Proposal

*For*

**WOM**

*Word of mouth Referrals*

Version 1.0

April 2, 2013

*Submitted to*

Tom Knauss

*Prepared by*

Business Development Team of

Avion Technology, Inc.

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# Estimates

## Phase 1

* **Total Time in Hrs** : - 595 hrs /or/ 555 Hrs
  + Analysis –100 Hrs
  + Design
    - If designs from Baseline Client – 83 Hrs
    - If designs by Avion – 123 Hrs
    - Additional 50 Hrs for responsive design
  + Development – 264 Hrs
  + QA – 62 Hrs
  + Project management – 46 Hrs
* **Total Cost :** $ (+$500 for responsive design)
* **Final Cost after discount :** $ (+$400 for responsive design- currently not confirmed by client)
* **Payment schedule**

|  |  |  |  |
| --- | --- | --- | --- |
| Milestone | Payment | Cost | Particulars |
| 1 | 25% | $ | Advance payment for project initiation and towards analysis and design |
| 2 | 25% | $ | After completion and approval of the design phase, i.e., HTML slicing, HTML Prototyping and 10% ( 60 Hrs) of development |
| 3 | 25% | $ | After 60 % completion of the project |
| 4 | 25% | $ | 100% completion and approval of all the development but before transferring the code files on the client server. |

**NOTE:**

* Deliverable of second payment milestone will be
  + Business Documentation - Functional specification document (FSD) , Flow& use case diagrams
  + Database schema
  + Technical Milestones document
  + HTML Prototype (on staging server of Avion)
  + 10% (60 Hrs) of development as defined in analysis phase
* All amounts paid in terms of the above schedule shall be non-refundable.
* All programming milestones will be set mutually during the analysis phase.
* Any work on client server will be done against 100% prepayment of Phase 1.
* After completion of Phase 1 Client will let Avion know when to start with the phase 2.

## Phase 2

* **Total Time in Hrs** : - 383 hrs /or/ 353 Hrs
  + Analysis –46 Hrs
  + Design
    - If designs from Baseline Client – 35 Hrs
    - If designs by Avion – 65 Hrs
  + Development – 198 Hrs
  + QA – 42 Hrs
  + Project management – 32 Hrs
* **Total Cost :** $
* **Final Cost after discount :** $
* **Payment schedule**

|  |  |  |  |
| --- | --- | --- | --- |
| Milestone | Payment | Cost | Particulars |
| 1 | 33.33% |  | Advance payment for Phase 2 initiation and towards analysis and design of phase 2 |
| 2 | 33.33% |  | After 50 % completion of the project |
| 3 | 33.33% |  | 100% completion and approval of all the development but before transferring the code files on the client server. |

**NOTE:**

* All amounts paid in terms of the above schedule shall be non-refundable.
* All programming milestones will be set mutually during the analysis phase.
* Any work on client server will be done against 100% prepayment

# Scope of Work

## Development Technology

* PHP-Codeignitor
* Postgress database
* Javascripts
* HTML5

## Browser compatibility

* The site will be made compatible with the following browsers:
  + IE 8, 9 (IE 8 with limited support)
  + Firefox 4.0+
  + Chrome
  + Safari 5.0+
* Latest versions of the following mobile browsers (using the responsive design) – (only if responsive design is selected by the client)
  + Android browser
  + IPhone browser
  + Ipad browser
  + Blackberry browser
  + Opera Mobile 7.5

## Users

* **Visitors** – These are the general visitors of the site who are browsing through the public area of the site who either do not have an account on the site or have not logged –in yet.
* **Users** – are the registered users of the site who have a basic (Free) account on the site. These are the actual consumers on the site.
* **Prospects** – These are the potential business persons who have registered on the site as a business user but have not purchased any subscription plan. They might have claimed a business but not have paid for the listing prices.
* **Paid Members** – Are the business users who have a paid subscription for the listing. Either a basic or a premium subscription.
* **Sub-admin** – Are the users appointed by the client for managing some of the admin activities.
* **Sales Rep** – Are the executives from the business development team who can manage the leads from the CRM and can have limited access to member’s account for placing orders
* **Sales manager** – Is the Leader of the business development team and can control the leads for the reps and will have access to the reports.
* **Admin** – Is the super user (owner) of the site. He can control all the controllable aspects of site as mentioned in this scope of work.

