

# PRODUCT ROADMAP

*Plan for Gib*

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20201010 v0.1*

## OVERVIEW

*Sharing paid content is often painful. The sender and receiver must have paid accounts with the content provider and, in the case of crypto-monetized content, both must be technologically savvy. Low-income and "unbanked" users are often left out of a walled garden of premium content that their more affluent peers can access. Content creators also lose out on a potential audience that may never experience the value of their premium content.*

*Using a simple component, Gib makes it easy for users to purchase and share prepaid links to web monetized content. If you are already streaming payments to a content creator, you can pre-purchase access to their content in creator-determined increments, then send a link that automatically grants access to a person of your choice. Think of it like sending a gift card for your favorite content.*

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The deliverables are:

High level: Easy to use (low technical onboarding), tool to share content.

Low level:

- Feasibility Analysis
  - Product Roadmap, User stories / personas
  - Tool research
  - Architecture
  - Epics
  - Functional Specs
  - Qualitative Specs
  - Design Spec

- Product Management Analysis
- Blog
- Research documentation
- Initial build
  - Github Pages Homepage
  - Sandbox/Testing page
- Revised build
- Publicly released, open source ware.

## PRODUCT PHASES

Month 1) Feasibility Analysis - In which product features are planned and limitations are detailed/solved.

Month 2, 3) Architecture and Design - In which the software architecture is set out and algorithms and data structures are planned for implementation.

Month 4, 5) Build & Test - In which the product architecture is implemented and tested. A designer is required at this phase to design and create custom visual assets.

Month 5) Deployment - In which the product is deployed to a private network.

Month 6) Maintenance - In which the product is updated and maintained according to the client's needs/feedback.

## BUILD AND TEST OUTLINE

- Alpha Build - In which basic interface and functionality is made available for interacting with the platform.
- Alpha Testing - In which the product is released to the demo team and tested. A report will be compiled, detailing changes to be made to product behavior/UI/UX.
- Beta Build - In which the refinements from the demo team's report are implemented.
- Beta Testing - In which the product is released in a beta environment. Product critiques are gathered and implemented.
- Release Candidate Build - In which the beta critiques are implemented and the product is polished for Phase 4.