

Org Account 1.0

Target release	Org Accounts
Epic	
Document status	UNSTARTED
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Goals

- Fully automated process for organizations to sign up and pay with Braintree
- Organizations can manage their subscriptions in their settings page.

Background and strategic fit

This is our short-term monetization strategy, and how we will get high quality content for the platform, and distribution to organizations.

Assumptions

- Most organizations will be legit, but some will not. This workflow will not stop to check prior to authorization. If we find that an org account is a "shell" we will document the reasons and contact the org with our concerns. If we are not convinced to change course, we will erase the account and all of the content and keep the money. They broke our Terms of Use. This will definitely happen. (Ideally, I'd like to keep a public blog of all enforcement actions like this, just to document what we're doing and why, so as to be as transparent as possible. But that's for later.)
- Security will be VERY important for org accounts.
- Organizations that no longer pay their bills will lose access to their accounts, but their content will remain if it is valid.

Requirements - Sign up

#	Title	User Story	Importance	Notes
1	Add Organizations link on Fiskkit front page	"Organizations"	Must Have	<ul style="list-style-type: none">• This link should be next to the Sign Up button on wider screens when logged out.• This link should disappear on smaller screens. People don't sign up for enterprise accounts on their p
2	Org Account Pitch page	User sees what Org Accounts can do for them.	Must Have	<ul style="list-style-type: none">• This will start small then grow as we get more data.• Value prop<ul style="list-style-type: none">• Connect with your supporters• Remind them why they support you• Arm them with shareable, timely information on your issue• Social influence multiplier-- for every hour you invest, your supporters will create 5 hours of cred media content! Or 10, or 50!• This will need some graphic design work.• Keep the Fiskkit Top Bar so users can get back to the Homepage.
3	Registration page	Link takes user to a page with required fields to sign up for an organization	Must Have	<ul style="list-style-type: none">• Fiskkit requires that you be legally registered• You must be logged in to an individual account to create an Org Account.<ul style="list-style-type: none">• The creator becomes the first Administrator.

4	Fields	<p>Org Legal/Official Name</p> <p>Org Brand Name (to be displayed)</p> <p>Org Type: For Profit, Non-Profit, Political</p> <p>Legal Address in Country/State of Record:</p> <p>Federal Employer ID Number (EIN) / Tax ID Number (TIN):</p> <p>Primary Point of Contact: Name, email, country, phone</p> <p>Short description to be displayed (= personal bio field)</p>	Must Have	<ul style="list-style-type: none"> Clearly state: Violations of Fiskkit's Terms of Service may result in an account being suspended or terminated without refund. <ul style="list-style-type: none"> Show the highlights: <ul style="list-style-type: none"> No collusion Individual judgment Due consideration
5	Agree to Terms of Service	Org Account creator sees a short summary of the most important points of the ToS, and then a scrollable ToS in a frame, and buttons for Accept and Don't Accept		<ul style="list-style-type: none"> The ToS displayed needs to be modular, so we can update it frequently. We need to save off which version of the ToS each org account has agreed to, and save a copy of each of the ToS in the DB, for legal purposes. We will need Orgs to sign new ToSs from time to time.
6	Braintree Payment Section	<p>Subscription Level: Non-profit - \$99/mo., for-profit - \$199/mo.</p> <p>Appropriate sign-up fields.</p> <p>User gets a confirmation email that they signed up for a Fiskkit Organizational Account.</p>		<ul style="list-style-type: none"> https://sandbox.braintreegateway.com/login Username: Fiskkit Password: UX7EEaLFuageCAUJghWdszgg2HTKyvGhjinYEVXdZwUxnoolTk <ul style="list-style-type: none"> This password must be kept completely secure. Don't ever use it if you aren't prepared to Additionally we must fulfill all these requirements <ul style="list-style-type: none"> https://support.braintreepayments.com/customer/portal/articles/1527408-e-commerce-website-requirements <ul style="list-style-type: none"> Contact info Pricing Refund Policy Privacy Policy
7	Orientation	After signing up, show a confirmation message and open the Org Management pane	Must Have	Use tooltips and/or a modal to help explain how org management works.

Requirements - Management

#	Title	User Story	Importance	Notes
1	Orientation	After signing up, show a confirmation message and open the Org Management pane	Must Have	Use tooltips and/or a modal to help explain how org management works.
2	Associate Individuals with the Org	The creator (or an admin) associates particular Fiskkit users with their account.	Must Have	<ul style="list-style-type: none"> Only members are allowed to fisk under an organizations' brand. How to select who to add as members? <ul style="list-style-type: none"> Paste in email from that user's Fiskkit Settings Page and click Add. Autocomplete dropdown name list, with user pictures to de-conflict? "Begin typing the name of a Fiskkit user to add them to your organization. Click on their name when you see them." <ul style="list-style-type: none"> This adds the person to the list (below) as a member. The Admin can then select their role from another column (Admin, Member, Remove or Owner if the user is an Owner.) Paste in the URL from the person's Fiskkit profile page <ul style="list-style-type: none"> Nice to have FUTURE: Send an email invitation?
3	Roles and Permissions	One or more individuals must be able to administer the account	Must Have	<ul style="list-style-type: none"> The creator starts with owner status Owners can <ul style="list-style-type: none"> add members change user status (to owner, admin, member or remove) Owners can only be removed by themselves, and then only if there is at least one other owner. Close the account. (Does not delete historical content.) <ul style="list-style-type: none"> This will have to be wired to Braintree to stop billing. <ul style="list-style-type: none"> We also want it to send an email to contact@fiskkit.com to notify us. Admins can <ul style="list-style-type: none"> add members change user status (to admin, member or remove), except for owners Members can <ul style="list-style-type: none"> Switch to the Org and fisk under the brand name
4	Org Invite Email	User receives an email inviting them to the Fiskkit Organizational Account and asking them to click the link to verify they would like to join.	Nice to Have	
5	Settings Page	Org admins can change most of the settings for he	Must have	<ul style="list-style-type: none"> Org needs to be able to upload/change their logo. Manage members according to their Role Connect social media accounts for sharing <ul style="list-style-type: none"> Not sure how this works for FB and LinkedIn. Can you API into a FB org page and share to it that way? What about having to pay for FB to promote posts? Twitter works fine.
6	Donate Button	Users reading an org's fisk can click a button to donate to that org.	FUTURE	<ul style="list-style-type: none"> Fiskkit takes a small percentage. 5%-10%? This would provide a direct action for readers to take after reading Creates a huge incentive for orgs to publish fisks! Ideally, 1 click buttons for \$5, \$20 and \$100

User interaction and design

Page workflow

Homepage Organizations Link > Org Pitch Page, Sign Up button > Registration Page, required fields on top, ToS agreement on bottom > Payments Page separate? > Org Settings Page to Add Members to Org



Org Account Penciled Sales.pdf



Org Account Penciled SignUp.pdf



Org Account Penc...unt Settings.pdf

Questions

Below is a list of questions to be addressed as a result of this requirements document:

Question	Outcome
Some orgs have told me that sometimes they want to show the name of the individual writing the fisk. Sometimes not.	Initial org account fisking will be strictly under the org brand. We may add the ability to expose the individual account also.
How do we connect Fiskkit Org Accounts to other social media org accounts like their FB Account and LinkedIn Account, so they can publish directly to their org's social media accounts?	

Not Doing

- Future: Donate Button
- Future: Premium features
- Unincorporated groups. We might add it in the future, but it's too early to prevent rich people from registering unincorporated groups to game the system.