## Website Basics

### Navigation

To be finalized

### Home Page

To be finalized

### Static Pages

#### Structure

* Content – static Information, managed by the admin from the back-end.
* Images managed by admin from the back-end.

#### Pages

* About us
* How It works
* Pricing
* FAQ
* Privacy policy
* Terms and conditions

\*List to be finalized

### Registration

* Base Registration
  + Users can register on the site by entering their basic information like
    - Username
    - Password
    - Zip
    - Email address
  + Users can also register on the site using
    - Facebook
    - Google
    - Yahoo
    - LinkedIn
    - Twitter
    - Windows Live

#### Users

* Users can enter their additional information or skip to access the site and add this information later
  + First Name | Last name
  + Phone
  + City
  + State
  + Country
  + Interested in
    - Offers
    - Gift cards
    - Restaurants
    - Services providers
    - Events
    - Etc.
  + Subscribe to news letter

#### Businesses

* Businesses can enter additional information or skip to access the site and add this information later
  + Contact Name
  + Contact Number
  + Preferable contact time
  + Where did you hear about us?

### Contact us

* There will be ‘Contact Form’ with the following fields:
* Name
* Email
* Reason: Dropdown list
  + Suggest a Company
  + Advertisement Request/Premium Listing
  + Broken Links
  + Incorrect information
  + Require assistance
  + General suggestion
  + complaint
* Detailed message
* CAPTCHA code integration
* After the successful submission of form, there will be a pop up saying” Thank you” message and admin will be notified through an email.
* The CMS will enable the site’s admin to add/edit/delete all the information on this page.

### Advertisement placeholders

#### Featured offers

* Special offers selected by the admin / sub-admin will be placed in these sections.
* These featured offers will be displayed in separate pages as well as on the search result pages to retain the users.

#### Banners / Column ads

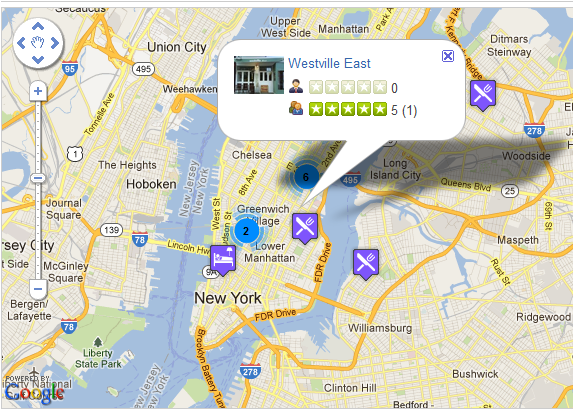
* There will be several ad spaces on the site controlled by the sub-admin / admin
* Each visibility and click will be tracked and presented in a report to sub-admin , admin , business owner

## Business Listings

### Search listings

#### Search by map

* user can browse the Google map for searching listings
* whatever area is shown in the map window, the businesses in that area will be shown by Pin Markers like



* listings of different category can be represented by different icons in the marker
* user can click on a marker to view the quick info like
  + Name
  + Category
  + Average Ratings
  + A link to view detailed entry
* Only the entries which are shown in the map will be shown in the search result list.
  + User can toggle this for keeping the entries in the search result list intact irrespective of the map location

#### Simple search

* Users will be able to search the listings by entering the keyword &/Or ZipCode
* System will search all the listings with the keywords in either of
  + Name
  + Description
  + Address
  + Reviews
* The search result will be sorted based on relevance to following order
  + Name
  + Description
  + Address
  + Reviews

