Contents

[Vision: 2](#_gjdgxs)

[Deliverable: 3](#_1fob9te)

[Page 1 – Landing Page (Home Page) - Feb 4](#_3znysh7)

[Page 2 – Demosite Landing Page (Sell/ Buy Through Negotiations) – March 4](#_2et92p0)

[Page 3- Register/ Login (Seller) – Feb 5](#_tyjcwt)

[Page 4 – How It Works? – Feb/Mar 6](#_3dy6vkm)

[Page 5 – Integrate with Us – Feb/Mar 6](#_1t3h5sf)

[Page 6 – Contact Us - Feb 6](#_4d34og8)

[Page 7 – Provide your needs (Buyers) - Mar 6](#_2s8eyo1)

[Page 8 - Needs from Buyers - Mar 6](#_17dp8vu)

[Page 9 – Product Catalog (Feb) 7](#_3rdcrjn)

[Page 10 – Product Details Page (Feb) 7](#_26in1rg)

[JavaScript/ Button Integration (in Demosite) - Feb 7](#_lnxbz9)

[Page 11 – Seller’s Dashboard (Feb) 8](#_35nkun2)

[Page 11a – Upload a Product in Demosite (Feb) 8](#_1ksv4uv)

[Page 11b – Upload a Deal or Deals to RN (Feb) 8](#_44sinio)

[Deal Intelligence (Feb) 9](#_2jxsxqh)

[Market Data for a given product (Feb) 9](#_z337ya)

[Customer Demographics (Feb) 9](#_3j2qqm3)

[Page 11c – Manage My Deals (Feb) 9](#_1y810tw)

[Page 11d – Deal Progress/ Summary (Feb) 9](#_4i7ojhp)

[Show Buyer’s Negotiation Behavior (Feb) 9](#_2xcytpi)

[Page 11e – Set Negotiation Parameters/Rules (Feb) 10](#_1ci93xb)

[Page 11f - Subscribe/ Get Plugin (Apr) 10](#_3whwml4)

[Page 11g – Business Analytics / Report (Feb) 10](#_2bn6wsx)

[Page 12 – Review/ Feedback System (Apr) 10](#_qsh70q)

[Page 13 – Seller Specific Catalog (May) 11](#_3as4poj)

[Page 14 CMS / Admin Console (Apr) 12](#_1pxezwc)

[Page 15 Negotiation Vs. Fixed Price – Profit & Rewards (Mar) 12](#_49x2ik5)

# Vision:

This website will be developed in parallel to our current small website (rotating cube) and will take over main site when we have core things (UI/UX, SEO, Demo Features, etc.) taken care of. I have developed this site (similar pages) 6 times before and hence I know what we want. **However, every time UI/UX have failed me so I want to make sure we do the best UI/ UX for this site this time. Don’t want to keep doing same site again and again.**

Vision behind this website (currently call it my.robonegotiator.com or market.robonegotiator.com) has following objectives.

* Homepage explains clearly about RoboNegotiator (35% focus), Actions for Sellers (45% real estate/focus), Actions for Buyers (10%) and Demosite (10%)
* About RoboNegotiator aspects will cover:
  + What is it?
  + How it works?
  + Why RoboNegotiator?
  + About Us/ Company
  + Contact Us
  + Image/ Sliders whatever makes sense.
  + FAQ
* Sellers Actions will cover following aspects (Seller’s Portal)
  + Sellers would know they have two choices –
    1. **Get PlugIn from RoboNegotiator and intall/ manage site**
       - **We will also mention that they can have RN Provided website** - Get a specially built website around negotiations – sponsored by us. We will provide domain for a year,Wordpress/ WooCommerce based site, Product Catalog, CMS and hosting for a year to try us.
       - **Their main site with integrated** **RN** - They can integrate RoboNegotiator through plug ins in their own website/app and

They upload products to sell through negotiations in a special website – we sponsor – external website for a seller they can link to or market. We would have dealer centric catalog/pages there which they can link in their own main websites

* + 1. **Demosite** – they can check/ play = We have a demosite for them to play with our features. This will not be a real marketplace though as much as it may look like.
  + Sign-up/Login will get them to their dashboard where they can perform subsequent actions for three paths listed above:
    - Demosite:
      * Upload Product – Goes to RoboNegotiator as well as to demosite product catalog with image, listed price, etc.
    - For our plugin based sites:
      * Upload a Deal – For their RN provided websites or their own websites.
      * Upload products through BULK deal upload.
      * Manage Deals - For their deals uploaded in RN provided sites or for their products uploaded in dummy demosite - See all details on the deals
  + One link could be “**Negotiation Vs. Fixed Price - Calculator**” – I will explain math/formulas separately.
* Buyers Actions will cover following aspects
  + Buyers can browse through product catalog and negotiate with sellers
  + Buyers can upload details of products, site, their lowest offers they would buy at so we can find deal and negotiate for them (free service)
* Demosite aspects will quickly show that we have various product catalogs (various sites) where products from many sellers can be bought/sold through negotiation. It will also act as demo for my sales/marketing team. We may put a directory of all websites/ clients who use our plugins (real world websites too).

