
Proposal: Kappa Sigma Mu Society Website

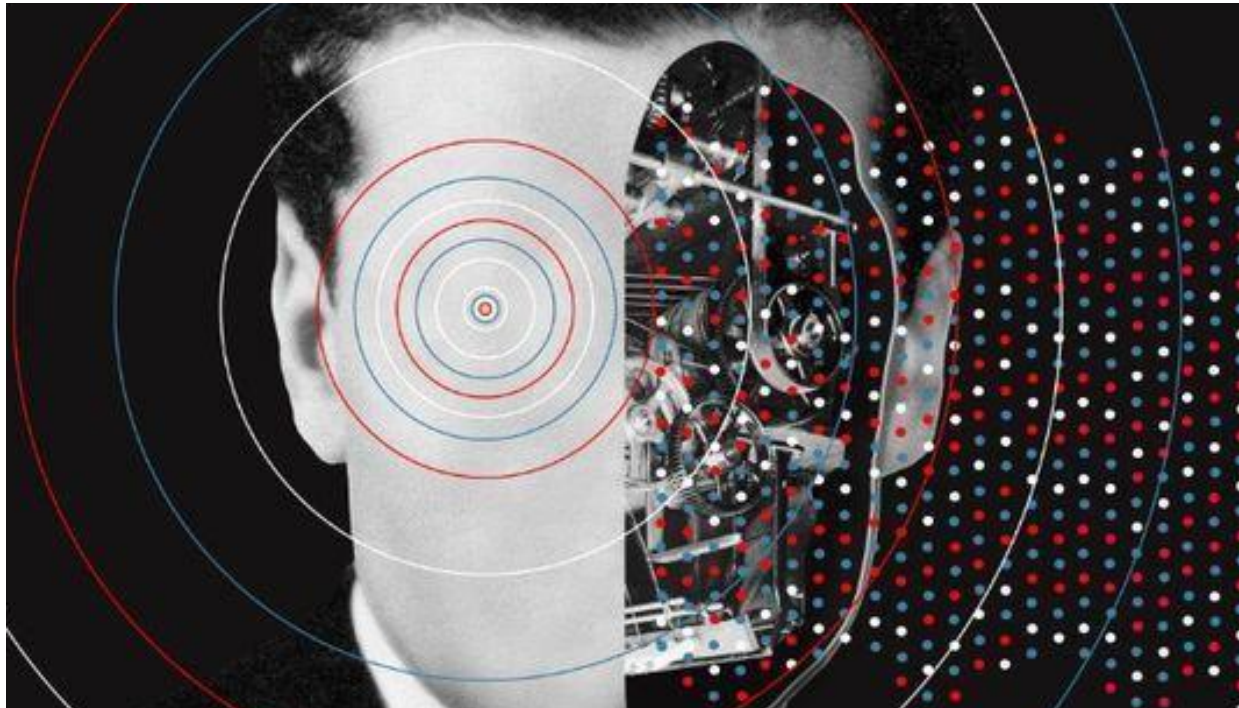
Proponent: [Kusama Address]: LAURO 🕊️ (jN5)

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Date: March 2021

Requested KSM: 87500 USD (conversion rate to KSM proposed on payment conditions)

Short description: Delivery of milestones 2 and 3 for [motion #186](#): brand development and website development.



Context of the proposal

In March 2021, the Kusama Society (Kappa Sigma Mu Society) completed its first cycle of associations with 150 members admitted worldwide. KSM is a membership club using the Substrate Society pallet. It aims to make Kusama and its functionalities known to non-technical users, raise awareness on new forms of organization and identify the link between the onchain and offchain worlds. New Society candidates are judged on their ability to provide proof-of-ink to existing members.

The development of the Society was planned and approved back in mid-2020. We talked to Raul, one of the original proponents, to understand what still needs to be done. The narrative is done (first milestone) and the brand is a work in progress (second milestone), but website development has not yet started (see the original proposal [here](#)).

