WeYAP Indonesia
Scope of Work

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I) What is WeYAP?

A user-review directory platform that provides an easy and social way to rate, review and share local lifestyle businesses in Indonesia.

II) Key Features of YAP ID:

1. Rating and reviewing made easy

   1a. Ratings

   When logged in, users can give a general rating (1 through 5 stars). Then based on the categories, they can give more detailed ratings (if it's a restaurant they are reviewing then other ratings would include Food, Service and Ambiance).

   1b. Reviews

   Reviews will comprise of a few core fields:

   - A title of the review
   - Write-up of the user's experience with the business.
   - A general rating out of 5 Amount spent per person

   Then there will be "optional" fields users can add to their reviews. They are:

   - A rating (out of 5) for services as they relate to each category (not that these will be different based on categories)
   - "Good For" features (again, will differ based on categories)

   Rating scores that are attached to reviews will have a fundamental effect on the business listing on the website. Rating scores will be averaged, to give businesses a 'score' based on all reviews. This may subsequently affect where the business is displayed on the website and/or may also affect the sorting of search results if users wish to see best ratings before lowest ratings.

   1c. Lists
   - When logged in, users will have the ability to create lists with the topic of their choice. Example: http://www.YAPhk.com/latest-lists.html#search_results
   - Users will be able to go back and edit those lists at any time

1d. Uploading of photos/videos - when contributing a rating, review, list or business, users will have the ability to either upload their own photo or video OR select a photo from our integration with the Instagram API.

2. Search made easy - the ability for YAPPERS to search effectively and efficiently will be key therefore our search functionality will need to created such that it's accurate and easy to use.

    2a. Geo-location – users can either type in their preferred location or "detect location" to bring up relevant search results

3. Community - a core component of the WeYAP platform will be the ability to create a passionate and active community. Components to include:

    3a. Facebook integration (to invite friends and to see which of your Facebook friends are already on WeYAP)

    3b. "Gamification" of the platform
           - Points and status: All YAPPERS start out as a Beginner YAPPER. Then based on the number of reviews and lists they write, as well as the number of times they comment/like/share someone else's review, will help them as they move up the YAPPER levels as it relates to status and points.

    The different status levels are:

    - Beginner
    - Intermediate
    - Advanced
    - Pro

    Specific ways to earn points:
    1) Watch the tutorial – 5 points
    2) Write a review – 10 points
    3) Create a "List" – 15 points
    4) Like/Share a review -5 points
    5) Rate a business- 5 points
    6) Refer a friend – 10 points

    3b. Leaderboard – a leaderboard will be created such that YAPPERS can keep track of their own status and how they stack up on a real-time basis

    Why would one want to work their way up the ladder? Become a PRO-YAPPER and become THE go to person amongst your friends and the greater

community. Besides bragging rights, they'll get "Pro Yapper" badge next to their profile name AND the opportunity to attend exclusive events and meet other Pro Yappers, as well as discounts/gift cards for surrounding local businesses.

3c. WeYAP profile pages – upon registration, users will have a profile page automatically generated. In addition:

- Brief bios: users will have the option of adding additional information to their profile page, which tells other YAPPERS a little more about themselves.
- Reviews and "Lists" written – on their profile page is where one will be able to see any and all reviews and "lists" this YAPPER has written.
- Followers/Following – one can see which other people a particular YAPPER is following and vice versa (people that particular YAPPER is following). This is similar to the Instagram following/followers functionality.
- Wishlist – users can add businesses they'd like to visit to their "Wishlist" along with notes

3d. Notification centre - Similar to Facebook, when a YAPPER logs-in to YAP, they'll be notified of the following (very similar to that notification center being used on Facebook and Instagram)

- If someone new is following them
- Someone commented/like a review they wrote
- A YAPPER they follow contributed new content (list or review)
- A YAPPER they follow liked/rated someone else's review

4. Useful business database – WeYAP will not only include basic business information such as name, address and phone but also helpful and relevant info as it relates to key features of the businesses.

4a. Core business information

All businesses listed on YAP will share a set of common fields, the very basics for any business listing, for example, a name, an address, a phone number (exact fields will be defined in the next phase). Beyond the core model, different types of businesses require different sets of attributes to be accurately reflected online. For example, a restaurant needs an attribute called 'cuisine', whilst a shoe shop does not.

4b. Attribute sets

All businesses will be categorized into one 'type' of business. Leading from this categorization, they will receive extended attribute fields that can be entered into the database. Using the example above for restaurants vs shoe shops, restaurants will contain all core 'business' fields as well as a defined attribute set that all other restaurants will also share. Many of these fields will not be shared with shoe shops, and vice versa. For examples, please see YAPHK.com

Subjective fields will not be present in any attribute sets - fields such as rating, likes/dislike will be purely user generated. Required fields can also be set, that will be used to define a minimum requirement for posting of businesses to YAP. Quality of information is key; therefore a minimum number of fields should be required for all uploads, balanced against ease of upload for the end user.

5. Business ownership

Users may make claim to ownership of businesses listed on YAP. This will be designed to allow business owners to update/edit their business profile page as it relates to basic information (address, telephone, website, etc.). Then if an owner subscribes to YAP, they will be able to respond as business owners to other users making reviews on the business, upload their own photos to their profile page (similar to Trip Advisor), add a brief bio about the company, and promote any offers/promotions.

Claiming ownership will be a case-by-case manual procedure, whereby users will apply via the website and wait for confirmation by YAP administrators who can verify ownership offline (e.g. by receipt of an email from the business email address, or by receipt of a copy of the business registration.)

6. Critics reviews

YAP will not only feature user reviews but will also become an aggregator of reviews, as it will show reviews from local critics as well. Critics to include:

- Harper's Bazaar Indonesia
- Prestige
- Tatler
- Honeycombers
- Food Bloggers?

7. Others

7a. Advertisement Management System

As part of the business model, WeYAP will serve banners as a means to generate revenue. Currently YAPHK uses OpenX which is a free, open source application.

7b. Business Management System

When a business signs up for the monthly subscription service, they will be able to maintain their profile page more seamlessly. For example, from this dashboard, they will be able make updates as they relate to:

Main Features-

    a. Main Photo (for branding)
    b. Brand logo
    c. Business information
    d. Brief marketing/bio summary
    e. Promote coupons/promos
    f. Respond to users' reviews
    g. Track new reviews/ratings

7c. Sitemap on the site to allow for SEO

7d. WeYAP widget for other sites- similar to the Tripadvisor widget we assessed yesterday, I'd like to create something similar for We YAP such that local businesses can include reviews of their business (from We YAP) on their websites.