These pages will integrate our REST APIs so it will be proof of concepts for those sellers who want to see what they can do with our REST APIs. Similarly, demosite will integrate our universal plugin/ JavaScript so we can also demonstrate that. We have Swagger documentation for all APIs.

This site will also enable anyone to subscribe to our services, get plugin (get API key), get installer (or instructions)

In general, this site will show case our service and demo following features clearly with great UI/UX

* Seller’s signup/sign in
* Seller’s Dashboard
* Look at Marketdata and past historical data for the products sellers are uploading deals on
* Upload Deal (single item and bulk CSV based upload)
* Setup Negotiation Parameters/Rules for a given product
* Product Catalog (and Seller specific Catalog when we implement that).
* Product Details Page where JavaScript is integrated.
* Deal Summary/ Progress
* Negotiation Forecasting/ Prediction

# Deliverable:

1. Working/ Professional Quality Code on Hosting Site Market.RoboNegotiator.com for now. Also pointed to same directory through My.RoboNegotiator.com
2. Version Control/ Source Code Repository in BitBucket – Change Management – Package code, DB Schema, Database as needed.
3. Live Negotiation Script/ Plugin/ JavaScript – Portable for many sites
4. We will create Demo videos (professional from relevant pages/ sections) so we can kick off demo/ sales activities now.
5. I have provided details below. Some pages are needed in Feb and remaining can come in Mar and April (sooner the better)
6. Well documented, Tested Code/ Deployments every 15 days after Feb 29.
7. New premium skin/ UI/ Graphics for all pages and responsive to all form factors.
8. SEO, Metadata tags and all ready. I will hire professional marketeer to write web copy around the vision needs.

# Page 1 – Landing Page (Home Page) - Feb

Header Menus

About I am a Buyer I am a Seller Contact Us FAQ

How does it work? How does it work?   
 Integrate With Us   
 Product Catalog Needs from Buyers  
 Register/ Login Register/ Login

Slider showing following message and buttons

**Online Buyers,**

**Whether you are buying cars, appliances, electronics of expensive products online, we would love to find a cheaper deal and/or negotiate for you for FREE.**

**Provide your needs**

**Some partner/ demo sites where Negotiation takes place**

**Online Sellers,**

**We have Cost Conscious Buyers, Negotiation Software, Sales Automation and Data Analytics Tools for your businesses.**

We want you to be comfortable trying a new way to attract your customers. We would provide you a special eCommerce site, help you productize your vision so you can have a new eCommerce store and we will also provide you all plugins as well as REST API support so you can offer this to your own website/apps.

**Does Negotiation Make Sense? Calculator Register/ Login  
Why RoboNegotiator DemoSite**

**See vision to see what else should be here.**

# Page 2 – Demosite Landing Page (Sell/ Buy Through Negotiations) – March

**We will have all ingredients ready in Feb but landing page for demosite (parent page) can come in March.**

**We will start with following categories. We can add more in future through Admin URL and automatically website will have those categories to search from.**

* **Automobiles**
* **Investor Funding**
* **Industrial/Wholesalers**
* **Miscellaneous**

Get idea from <https://www.dbs.com.sg/personal/marketplace/>

But use better fonts, images, icons, colors than this Singaporean site. When we upload a product in category#1, category on top gets activated. I didn’t like their graphics/ fonts/ colors and icons so we need to have much better. Only IDEA should be used from here.

Better GUI/ Better Buttons/ Icons but idea for Car demosite can come from <https://www.dbs.com.sg/personal/marketplace/car/> -- I didn’t like their graphics/ fonts/ colors and icons so we need to have much better. Only IDEA should be used from here.

Hovering Action – As cursor goes from Buyer Side to RoboNegotiator Logo to Seller side appropriate section pops up with additional options/ submenus/ buttons/ icons (better graphics than shown above).

