Project: Viral Onboarding / Pre-launch Onboarding / Viral Inviter

Development of a server-based web application that provides a marketing, sharing, sign-up, and "share-tracking" dashboard experience. The web application will feature reward "coupons" that are displayed in the dashboard and can also be shared. Also featured is a user's "CRED" – a numeric point value that is displayed and can be added to via interactions.

The application will allow users to view a video, then enter a code to share the video via social media and email, sign-up, track subsequent views, and provide a way for users to view their statistics, coupons, and CRED status. Share views and sign-ups must be stored in the database in a recursive hierarchy tree structure to track infinite levels deep in a performant way.

The user experience should be extremely "low-friction" with each step of the interactions being simple and obvious.

A viewer's first "sharing" (and creation of invitation code) should create an unfilled user record that is referenced by subsequent views. When a viewer performs a "create user" interaction by entering their details or associating the login with a Google or Facebook account, the user record will be updated and officially "created".

Finally, there will be a method to share the coupons earned.

The design and user experience will need to be iterated on and will likely evolve during development.

UI mock-ups will be provided.

Project Aspects:

- "Invitation Code" to access video/page
    - Code entry via html element
    - Code entry via query string
- Video player (Vimeo)
    - On view start
        - a view record should be created in the database that has a reference to the original sending user (via the invitation code)
        - the sending user's "Pending CRED" should be incremented by 1 (if there are less than 5 views under the user), otherwise the user's CRED column should be directly incremented by 1
        - if this is the sending user's first downstream view
            - a coupon will be presented in their dashboard ($20 value) (see below)

            - they should be sent a notification email (if they've entered their email)
        - if this is the sending user's third view
            - a second coupon ($100) will be presented in the dashboard
            - they should be sent a notification email (if they've entered their email)
        - if this is the sending user's fifth view, their "Pending CRED" should be added to their CRED, and the Pending CRED should be zeroed.
        - the system should recurse up the sending user's parent reference, incrementing each user's CRED by 1
    - End of video detection - show call-to-action: "share"
- Share functionality
    - Sharing dialog
        - Share via Facebook Messenger
        - Share on Facebook Wall
        - Send as Email
        - Send URL (copy to clipboard on click)
    - On a user's first action to share
        - A user record should be created (an "un-filled" user without name and authentication details)
        - An invitation code should be generated for the user record
            - should be 6 character long
            - number displayed like 6H2 TK9
            - should not use the following characters: B8 1Li 5S 0O UV
- User "creation"
    - System should suggest that the viewer create a user account after sharing
    - User should only need to enter a name and email address or mobile phone number (and password?) – or associate with a Google or Facebook account
    - User will receive welcome email with a login URL (with a login token in the query string)
- Dashboard
    - A logged-in user should see a simple dashboard on any page on the site/domain
    - The dashboard should contain statistics such as:
        - the number of views
        - the number of shares sent by viewers (all second-level and beyond, combined)

        - user's current CRED
        - A visual representation of "coupons"
            - $20 coupon (if at least one share has been performed)
            - $100 coupon (if at least three shares have been performed)
                - There will be functionality to share this coupon specifically (similar to the video share dialog)
                - This coupon will need a unique "coupon code"
    - Button to share the video with additional people (identical to the video player's share functionality)

Technology:

- Server-side language and framework – Linux/Unix compatible (PHP, Java, etc.)
- JavaScript/Typescript
- PostgreSQL database
- Social Media integration
- Email sending

Database Tables:

users

Id	int
ParentUserId	int (nullable)
Name	varchar (nullable)
SessionUuid	uuid
EmailAddress	varchar (nullable)
MobilePhone	varchar (nullable)
LoginToken	varchar
[social media tokens]	…
Cred	int
PendingCred	int
InvitationCode	varchar

views

Id	int
FromUserId	int
ViewDate	timestamptz
SessionUuid	uuid
UserId	int (nullable)
IpAddress	cidr

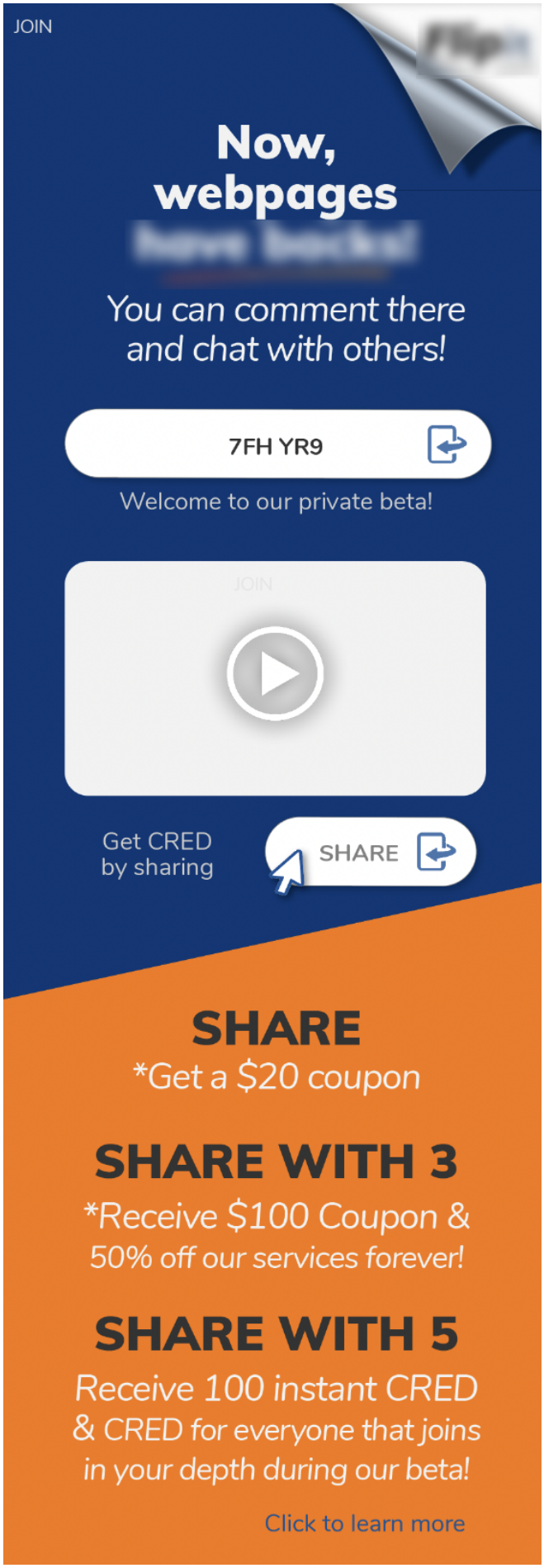
coupons

Id	int
FromUserId	int (nullable)
FromSessionUuid	uuid (nullable)
Code	varchar
Created	timestamptz

Other Considerations:

- The code should be well-commented and built using standard methods
- Even though the CRED values are cumulatively added as view events occur, the database data should be complete enough that the CRED could be re-calculated from the view history data at any time
- The UI should be responsive and mobile-friendly

Sample image below…


JOIN
Now,
webpages
You can comment there
and chat with others!
7FH YR9
Welcome to our private beta!
JOIN
Get CRED
by sharing
SHARE
SHARE
*Get a $20 coupon
SHARE WITH 3
*Receive $100 Coupon &
50% off our services forever!
SHARE WITH 5
Receive 100 instant CRED
& CRED for everyone that joins
in your depth during our beta!
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