#### Advanced search

* Users will be able perform an advanced search based on following fields

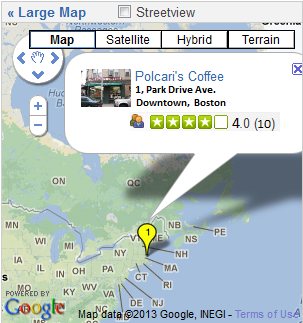
|  |  |
| --- | --- |
| * Zip Code | * Has Images (Check box) |
| * Country (text field) | * Has video (Check box) |
| * State (text field) | * Has additional Info (Check box) |
| * City (text field) | * Has offers (Check box) |
| * County (text field) | * Has Gift cards (Check box) |
| * Radius (10|30|50|100 miles) | * Minimum rating ( dropdown for 1 to 5) |

### Search Results

* The search result will show a list of listings with a brief listing details and a link to view more details



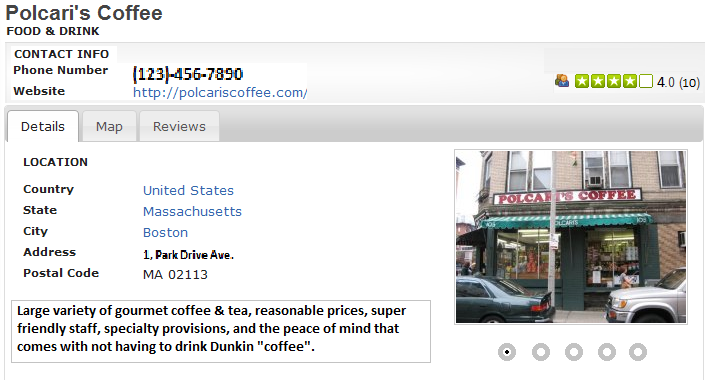
* User can select to view 5|10|20|30 entries per page
* User can move to next and previous pages
* All the search results shown will also be marked on the Google map



* Businesses with higher ratings will be displayed first
* The user member may choose to sort by distance
* Since only paid listings appear, all business will have a rating from 5 (highest) to 1 (lowest) or some indicator that this business has yet to be reviewed.

### Listing Details

* Listing details will show the detailed information available for the business.



* User can see following information for basic listings
  + Business Name
  + Address
  + Phone Numbers
  + Email
  + Website
  + Social Media Links
* User can see following additional details for premium listings
  + Specials / Coupons
    - Latest coupons
    - Past coupons
  + Picture Gallery
  + Video Feed
  + Document Vault
    - Downloadable documents
* User can check the map details as well as all the reviews posted by the users
* User can check the social media links for the business
* User can share the business with his friends / contacts on social networking sites.

### Reviews

* Users will be allowed to give ratings and leave reviews to the listings
* User will be presented with following form
  + Rating points for - 5 star rating | Not Applicable | Can’t Say
    - Value
    - Quality of service
    - Reliability
    - Professionalism
    - Expectation metric
    - Overall Grade
  + Will you use this member again? –Yes/No
  + Did you hire this company or only contact the company – Hire / Contact
  + Date of service –Date and time selector
  + Dollars spent
  + Headline for Review – Text box
  + Detailed review – Multiline Text area
  + CAPTCHA
  + Make it Private / Public
* Submitted reviews will be sent to both WOM and the member.
* The members will get an alert to publish immediately or delay the publishing of review.
* Members will have 1 day to respond to the review.
* Member can send his reply for the review
* If the member is okay with the review, he can select to publish it.
* If the member has a problem with the review, he can select to delay it.
  + Delaying the publishing will trigger an alert for the WOM sub-admin.
  + Sub-admin will follow-up with the user and member to decide whether to publish the review or not.
* The reviews will be available in the CRM system as well.