A screenshot of a cell phone

Description automatically generated

Bottom of this page will be “Why RoboNegotiator” content with text/ image / 6 bullet points as we have now. I will provide more input on this later.

Footer with address, social media links, phone #, email address, privacy policy, etc links as we have now on [www.RoboNegotiator.com](http://www.robonegotiator.com)

<https://www.dbs.com.sg/personal/marketplace/car/buy>

# Page 3- Register/ Login (Seller) – Feb

Add better UX/UI. A Text Box for us to instruct seller what to expect and to describe signup/signing steps.

Seller can choose negotiation mode but for now we will only support “automatic/live negotiation” mode. Classic will be shown but it will be disabled. We will enable it in future

Text Box – showing their options depending on what options they are going for.

# Page 4 – How It Works? – Feb/Mar

Seller side & Buyer Side Steps

Better UI/UX than what we have now

# Page 5 – Integrate with Us – Feb/Mar

Better UI/UX than what we have now

# Page 6 – Contact Us - Feb

Better UI/UX than what we have now

# Page 7 – Provide your needs (Buyers) - Mar

Purpose of this page is to get buyer’s needs where they want us to find deals for them or do negotiations for certain products for them. Buyer will provide following information at minimum:

Their name, email address, preferably phone#,   
Category of the product they want to buy.

Product they want to buy, URL for a site where they found the cheapest (or URL where they found the exact same product), Qauntity they want to buy, Committed offer price (they will buy at that price if we find a seller). 35 attributes of those products (like make, model, size, etc).

We will make AddBuyerOffer() REST API call and pass it on to RoboNegotiator backend and save it in local DB to show it to sellers when sellers want to see all products/ offers.

// Will provide more details by Feb 29 - For Future – In March

# Page 8 - Needs from Buyers - Mar

// Will provide more details by Feb 29 - For Future – In March

Something like product catalog but here we will show we have following needs from buyers. If you want to sell these products at given price, contact us or something.

# Page 9 – Product Catalog (Feb)

This needs to be done NOW for Feb. However, this will go under demosite once we have that page ready in March.

Will have filters to search by category, sub category, ZIP code (and within X miles distance), Listed Price Range, etc.

4x4 images with certain details. Clicking on image or any field opens Product Details page as we see in most eCommerce product catalogs

Some sample pages I had seen before:

* <https://www.carmax.com/cars/all>
* <https://www.carvana.com/cars/sedan/filters/?cvnaid=eyJmaWx0ZXJzIjp7ImJvZHlTdHlsZXMiOjEsImZlYXR1cmVzIjozMjgzMywibXBnIjp7Im1heCI6MTUwLCJtaW4iOjMwfX0sImZpbHRlclNvdXJjZSI6MTJ9>
* <https://www.truecar.com/used-cars-for-sale/listings/acura/integra/location-thousand-oaks-ca/>
* <https://www.carvana.com/cars/sedan/filters/?cvnaid=eyJmaWx0ZXJzIjp7ImJvZHlTdHlsZXMiOjEsImZlYXR1cmVzIjozMjgzMywibXBnIjp7Im1heCI6MTUwLCJtaW4iOjMwfX0sImZpbHRlclNvdXJjZSI6MTJ9>

# Page 10 – Product Details Page (Feb)

Professional looking product detail page which we see in most eCommerce site. Add to Shopping Cart will be fake button. JavaScript plug in will be added so we will have “Negotiate through RoboNegotiator” button also seen which kicks off automated chatbot session

Where buyer checks product specs, related information and decides to commit purchase or negotiate.   
<https://www.carvana.com/vehicle/1299556>

<https://www.carmax.com/car/beta/18071119>

# JavaScript/ Button Integration (in Demosite) - Feb

Automatic/ live negotiation on website for other missing things

* Portable Script which can be integrated in other platforms – 3dcart, Shopify, Magento, WooCommerce, WordPress, etc.
* Classic Negotiation flow in Live Negotiation – To be designed. May
* Additional UI enhancements (including some text changes) and removing some white spaces/ blanks. Size of window, Positioning, Fonts, …
* Fixing/Testing result-3 (UpdateOffer flow) – Done in Phase 9 but testing needs backend support.
* Backend API changes – Expedite Matching/ Negotiation – Cut down 30 seconds delay.
* Pop-up window beautification – border, title, additional texts in pop-up windows
* Paypal Charging Flow before final matching based on answers given by a user.
* Uploading all answers/data entry by a user in a session (Mac Address? Email Address?) to RoboNegotiator Server – To be designed