In this context, we propose a roadmap to address brand development, marketing strategy and website development, assembling a team to work on them.

Proponents background and motivations

We are a team of Polkadot ambassadors from Brazil, with experience in software development, social media marketing, and UI/UX design. We are also active members in our local communities, promoting new technologies and debating their implications. We also identify ourselves with cyberpunk and post-humanist philosophies.

By proposing this project we expect to have the opportunity to experience in a real project the use of technologies to interact with web 3.0 APIs. We see this as a joint venture opportunity for the Brazilian ambassadors to work together, know each other better and strengthen our team. This also gives the opportunity for other members from the portuguese or global community to join us, with Society members having priority, strengthening our connections.

Proponents

- Lauro Neto (Head of Portuguese ambassadors): <https://www.linkedin.com/in/laurogripa>;
- Alan Rafael Fachini (Ambassador candidate): <https://www.linkedin.com/in/fachini>;
- Eduardo Cardoso (Ambassador): <https://www.linkedin.com/in/eduardo-cardoso-perfil>.

Proposal objectives

We're proposing a work roadmap to finish the branding, elaborate a marketing strategy and develop the society web portal with information about the society.

The main objectives are:

- Deliver a new brand and assets to be used in future communications and products;
- Deliver a marketing strategy to communicate about the Society aiming to attract attention from communities interested in the project, with special focus on art collectives, musicians, designers, communications professionals and developers;
- Deliver a web portal with information about the Society, including all information on the rules to join, current members with proof-of-ink, narrative and visual aid behind the program, funded projects and ongoing ones;
- Make Kusama Network and its features known and used by more non-technical users.

Milestones and deliverables

The scope of this proposal covers original milestones 2 and 3 from the [initial plan for the development of the Society](#). The execution will follow the roadmap that follows:

[M2] Branding and pre-production (2 month)

In the first month we will identify the stakeholders, establish communication feedback loops. We will work in collaboration with Ignasi Alberó to deliver the Society brand.

Deliverables

1. Detailed work plan for the next months containing*:
 - a. Project Vision document with work plan;
 - b. Definition of tools needed – e.g. CMS.

* The Vision document and work plan will be elaborated and validated based on meetings with Raul and Jam. We expect these events:

- Interview meeting with Raul and Jam;
- Presentation of the draft proposal;
- Final presentation.

Duration: 30 days (immediate start)

2. Assets pack with 96 variations of the Canary image: 4 textures variations x 12 views from the Canary = 48 hexadecimal variations for red and 48 for green in 4K PNG format (transparent background); 4 3D vignettes (up to 5 seconds long) in final (MP4 Full HD 1920 x 1080) and open files (OBJ, FBX and BLENDER).

Duration: 15 days (immediate start)

3. Brand and Character (the Canary) application manual with final brand and derived artifacts design containing usage specifications for various printed and digital media such as pantone, CMYK, RGB, grayscale, monotone black and monotone white. Output files in final art format for all these variations in: JPG, PNG, AI and SVG formats. This material will also include usage patterns for social networks (headers), swags, gifts, ads, in addition to others that are necessary throughout the process of making the Manual itself.

Duration: 15 days (start after item 2)

4. Guides for website development and future products:
 - a. Navigation diagram (PDF);

- b. Wireframe for home and anchor pages (PDF);
- c. Final art for home and anchor pages (PSD and PNG 72 DPI).
- d. Final Art for Object library (Design System elements) (PSD and PNG 72 DPI).

Duration: 30 days (start after item 3)

Estimated dedication and cost

Alan Rafael Fachini.....	50 hours
Eduardo Cardoso.....	50 hours
Lauro Gripa Neto.....	50 hours
Brand Designer.....	50 hours
Art Director.....	100 hours
3D Designer.....	30 hours
Total.....	330 hours

[M3] Website V1.0 (approximately 4 months, starts after M2)

Develop an initial version of the website for the Society, attracting new members into the Society and growing the collective, spreading the word about Kusama and its core mechanisms as an example of third generation blockchain.