### Offers

#### Highlighted Offers

* The premium members can post some highlight offers by entering following details
  + Applicable from date
  + Applicable till date
  + Offer title
  + Offer image
  + Offer link ( for driving user to the main site for the offer)

#### Deeply Discounted Gift Cards

* The premium members can offer multiple gift cards by entering following details
  + Business type – auto filled based on the user account
  + Select card – (like Special $100 | Normal $100 |Special $50 | Normal $20 etc)
  + Consumer needs to pay – Prefilled - based on selected card
  + WOM’s Share – Prefilled - based on selected card
  + Applicable from date
  + Applicable till date
  + Offer title
  + Offer image
* Each gift card purchased will have a unique ID which the business can verify and redeem when user uses the card at the business location.
* To avoid losses, following rules can be turned on and off for each gift card separately
  + Purchases of cards will be limited to one time per business per user account to avoid losses to the business
  + Limit purchases to one time per specific time period (a quarter, a year, etc) per business per user account
  + Allow a set variable based on the businesses preference – for example, a business may offer a 50% discounted gift card one time only, but a 15% off gift card with unlimited usages
  + Allow for each gift card offered to have its own specific set of usage rules

### Adding a business listing

#### Addition by sales rep

* Sales reps can add a listing manually and mark it as available for claiming.
* They can create a member account for the listing and provide the username and password to the members so that members can come in and make the transactions to take their listing live.
* The sale will be marked for that sales rep once the member makes the first time payment.

#### Uploading data from other sources

* Admin / sub-admin / sales reps can update the business listings which they obtained from other sources.
* They will have to upload the information in a predefined format using a CSV / Excel file.

#### Request from business

* A business can register on the site as business and fill-up a form to add their listing by themselves if they are unable to locate their listing in the site.

### Registered users

#### Save Search

* Users can save their search parameters of the advanced search
* User can run the saved search to obtain fresh results

#### Favorites

* Users can mark businesses as their favorite
* Users can browse through their list of favorites and select to view the details

#### Badges

* Users can compete with other to earn badges for
  + Reviewer
    - Reputed Reviewer – for more than 10 accepted reviews
    - Expert Reviewer - for more than 50 accepted reviews
    - Critique – for more than 75 accepted reviews
    - Subject matter expert – for more than 50 accepted reviews for a particular category
  + Referrals
    - WOM’s Favorite – for successfully referring more than 5 businesses in a month / quarter
    - WOM’s Pal ­– for referring more than 10 businesses in a month / quarter
    - WOM’s BFF – for 20+ referrals businesses in a quarter.
* These badges can be associated with some perks so that the users will be interested in acquiring more badges

### Businesses account

#### Manage Subscriptions

The potentials will be able to claim a business and subscribe for the listing and become a member.

##### Claim a business

* Potential can browse through the listings just like a user browses / searches through the listings.
  + Just that these listings will not be live listings but will be the listings yet to be claimed.
* Potential can select a business and claim to be their business by entering
  + Business phone number
  + Business official address
  + Business official email address (if available)
  + Any additional information (like registration number etc)
* A request will be sent to the WOM sub-admin for this.
* The WOM sub admin will review the application and accept / reject the claim

##### Basic plan

* On approval on claim, the potential will need to make the payment for basic plan
* Potential can select to pay a monthly fee or a yearly subscription for a discounted price
* Both the rates will be decided by admin for following parameters
  + Business category
  + City

##### Premium plan

* Business can select a premium plant to avail additional features like
  + Featured offers
  + Gift cards
  + Photos and video for the listing

##### Featured ads

* Members can request for placing ads on the site
* A sales rep will approach them after this request is added to the CRM

##### Highlighted offer

* Members can manage their highlighted offer

##### Deeply Discounted Gift Cards

* Members can manage their deeply discounted cards and the rules associated with the card
* Members can add more cards to their account

#### Manage listing details

* Any member can have more than one listing on the site
  + For multiple branches / outlets of the business
  + Multiple businesses owned by parent company
* Member can edit the details of the business listing

#### Manage account details

* Member can manage the account details of the business account.

#### Redeem gift cards

* Members can enter the gift card number and check if the card number is valid or not.
* If it is valid, they can mark the card as redeemed.
* The businesses will not have access to these codes before the user provides it to the member at the business location.

#### View Advertise report

* Members can check the reports of their ads published on the site.