# Page 11 – Seller’s Dashboard (Feb)

**Bunch of sub-sections pages as shown in 11a to 11g**

**Dashboard (Seller's Page**) like My Account / My Profile where

* + Currently we have a seller sign-up. **We need also Client Sign-up.** Seller for a given client (API Key) signs up. Currently we do everything using our default API key but we will not use seller’s API key if they belong to a particular client/ API key.
  + They can change password, email, mode of negotiation, contact #
  + View/Modify/ Delete details of their uploaded deals,
    1. Current Uploaded Parameters/ Mode/ Expiry Date/ Quantity/ Values – REST API
    2. Past Closed/ Negotiated Items from this seller
    3. Update (extend expiry, change mode, update quantity, price etc). – REST API#6
    4. Delete Option – Rest API#7
  + Check Deal Progress etc. - As we have now.
  + Set Negotiation Parameters for a given deal (product) – We will have new GUI in place of current GUI.

# Page 11a – Upload a Product in Demosite (Feb)

This will be used only for sellers trying a demosite.

Form / Submit as we have now but with proper instruction (text), better UI/ UX,

Depending on category chosen, we will show different field names (parameter 1, 2, …5) which we need to send in REST APIs. Listing Price & Images will be used only for local DB (to show in Product Catalog). REST APIs don’t use them.

Parameter 1, 2, 3 are mandatory.

REST APIs don’t use $ figure in fields but if we launch this to USA, we may get visitors entering $1500 or $1500.00 or 1500 or whatever. We should take all input and strip currency sign as needed. USD will be default in currency for now if we need to hardcode somewhere.

Depending on negotiation mode, we need to take lowest price from seller. Refer REST API (AddSellerDeal as needed).

# Page 11b – Upload a Deal or Deals to RN (Feb)

Same as Upload a Product but this section will not take listing price and images. This option will be used by all sellers trying our sponsored eCommerce site and their own site for integrating RN button/plugin.

We will also support BULK upload of deals with CSV – where seller can upload more than 1 products. We should test upto 60 products even though program/function should take as many products in CSV file (one per row). These parameters are required for REST APIs and hence each row/ product makes one REST API call and webpage submits to backend. For every row, do that recursively

Deal Intelligence (Feb)  
Calls one of the AI/ML APIs and displays response in better UI/UX

* Deal Intelligence – How same product has been negotiated/ closed in past in DB - Button and GUI display in Upload Deal section – Consumes API#1

Market Data for a given product (Feb)

Takes information about a given product (form) with submit button

Calls one of the APIs from backend and displays response in better UI/UX

## Customer Demographics (Feb)

For a given product, it shows two types of information. We will get results only for 3 specific buyers ([buyer1@robonegotiator.com](mailto:buyer1@robonegotiator.com), buyer2@ … , buyer3@....)

Most common demographics attributes for majority of deals for this product  
For individual demographics attribute, it shows which value is in majority based on past deals for this product.

* Buyer Demographics Details for a given product – GUI and button – Somewhere – Consumes API#2. Age Group, Sex, Race, Income Group demographics are returned in response.

# Page 11c – Manage My Deals (Feb)

Whether seller has been uploading product/deals to RN through demosite or their own websites, we will shows all deals uploaded by this seller in backend (and local database). One can delete it and modify it. We will need to call DeleteSellerRequest API (which is not there yet) and UpdateSellerOffer REST API from backend.

# Page 11d – Deal Progress/ Summary (Feb)

For every product (or chosen product), shows if a given deal has found a buyer and if a deal is in negotiation or not.

## Show Buyer’s Negotiation Behavior (Feb)

Takes username (usually used in current negotiation) and for that user (buyer), it calls AI/ML API and gets data from backend about user’s negotiation behavior. REST API is working. UI/UX needs to be done.

* Buyer Profile (Negotiation Habits) – Button and GUI somewhere – Consumes API#3

# Page 11e – Set Negotiation Parameters/Rules (Feb)

Seller can define rules/ parameters for a given product.

Text Box to describe

5 parameters will be pro-buyer and 5 parameters will be pro-seller. Last 3 parameters in pro-seller side depend on AI/ML/ Data queries (APIs) before we can code them.

APIs can take $$, % so whatever UI we use, we need to make sure we call APIs with correct values.

