B to answer the phone. Subscriber A will receive all posts listened to while waiting for a call on the App.

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MOCKUP SIM

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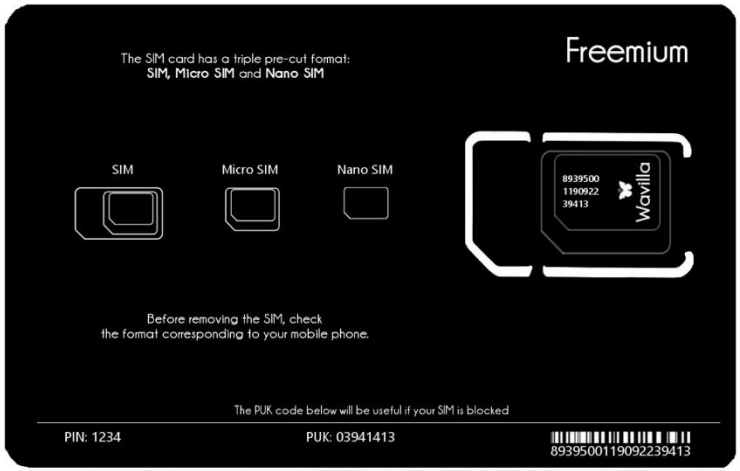

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Thanks for your attention!

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Valerio Villani

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