### Sub-admin

#### Add listings

* Sub admin can manually add a listing or batch upload using

#### View listings

* Sub admin can browse and view all the claimed or unclaimed listings

#### Listing claims

* Sub admin can check the listing claim and approve / reject it.

#### Examine disputed reviews

* Sub-admin can view the disputed (delayed) reviews posted by the users.
* Sub-admin can decide to either reject / “accept and publish” a review

#### Manage members

* Sub-admin can view the details of all the members on the site and their respective listings

#### Manage ad sections

* Sub-admin can add a new advertise for a an ad section on the site
* Sub-admin can set the start time – end time, priority for the advertise
  + Higher priority can be given to members paying more for advertises.

### Admin

* Apart from sub-admin controls, Admin can manage following parts
  + Manage rates for listings
  + Manage rates for the gift cards
  + Manage sub-admin
    - Add / delete / activate / deactivate / reset password / assign cities
  + Manage contact Us messages
  + Mange Static pages
  + Manage terms & policies

## CRM for Sales reps

### Sales Reps

* Sales reps can add / edit a lead details
* Reps will be able to accepts / reject a lead assigned to them
* Rep can create a new task for a lead with following information
  + Subject
  + Date
  + Time
  + Status
  + Priority
  + Description
* Reps can add notes to a lead for future reference.
* Reps can log a phone call
  + Inbound / outbound
  + Call time and date
  + Call duration
  + Related lead / opportunity / member
  + Notes for the call
  + Result of the call
  + Create follow-up task
* Reps can convert a lead to opportunity by adding additional related information
* Reps can convert an opportunity to Member once the potential has subscribed as a member
* Reps can view the listings and reviews of their members
* Reps can add the Credit card details for a member
  + Reps cannot view the credit card details which are already in the system

### Sales managers

* Managers can view the new leads
  + Potentials who have recently subscribed for basic subscription plan
    - Managers can assign the unassigned leads to sales reps
  + Members who have requested for advertising on the site
    - Managers can assign the unassigned leads to sales reps
  + Leads added by the reps
* Manger can check the potentials added / converted by the reps
* Managers can add new reps
* Managers can check the performance reports of the report
* Managers can view their local revenue / sales reports

### Admin

* Admin can view the performance reports for all the managers and reps
* Admin can add a new manager / rep
* Admin can block / delete a manager / rep
* Admin can view the global revenue / sales reports

## SEO Friendliness

* Avion will submit the site to Google webmaster & Yahoo while making it live
* Avion will add the Google analytics code once the site is live and the domain is pointed
* Avion will create and add the sitemap on the server once the site is live and the domain is pointed
* Avion will integrate up to 5 Meta tags if provided by client on the site.

# Location of development:

The development work will proceed in earnest with members at our development center in Pune, India.

# Assumptions:

We have made the following assumptions in preparing this plan:

* After signoff on the Functional Specification Document (“FSD”), any additional material changes to the project’s design and functionality will be charged. Any material change will be charged at the standard hourly rate of $. A material change is defined as a change, which requires rework of completed code due to client’s unresponsiveness/client’s changes to the original requirements that necessitates additional development time and consequential costs to Avion.
* Any additional requirements added during the analysis phase will be proportionately charged.
* Any third party images, logos, third party paid tools, software, licenses, third party support, databases, etc., if required for the site will be provided and paid for by the client. Avion will, if client requires, assist the client in selecting these images, third party tools, licenses, third party support, etc.
  + Avion will not be responsible for any 3rd party / open source scripts if used for development
  + Avion will inform the client about the source of the script and client can deny the use and suggest with a different one. Client will need to pay for the scripts if needed
* Client will identify a single point of contact for Avion Technology who will have executive oversight of the project and will provide all domain expertise required on this project.
* Client will provide Avion with the name(s) of Client’s proposed webhosting company. Whenever Avion can, it will research and notify the Client of any potential problems or conflicts with the hosting needs of the site versus services offered by the proposed hosting company. However, it will be client’s responsibility to ensure with the hosting company that the services offered by the hosting company are compatible with his site requirements.
* After receipt of all the outstanding payments, Avion Technology will transfer the site to the webhosting company of Client’s choice.