Deliverables

1. Design system to guide the website development and future products:
 - a. Functional prototype;
 - b. Component library;
 - c. Detailed user stories to be implemented in the web portal.
2. Website development:
 - a. About the Society;
 - b. Society Rules;
 - c. Getting started Kusama;
 - d. How to join;
 - e. Design samples for tattoos;
 - f. Other relevant sections.
3. Website admin: CMS where authorized society members can access to edit content;
4. Web3 Integrations:

- a. List members:
 - i. Payouts;
 - ii. Strikes;
 - iii. Founder;
 - iv. Society Head;
 - v. Suspended members and candidates.
 - b. Current rounds:
 - i. Defender;
 - ii. Submit bids;
 - iii. Notify selected candidates and skeptics;
 - iv. List of current round candidates and skeptics;
 - v. Candidate select design from samples generated from the head;
 - vi. Candidate submit Proof-of-Ink;
 - vii. Members submit votes.
5. Final report.

All code related to the website, will be self-contained in a Docker image and written in JavaScript (Node.js) with React.js components in the front-end when needed. The project will be developed in a GitHub organization dedicated to the society, containing repositories with continuous integration, and if possible, continuous delivery configured.

Estimated dedication and cost

Eduardo Cardoso (Product and Marketing Strategist)	20 hours x 4 months
Alan Rafael Fachini (PM/Developer).....	60 hours x 4 months
Lauro Gripa Neto (Tech Lead/Developer)	60 hours x 4 months
Web Developer.....	60 hours x 4 months
UI/UX Designer.....	60 hours x 2 months
Total.....	920 hours

Project Management

During the term of this proposal, the project will be managed in a GitHub Project. The team will, together with Raul and Jam:

- Prioritize and refine the backlog of user stories;
- Coordinate retrospectives and weekly meetings;
- Biweekly sessions of feedback;

- Monthly status report.

Payment conditions

- Proposed hour rate: \$ 70.00/hour;
- KSM/Dollar rate: EMA(3)@1day¹;
- Volatility premium: 2%
- Formula: $(\text{hours} * \text{hour_rate} * \text{volatility_premium}) / \text{EMA}(3)@1\text{day}$

EXAMPLE

Considering EMA(3)@1day KSM/Dollar rate \$400,00 as an example:

- Around 58.9 KSM should be allocated for the development of the Society brand and in collaboration with Ignasi Alberó, as defined on the 2nd milestone:
 - $(330 \text{ hours} * \$70,00 * 1.02) / \$400,00 \approx 58.905 \text{ KSM}$
- Around 164.22 KSM should be allocated for the development of the Society website, as defined on the 3rd milestone:
 - $(920 \text{ hours} * \$70,00 * 1.02) / \$400,00 \approx 164.22 \text{ KSM}$

- Payments should be divided as:
 - M2 in the beginning of the work;
 - M3 when M2 is delivered and validated.
 - P.S.: The MA(3)@1day with \$400 used above is an example, its value should be calculated at the moment of the payment

Additional expenses

The items listed below are outside the scope of this proposal and should be provided:

- Domains purchase;
- Hosting purchase or subscriptions;
- CI/CD and any code quality tool subscription;

¹ Based on the payment conditions of <https://polkadot.polkasassembly.io/motion/68>. Adapted the time period from 30 to 3 and the volatility premium from 10% to 2% considering the funds are already available.

- Monitoring the application server infrastructure in the production environment, as well as maintaining operating systems, database updates, installing and configuring server monitoring tools and supporting the operation of the application;
- Translation costs for different languages;
- Production costs for promotional materials and physical gifts, printing costs, advertising costs in any form of paid media and curatorship.

These and other similar resources that become necessary during this installment will be budgeted separately and will only be executed after the approvals and executions of the necessary financial transfers.