# Page 11f - Subscribe/ Get Plugin (Apr)

1. **Plug-In Requirements**

Two Web Pages:

* Webpage 1)
  + [http://www.RoboNegotiator.com/Billing](http://www.robonegotiator.com/Billing)
  + Will show our three subscription plans ($0, $29.99, $99.99) as shown in below link for three plans followed by Pay/Select and then ask for payment/creditcard/paypal details (name, address, credit card, etc) and then call AddClient API which returns API Key. Show that API key as an output which they have to use in plug-in and REST API calls.

<http://demosite.robonegotiator.com/index.php/pages/demo_billing_table>

* Webpage 2)

Visit plugin site - goes to your company. We need to put a site something like https://www.kathyisawesome.com/plugin\_products/woocommerce-name-your-price/ (other plug in you sent me). Let's put a link **http://www.robonegotiator.com/plugin\_products/woocommerce-RoboNegotiator** - I will have this page coded  
Another example of such plugin-

<http://demo.expresstechsoftwares.com/wp-admin/plugins.php>

Gets API key and gets installer / ZIP file for a given plug in.

# Page 11g – Business Analytics / Report (Feb)

We have one or two APIs from BI in backend. We will consume APIs and get responses and show them in nicer UIs/ Report format. Ask me for demo/ API details and let’s design good report/ UI so we can show we do have BI function.

# Page 12 – Review/ Feedback System (Apr)

**For future.**

Seller and Buyer can give each other review/ feedback (have new APIs) and related UI

* 1. Display Review for a given User (Buyer/ Seller) – Fetch Information using API#4
  2. Buyer gives review to Seller – Consumer API#5
  3. Seller gives review to a buyer – Consume API#5

# Page 13 – Seller Specific Catalog (May)

**Not needed now. Ignore this page.**

**Dealer/ Seller specific Product Catalog** (in addition to Master Catalog) with dealer header/ logo (customized). We get details while seller sign up occurs.

* + Dealer specific page will be a separate link like my.RoboNegotiator.com/AllenMotors which will have Logo/ Address (Header) of AllenMotors and products uploaded by AllenMotors will show here.
  + Sign-up Seller time – Ask if you want seller specific catalog? Y/N? If Y, ask for logo, address, etc.
  + Upload Deal/ Product will have changes (field names/ attribute names) in display based on a given category (5 categories under demosite)
    1. Cars (Make, Model, Condition, Body Type, Miles, Year, Color)
    2. Electronics (will give 5-7 attributes)
    3. Industrial/ Machine Parts (will give 5-7 attributes)
    4. Appliances (will give 5-7 attributes)
    5. Jewelry / Watches (will give 5-7 attributes)
  + Upload Deal will have support for mass upload (deals) – We can have our own CSV/ Excel template for product, price, etc and we read and send series of REST APIs to backend to add product to catalog. Images for catalog need to be taken from local computer though so file/ template may refer them as local folder/ path.
  + Nothing else like Product Catalog and each product will have Product detail page like normal with RoboNegotiator method/ API etc.
  + This page will not have Menu/ Header Item as we will be linking this page from Dealer’s website so we don’t want user to go from dealer’s page to other dealer’s pages
    1. Google API in filtering by ZIP/ Distance within 25-50-100 miles etc get implemented here in filters as shown in <https://www.truecar.com/used-cars-for-sale/listings/acura/integra/location-thousand-oaks-ca/> OR on top side of <https://www.carmax.com/cars/all>
    2. <https://www.truecar.com/used-cars-for-sale/listings/acura/integra/location-thousand-oaks-ca/>
    3. <https://www.carmax.com/cars/all>
  + Ability to add page for seller while we register a seller.

# Page 14 CMS / Admin Console (Apr)

* 1. SEO/ Google Analytics Code and all – to be added as part of this phase so we can change content ourselves. We may do this sooner.
  2. Page Management for Marketing to change content/ header/title/ images etc.
  3. Admin Console for
     1. cleanup database (local),
     2. Check and update Categories (demosite). We will provision new category here which will result in new category/ catalog and then seller can upload deals for that category.
     3. We will also need to delete seller (AllenMotors for example) so his products are gone from all DB/ deals/ catalogs.
     4. Change Product Images/ Listing and other attributes – Not needed now. In future.

# Page 15 Negotiation Vs. Fixed Price – Profit & Rewards (Mar)

We will ask series of question to potential store owners/ sellers who is considering Negotiation button in place of traditional shopping cart/fixed price catalog and provide some input on how it can impact their profit/ loss calculations and how we will reward benefits/ financial support so they can measure various KPIs.

I have Excel with all data (input cells) and calculations which we can use to code this page and UI/UX.