# Deliverables of the project

* Business Documentation - Functional specification document (FSD) , Flow& use case diagrams
* Technical documentation – Technical specification document (TSD)
* Code Files
* Design files - Photoshop files for approved mock-ups , HTML pages , CSS files, HTML slices

# Site Design iteration

* Design Content: The Client shall have final decision-making authority over the look and feel of the website and all functional and design elements including: structure, page layouts, colors, fonts, images, ads, and text, unless it is technically not feasible.
  + Avion will provide 3 options of wireframes for all the unique pages
  + Avion will provide 5 revisions to the selected Wireframes
  + Avion will provide 3 options of mock-up for all the unique pages
  + Avion will provide 5 revisions to the selected mock-ups

# After launch Maintenance

* Avion will perform 20 days for Phase 1 and 15 days for phase 2 of support & maintenance of the site after the site has been deployed on client server.
  + Avion will update and hold the access to the code files / database files / server during this period.
  + At any moment before the completion of this period, if client changes, or recovers the passwords, the maintenance period will be terminated
* Maximum of 20 Hrs for phase 1 and 15 Hrs for phase 2 of any maintenance / bug fixing time will be allocated for this period.
* The time will start once the Avion configures the blog to the live server.
* Client will need to report the bugs / problem during this time.
* After this period is over / completion of 20 & 15 hrs, client can purchase the maintenance packs provided by Avion additionally to get the work done.
* For this period of free maintenance, Avion will not transfer to client any access to code files as well as the database from the server to avoid any dispute
* The free maintenance period will start when Avion completes the code migration on client’s server
* Project will be considered as signed off automatically after 5 days of the completion of the maintenance period if client does not sign on the “project signoff document”
* Regarding back-up and recoveries:
  + Back-up Code: During warranty period, Avion will use the back-up taken immediately after the site is made live on the server or any time there is new release.
  + Back-up Database: (only if separate database server is used for the site) Any back-up available on the server from the server support will be replaced on the site with the help of server support team.
  + If client requires passwords or client changes the password then the warranty will be void.

# ROLES AND RESPONSIBILITIES

## Avion Technology

* To ‘work for hire’ basis under the instructions and supervision of the client but within the scope of the project.
* To appoint a Project Manager and deploy a team of professionals, as required, to undertake the activities related to the execution of the project.
* To make the Project Manager responsible for advising the Avion Technology team on possible approaches and Client requirements. To provide feedback to Client on business-technology overlap issues pertaining to the project, as well as to make him the last point of escalation in case of unresolved issues.
* To perform activities, as per the scope of the work, as defined or re-defined from time to time on the best effort basis.
* To send to Client daily/weekly status reports or a milestone based progress reports.
* To keep all information, source code, and details completely confidential and secure.
* To hand over all the source code of the project upon payment of the fees by the Client at any point in time of the project’s cycle.
* Upon receipt of the payment from the client, Avion shall not claim any copyrights to the paid work. The client alone shall have the copyrights to the paid work, i.e. the source code, the designs or any other paid work.
* Avion will perform 20 days for Phase 1 and 15 days for phase 2 of complimentary support after the site has been deployed on client server.

## Client

* To respond to queries raised by Avion Technology’s dedicated project team within one day of Avion Technology’s request in order for Avion Technology to meet the project deadline.
* Project will be placed on hold if no feedback is received from client for a period of 2 business days or greater unless prior intimation has been given.
* To give written approval/acceptance on Basecamp to each development milestone before starting the next development milestone. Client shall not unreasonably withhold approval/acceptance of any milestone.
* To make payments from time to time as agreed herein to Avion Technology.
* Client should address all the maintenance and maintenance related issues during the complimentary period of 20 days for Phase 1 and 15 days for phase 2. Maintenance or its related issues, if raised subsequent to the maintenance period, will be charged at the rate of $ per hour.
* Neither party shall be liable to the other for any special, indirect, incidental, consequential, punitive or exemplary damages that include, but does not limit, lost profit, although such party has knowledge of the possibility of such damages.
* This agreement shall supersede all earlier oral/written agreements or any other communications between the parties.

# Progress Reporting and Issue Resolution

* Project-related direct communication between client and designer/project manager/team leader will be via Yahoo messenger/ Skype/ Vonage, etc. and Client will be provided with IDs and contact details.
* Formal communication and project progress monitoring will be done through Basecamp.
* All issues will be logged and instantly communicated either by the Client or the Project manager on Basecamp. Any unresolved issues in excess of one working day will call for a direct communication between the client and the Project Manager, who will jointly work out an action plan for resolution and that, will be recorded.
* If the terms of this agreement are not adhered to by either party, the other party may give a notice of 8 days for making good the default. If the other party fails to comply with the notice, this agreement shall stand automatically terminated.

# JURISDICTION

This agreement and the pursuant engagement shall always be subject to the jurisdiction of state of Illinois.

# ACCEPTANCE OF PROPOSAL

Please sign in the space provided below and return a copy to acknowledge your acceptance of the above Avion Technology Software proposal.

Accepted By:

|  |  |  |
| --- | --- | --- |
|  |  |  |
| **Name**: Tom Knauss |  | **Name** : Vibha Tambe |
| **For:** Baseline21 |  | **From**: Avion Technology, Inc. |
| **Date :** |  | **Date :** |

# Appendix

Following is the bifurcation for Phase 1 & Phase 2

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| A = Analysis | D = Design | C = Coding | Q = QA | | | Phase 1 |  |  |  |  |  |
| M = Management | | Phase 2 |  |  |  |  |  |
| \* all estimates subject to confirmation in analysis phase | |  |  |  |  |  |  |
| **Ref to SOW** | **Functionality** | **Total Hrs** | **A** | **D** | **C** | **Q** | **M** |
|  | Technical Architecture Phase 1 | 30 | 10 |  | 10 | 5 | 5 |
|  | Technical Architecture Phase 2 |  | 5 |  | 5 |  |  |
| 2.3 | Users | 0 |  |  |  |  |  |
| 2.4 | Website Basics | 0 |  |  |  |  |  |
| 2.4.1 | Navigation | 0 |  |  |  |  |  |
| 2.4.2 | Home Page | 19 | 1 | 8 | 8 | 1 | 1 |
| 2.4.3 | Static Pages | 18 |  | 8 | 8 | 2 | 0 |
| 2.4.3.1 | Structure | 0 |  |  |  |  |  |
| 2.4.3.2 | Pages | 0 |  |  |  |  |  |
| 2.4.4 | Registration | 0 |  |  |  |  |  |
| 2.4.4.1 | Users | 11 | 1 | 4 | 4 | 1 | 1 |
| 2.4.4.2 | Businesses | 11 | 1 | 4 | 4 | 1 | 1 |
| 2.4.5 | Contact us | 4 |  | 2 | 2 |  |  |
| 2.4.6 | Advertisement placeholders | 0 |  |  |  |  |  |
| 2.4.6.1 | Featured offers | 21 | 5 | 4 | 8 | 2 | 2 |
| 2.4.6.2 | Banners / Column ads | 9 | 1 | 2 | 4 | 1 | 1 |
| 2.5 | Business Listings | 0 |  |  |  |  |  |
| 2.5.1 | Search listings | 0 |  |  |  |  |  |
| 2.5.1.1 | Search by map | 32 | 5 | 6 | 16 | 4 | 1 |
| 2.5.1.2 | Simple search | 9 | 2 | 1 | 4 | 1 | 1 |
| 2.5.1.3 | Advanced search | 15 | 2 | 2 | 8 | 2 | 1 |
| 2.5.2 | Search Results | 16 | 1 | 4 | 8 | 1 | 2 |
| 2.5.3 | Listing Details | 24 | 1 | 4 | 16 | 2 | 1 |
| 2.5.4 | Reviews | 49 | 5 | 4 | 30 | 5 | 5 |
| 2.5.5 | Offers | 0 |  |  |  |  |  |
| 2.5.5.1 | Highlighted Offers | 16 | 2 | 2 | 10 | 1 | 1 |
| 2.5.5.2 | Deeply Discounted Gift Cards | 28 | 2 | 4 | 16 | 4 | 2 |
| 2.5.6 | Adding a business listing | 0 |  |  |  |  |  |
| 2.5.6.1 | Addition by sales rep | 6 | 1 | 1 | 4 |  |  |
| 2.5.6.2 | Uploading data from other sources | 7 | 2 |  | 4 | 1 |  |
| 2.5.6.3 | Request from business | 7 | 1 | 1 | 4 | 1 |  |
| 2.5.7 | Registered users | 0 |  |  |  |  |  |
| 2.5.7.1 | Save Search | 19 | 2 | 2 | 12 | 2 | 1 |
| 2.5.7.2 | Favorites | 6 | 1 | 1 | 4 |  |  |
| 2.5.7.3 | Badges | 27 | 4 | 4 | 16 | 2 | 1 |
| 2.5.8 | Businesses account | 0 |  |  |  |  |  |
| 2.5.8.1 | Manage Subscriptions | 0 |  |  |  |  |  |
| 2.5.8.1.1 | Claim a business | 6 | 1 | 0 | 4 | 1 |  |
| 2.5.8.1.2 | Basic plan | 9 | 1 | 2 | 4 | 1 | 1 |
| 2.5.8.1.3 | Premium plan | 8 | 1 | 1 | 4 | 1 | 1 |
| 2.5.8.1.4 | Featured ads | 10 | 2 | 2 | 4 | 1 | 1 |
| 2.5.8.1.5 | Highlighted offer | 9 | 2 | 1 | 4 | 1 | 1 |
| 2.5.8.1.6 | Deeply Discounted Gift Cards | 24 | 4 | 2 | 12 | 4 | 2 |
| 2.5.8.2 | Manage listing details | 16 | 2 | 2 | 8 | 2 | 2 |
| 2.5.8.3 | Manage account details | 9 | 2 | 1 | 4 | 1 | 1 |
| 2.5.8.4 | Redeem gift cards | 16 | 2 | 2 | 8 | 2 | 2 |
| 2.5.8.5 | View Advertise report | 16 | 2 | 2 | 8 | 2 | 2 |
| 2.5.9 | Sub-admin | 0 |  |  |  |  |  |
| 2.5.9.1 | Add listings | 6 |  |  | 4 | 1 | 1 |
| 2.5.9.2 | View listings | 7 | 1 | 1 | 4 | 1 |  |
| 2.5.9.3 | Listing claims | 15 | 2 | 2 | 8 | 2 | 1 |
| 2.5.9.4 | Examine disputed reviews | 16 | 2 | 2 | 8 | 2 | 2 |
| 2.5.9.5 | Manage members | 8 | 1 | 2 | 4 | 1 |  |
| 2.5.9.6 | Manage ad sections | 15 | 2 | 2 | 8 | 2 | 1 |
| 2.5.10 | Site Admin phase 1 | 33 | 30 |  |  |  | 3 |
|  | Deployment Phase 1 | 22 | 2 |  | 8 | 8 | 4 |
|  | Site Admin phase 2 | 12 | 10 |  |  |  | 2 |
| 2.6 | CRM for Sales reps | 0 |  |  |  |  |  |
| 2.6.1 | Sales Reps | 94 | 8 | 10 | 60 | 8 | 8 |
| 2.6.2 | Sales managers | 92 | 8 | 8 | 60 | 8 | 8 |
| 2.6.3 | CRM Admin | 49 | 4 | 8 | 25 | 8 | 4 |
|  | Deployment Phase 2 | 22 | 2 |  | 8 | 8 | 4 |